

## DIVISION OF BUSINESS ADMINISTRATION

Department: Business

Degree: Bachelor of Business Administration (B.B.A) – Regular

### Semester I

| Course Category                            | Course Code | Course Title             | L | T/P | Cr        |
|--|-------------|--------------------------|---|-----|-----------|
|  |             | Moral Principles         | 2 |     | 2         |
| ABILITY ENHANCEMENT                        | AECC 111    | Business English         | 2 |     | 2         |
|  | AECC 112    | Business Communication   | 2 |     | 2         |
| GENERIC ELECTIVE (GE                       | BBA 114     | Public Speaking          | 2 | 2   | 4         |
| OR   | BBA 115     | Business Environment     | 2 | 2   | 4         |
| COMPULSORY COURSE                          | BBA 116     | Principles of Management | 3 |     | 3         |
| DISCIPLINE CORE DC (ANY ONE)               | BBA 117     | Financial Accounting I   | 3 |     | 3         |
|  | BBA 118     | Micro Economics          | 3 |     | 3         |
| DISCIPLINE CORE (DC) FROM OTHER DEPARTMENT | BBA 119     | Business Mathematics     | 3 |     | 3         |
|  |             | <b>TOTAL</b>             |   |     | <b>22</b> |

### Semester II

| Course Category                            | Course Code | Course Title             | L | T/P | Cr        |
|--|-------------|--------------------------|---|-----|-----------|
|  |             | Value Education          | 2 |     | 2         |
| ABILITY ENHANCEMENT                        | AECC 111    | Environmental Studies    | 2 |     | 2         |
|  | AECC 112    | Business Correspondence  | 2 |     | 2         |
| GENERIC ELECTIVE (GE                       | BBA 114     | Event Management         | 2 | 2   | 4         |
| OR   | BBA 115     | Company Law              | 2 | 2   | 4         |
| COMPULSORY COURSE                          | BBA 116     | Organizational Behaviour | 3 |     | 3         |
| DISCIPLINE CORE DC (ANY ONE)               | BBA 117     | Financial Accounting II  | 3 |     | 3         |
|  | BBA 118     | Macro Economics          | 3 |     | 3         |
| DISCIPLINE CORE (DC) FROM OTHER DEPARTMENT | BBA 119     | Business Statistics      | 3 |     | 3         |
|  |             | <b>TOTAL</b>             |   |     | <b>22</b> |

## Semester III

| Course Category                            | Course Code | Course Title              | L | T/P | Cr        |
|--|-------------|---------------------------|---|-----|-----------|
| COMPULSORY COURSE                          | BBA 231     | Computer Applications     | 2 | 2   | 4         |
| DISCIPLINE CORE DC (ANY ONE)               | BBA 232     | Principles of Finance     | 3 |     | 3         |
|  | BBA 233     | Corporate Accounting      | 3 |     | 3         |
|  | BBA 234     | Business Law              | 3 |     | 3         |
| DISCIPLINE CORE (DC) FROM OTHER DEPARTMENT | BBA 235     | Principles of Marketing   | 3 |     | 3         |
| SKILL ENHANCEMENT COURSE (SC)              | BBA 236     | Human Resource Management | 3 |     | 3         |
|  | BBA 237     | Business Ethics           | 3 |     | 3         |
|  |             | <b>TOTAL</b>              |   |     | <b>22</b> |

## Semester IV

| Course Category                            | Course Code | Course Title                        | L | T/P | Cr        |
|--|-------------|-------------------------------------|---|-----|-----------|
| COMPULSORY COURSE                          | BBA 241     | E-Commerce                          | 2 | 2   | 4         |
| DISCIPLINE CORE DC (ANY ONE)               | BBA 242     | Principles of Management Accounting | 3 |     | 3         |
|  | BBA 243     | Management Information Systems      | 3 |     | 3         |
|  | BBA 244     | Corporate Law                       | 3 |     | 3         |
| DISCIPLINE CORE (DC) FROM OTHER DEPARTMENT | BBA 245     | Fundamentals of Insurance           | 3 |     | 3         |
| SKILL ENHANCEMENT COURSE (SC)              | BBA 246     | Public Relations                    | 3 |     | 3         |
|  | BBA 247     | Leadership                          | 3 |     | 3         |
|  |             | <b>TOTAL</b>                        |   |     | <b>22</b> |

## Semester V

| Course Category               | Course Code | Course Title                                | L | T/P | Cr        |
|-------------------------------|-------------|---|---|-----|-----------|
| SKILL ENHANCEMENT COURSE (SC) | BBA 351     | Research Methodology                        | 4 |     | 4         |
| COMPULSORY COURSE             | BBA 352     | Strategic Management                        | 3 |     | 3         |
|                               | BBA 353     | Cost Accounting                             | 3 |     | 3         |
| MARKETING (SPECIALIZATION I)  | MKTG 354    | Indian Marketing                            | 4 | 1   | 5         |
|                               | MKTG 355    | Advertising and Branding                    | 4 | 1   | 5         |
|                               | MKTG 356    | Exposure, Visit, Project, Viva in Marketing |   | 2   | 2         |
| FINANCE (SPECIALIZATION II)   | FNCE 354    | Corporate Finance                           | 4 | 1   | 5         |
|                               | FNCE 355    | Capital Markets and Financial Services      | 4 | 1   | 5         |
|                               | FNCE 356    | Exposure, Visit, Project, Viva in Finance   |   | 2   | 2         |
|                               |             | <b>TOTAL</b>                                |   |     | <b>22</b> |

## Semester VI

| Course Category               | Course Code | Course Title                         | L | T/P | Cr        |
|-------------------------------|-------------|--------------------------------------|---|-----|-----------|
| SKILL ENHANCEMENT COURSE (SC) | BBA 361     | Entrepreneurship                     | 4 |     | 4         |
| COMPULSORY COURSE             | BBA 362     | Production and Operations Management | 3 |     | 3         |
|                               | BBA 363     | Management Accounting                | 3 |     | 3         |
| MARKETING (SPECIALIZATION I)  | MKTG 364    | Retail Marketing                     | 4 | 1   | 5         |
|                               | MKTG 365    | Global Marketing                     | 4 | 1   | 5         |
|                               | MKTG 366    | Project Work in Marketing            |   | 2   | 2         |
| FINANCE (SPECIALIZATION II)   | FNCE 364    | Financial Statement Analysis         | 4 | 1   | 5         |
|                               | FNCE 365    | International Financial Management   | 4 | 1   | 5         |
|                               | FNCE 366    | Project Work in Finance              |   | 2   | 2         |
|                               |             | <b>TOTAL</b>                         |   |     | <b>22</b> |