

SCHEME OF STUDIES AND EVALUATION

BBA- SEMESTER I

| PAPER CODE | PAPER NAME | L | T | P | CREDITS | SUBJECT TOTAL |
|------------|----------------------------------|----|---|---|---------|---------------|
| BBA 101 | PRINCIPLES OF MANAGEMENT | 4 | | | 4 | 100 |
| BBA 102 | BUSINESS ECONOMICS | 4 | | | 4 | 100 |
| BBA 103 | BUSINESS LAW | 4 | | | 4 | 100 |
| BBA 104 | FINANCIAL ACCOUNTING | 3 | 1 | | 4 | 100 |
| BBA 105 | BUSINESS COMMUNICATION-I | 3 | | 2 | 4 | 100 |
| BBA 106 | COMPUTER APPLICATION IN BUSINESS | 3 | | 2 | 4 | 100 |
| BBA 107 | MOOCS BASED SEMINAR | 1 | | | 1 | 100 |
| BBA 108 | GENERAL PROFICIENCY | | | | 1 | 100 |
| | TOTAL | 22 | 1 | 4 | 26 | 800 |

BBA- SEMESTER II

| PAPER CODE | PAPER NAME | L | T | P | CREDITS | SUBJECT TOTAL |
|------------|----------------------------|----|---|---|---------|---------------|
| BBA 201 | ORGANIZATIONAL BEHAVIOR | 4 | | | 4 | 100 |
| BBA 202 | PRINCIPLES OF MARKETING | 4 | | | 4 | 100 |
| BBA 203 | FINANCIAL MANAGEMENT | 3 | 1 | | 4 | 100 |
| BBA 204 | HUMAN RESOURCE MANAGEMENT | 4 | | | 4 | 100 |
| BBA 205 | BUSINESS COMMUNICATION -II | 4 | | | 4 | 100 |
| BBA 206 | MANAGEMENT LAB | 2 | | | 2 | 100 |
| BBA 207 | I.T LAB | | | 2 | 1 | 100 |
| BBA 208 | EVS | 2 | | | 2 | 100 |
| BBA 209 | MOOCS BASED SEMINAR | 1 | | | 1 | 100 |
| BBA 210 | GENERAL PROFICIENCY | | | | 1 | 100 |
| | TOTAL | 24 | 1 | 2 | 27 | 1000 |

BBA-SEMESTER III

| PAPER CODE | PAPER NAME | L | T | P | CREDITS | Subject TOTAL |
|------------|-------------------------|----|---|---|---------|---------------|
| BBA 301 | ACCOUNTING FOR MANAGERS | 4 | | | 4 | 100 |
| BBA 302 | BUSINESS STATISTICS | 3 | 1 | | 4 | 100 |
| BBA 303 | BUSINESS ENVIRONMENT | 4 | | | 4 | 100 |
| BBA 304 | MACRO ECONOMICS | 4 | | | 4 | 100 |
| BBA 305 | ENTREPRENEURSHIP | 4 | | | 4 | 100 |
| BBA 306 | CAREER SKILLS | 2 | | | 2 | 100 |
| BBA 307 | MOOCS BASED SEMINAR | 1 | | | 1 | 100 |
| BBA 308 | GENERAL PROFICIENCY | | | | 1 | 100 |
| | TOTAL | 22 | 1 | | 24 | 800 |

BBA- SEMESTER IV

| PAPER CODE | PAPER NAME | L | T | P | CREDITS | SUBJECT TOTAL |
|------------|---------------------------------------|----|---|---|---------|---------------|
| BBA 401 | INTERNATIONAL BUSINESS | 4 | | | 4 | 100 |
| BBA 402 | BUSINESS RESEARCH | 4 | | | 4 | 100 |
| BBA 403 | PRODUCTION MANAGEMENT | 4 | | | 4 | 100 |
| BBA 404 | DIGITAL MARKETING | 4 | | | 4 | 100 |
| BBA 405 | LOGISTICS AND SUPPLY CHAIN MANAGEMENT | 3 | 1 | | 4 | 100 |
| BBA 406 | CAREER SKILLS | 2 | | | 2 | 100 |
| BBA 407 | MOOCS BASED SEMINAR | 1 | | | 1 | 100 |
| BBA 408 | GENERAL PROFICIENCY | | | | 1 | 100 |
| | Total | 22 | 1 | | 24 | 800 |

