

**BBA Course Structure (From MO-2015 Onward)**

<b>Semester</b>	<b>Course Type</b>	<b>No. of Courses (I)</b>	<b>Total credits per semester</b>
1 <sup>st</sup>	Departmental Courses	7	19
2 <sup>nd</sup>	Departmental Courses	7	19
3 <sup>rd</sup>	Departmental Courses	7	19
4 <sup>th</sup>	Departmental Courses	7	19
5 <sup>th</sup>	Departmental Courses	7	20
6 <sup>th</sup>	Departmental Courses Project	6 1	20

**Total: 116 Credits**

---

**Semester I**

<b><u>Subject Code</u></b>	<b><u>Course Name</u></b>	<b><u>L – T - P</u></b>	<b><u>Credits</u></b>
BBA 1001	General Principles of Management	3-0-0	3
BBA 1003	Business Statistics	3-0-0	3
BBA 1005	Business Economics	3-0-0	3
BBA 1007	Introduction to Business Accounting	3-0-0	3
BBA 1002	Programming Lab –I	0-0-3	2
BBA 1004	Business Communication – I	0-0-3	2
BBA 1009	Fundamentals of Computing	3-0-0	3
	Total		19
	Credits:		

**Semester II**

<b><u>Subject Code</u></b>	<b><u>Course Name</u></b>	<b><u>L- T - P</u></b>	<b><u>Credits</u></b>
BBA 2001	Organizational Behavior	3-0-0	3
BBA 2003	Quantitative Techniques in Management	3-0-0	3
BBA 2005	Basics of Financial Management	3-0-0	3
BBA 2002	Computerized Accounting Lab	0-0-3	2
BBA 2007	Principles of Marketing I	3-0-0	3
BBA 2009	Business Communication –II	3-0-0	3
BBA 2011	Office Management	2-0-0	2
	Total		19
	Credits:		

**Semester III**

<b><u>Subject Code</u></b>	<b><u>Course Name</u></b>	<b><u>L – T -P</u></b>	<b><u>Credits</u></b>
BBA 3001	Research Methodology	3-0-0	3
BBA 3003	Human Resource Management	3-0-0	3
BBA 3005	Legal Aspects of Management	3-0-0	3
BBA 3007	Introduction to Financial Markets	3-0-0	3
BBA 3009	Financial Accounting	2-0-0	2
BBA 3002	Web Applications for Business Lab	0-0-3	2
BBA 3011	Principles of Marketing II	3-0-0	3
	Total Credits:		19

### Semester IV

<u>Subject Code</u>	<u>Course Name</u>	<u>L – T – P</u>	<u>Credits</u>
BBA 4001	Qualitative Data Analysis	2-0-0	2
BBA 4003	Management and Control of Cost	3-0-0	3
BBA 4005	Fundamentals of Operations Research	3-0-0	3
BBA 4007	Introduction to Materials Management and Production Management	3-0-0	3
BBA 4002	Data Analysis for Decision making Lab	0-0-3	2
BBA 4009	Sales and Distribution Management	3-0-0	3
BBA 4011	Business Ethics	3-0-0	3
	Total Credits:		19

### Semester V

<u>Subject Code</u>	<u>Course Name</u>	<u>L – T – P</u>	<u>Credits</u>
BBA 5001	Entrepreneurship & Small Business	3-0-0	3
BBA 5003	International Trade and Business	3-0-0	3
Breadth Course	Foreign Language (French/German)	3-0-0	3
BBA 5011	E-Commerce	2-0-0	2
BBA 5013	Hospitality Management	3-0-0	3
BBA 5014	Project I		3
Breadth Course	Inter Departmental Course	3-0-0	3
	Total Credits:		20

### Semester VI

<u>Subject Code</u>	<u>Course Name</u>	<u>L- T - P</u>	<u>Credit</u>
BBA 6001	Management Information System	2-0-0	2
BBA 6002	Project II		3
BBA 6003	Project Management	3-0-0	3
	Specialization Paper I Group-I	3-0-0	3
	Specialization Paper II Group-I	3-0-0	3
	Specialization Paper III Group-II	3-0-0	3
	Specialization Paper IV Group-II	3-0-0	3
	Total Credits:		20

### Note:

**L-T-P (Lecture- Tutorials- Practical)**

**Specialization in any two subjects from any two group (out of the following groups):**

**MARKETING AREA**

BBA 6005 International Marketing  
BBA 6007 Advertising Management  
BBA 6009 Services Marketing

**FINANCE AREA**

BBA 6011 Banking Concepts & Practice  
BBA 6013 Securities & Securities Market  
BBA 6015 International Finance

**HUMAN RESOURCE MANAGEMENT AREA**

BBA6017 Manpower Planning  
BBA6019 Industrial Relations  
BBA6021 Training and Development

**INFORMATION TECHNOLOGY AREA**

BBA6023 Computer Networks  
BBA6025 Knowledge Management  
BBA6027 Internet & Web Page Design