BBA-SEMESTER V

| PAPER CODE | PAPER NAME | L | T | P | CREDITS | SUBJECT TOTAL |
|-------------|---|---|---|---|---------|---------------|
| BBA 501 | INDIAN ECONOMY | 4 | | | 4 | 100 |
| BBA 502 | BUSINESS STRATEGY | 4 | | | 4 | 100 |
| BBA 503 | E-COMMERCE | 4 | | | 4 | 100 |
| | ELECTIVES (ANY ONE) | | | | | |
| Elective 1 | FINANCE | | | | | |
| BBA 504 F1 | WORKING CAPITAL MANAGEMENT* | 4 | | | 4 | 100 |
| BBA 504 F2 | DIRECT TAX LAW | 4 | | | 4 | 100 |
| Elective 2 | MARKETING | | | | | |
| BBA 504 M1 | ADVERTISING | 4 | | | 4 | 100 |
| BBA 504 M2 | SALES MANAGEMENT | 4 | | | 4 | 100 |
| Elective 3 | HUMAN RESOURCES | | | | | |
| BBA 504 H1 | PERFORMANCE MANAGEMENT | 4 | | | 4 | 100 |
| BBA 504 H2 | INDUSTRIAL RELATIONS | 4 | | | 4 | 100 |
| | LOGISTICS & SUPPLY CHAIN | | | | | |
| BBA 504 LS1 | WAREHOUSING & INVENTORY MANAGEMENT | 4 | | | 4 | 100 |
| BBA 504 LS2 | INFORMATION TECHNOLOGY APPLICATIONS | 4 | | | 4 | 100 |
| | BANKING & FINANCE | | | | | |
| BBA 504 BF1 | LEGAL & REGULATORY ASPECTS OF BANKING | 4 | | | 4 | 100 |
| BBA 504 BF2 | RURAL BANKING & FINANCIAL INCLUSION | 4 | | | 4 | 100 |
| | EVENT MANAGEMENT | | | | | |
| BBA 504 E1 | FOUNDATION OF EVENT MANAGEMENT | 4 | | | 4 | 100 |
| BBA 504 E2 | EVENT PLANNING, SPONSORSHIP & BUDGETING | 4 | | | 4 | 100 |
| | RETAIL MANAGEMENT | | | | | |
| BBA 504 R1 | RETAIL OPERATIONS MANAGEMENT | 4 | | | 4 | 100 |
| BBA 504 R2 | INTERNATIONAL RETAILING | 4 | | | 4 | 100 |
| | SUMMER TRAINING | | | | | |
| BBA 505 | SUMMER TRAINING PROJECT REPORT, VIVA-VOCE | | | | 4 | 100 |
| BBA 506 | CAREER SKILLS | 2 | | | 2 | 100 |
| BBA 507 | GENERAL PROFICIENCY | | | | 1 | 100 |
| | Total | 2 | | | 27 | 800 |

BBA – SEMESTER VI

| PAPER CODE | PAPER NAME | L | T | P | CREDITS | SUBJECT TOTAL |
|-------------|--|---|---|---|---------|---------------|
| BBA 601 | MONEY, BANKING & FINANCE | 4 | | | 4 | 100 |
| BBA 602 | BUSINESS ETHICS AND VALUES | 4 | | | 4 | 100 |
| | ELECTIVES (ANY ONE) | | | | | |
| Elective 1 | FINANCE | | | | | |
| BBA 603 F1 | GOODS & SERVICE TAX | 4 | | | 4 | 100 |
| BBA 603 F2 | FINANCIAL INSTITUTIONS & SERVICES | 4 | | | 4 | 100 |
| Elective 2 | MARKETING | | | | | |
| BBA 603 M1 | CONSUMER BEHAVIOUR | 4 | | | 4 | 100 |
| BBA 603 M2 | RURAL MARKETING | 4 | | | 4 | 100 |
| Elective 3 | HUMAN RESOURCES | | | | | |
| BBA 603 H1 | TRAINING & DEVELOPMENT | 4 | | | 4 | 100 |
| BBA 603 H2 | WAGE & SALARY ADMINISTRATION | 4 | | | 4 | 100 |
| | LOGISTICS & SUPPLY CHAIN MANAGEMENT | | | | | |
| BBA 603 LS1 | INTERNATIONAL MARKETING LOGISTICS | 4 | | | 4 | 100 |
| BBA 603 LS2 | EXPORT TRADE & DOCUMENTATION | 4 | | | 4 | 100 |
| | BANKING & FINANCE | | | | | |
| BBA 603 BF1 | CENTRAL BANKING | 4 | | | 4 | 100 |
| BBA 603 BF2 | MONETARY & TREASURY MANAGEMENT | 4 | | | 4 | 100 |
| | EVENT MANAGEMENT | | | | | |
| BBA 603 E1 | EVENT TEAM MANAGEMENT | 4 | | | 4 | 100 |
| BBA 603 E2 | EVENT PRODUCTION & LOGISTICS | 4 | | | 4 | 100 |
| | RETAIL MANAGEMENT | | | | | |
| BBA 603 R1 | RETAIL SALES TECHNIQUE & PROMOTIONS | 4 | | | 4 | 100 |
| BBA 603 R2 | DIRECT & NETWORK MARKETING | 4 | | | 4 | 100 |
| BBA 604 | COMPREHENSIVE VIVA-VOCE | 2 | | | 4 | 100 |
| BBA 605 | GENERAL PROFICIENCY | | | | 1 | 100 |