

## BBA PROGRAM

Proposed Scheme of Teaching & Evaluation for BBA (Basic/Hons) with  
Business Administration as Core subject

Semester I								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language - I	AECC	3+1+0	70	30	100	3
2	Lang.1.2	Language - II	AECC	3+1+0	70	30	100	3
3	BBA.1.1	Management Principles & Practice	DSC	4+0+0	70	30	100	4
4	BBA.1.2	Fundamentals of Business Accounting	DSC	3+0+2	70	30	100	4
5	BBA.1.3	Marketing Management	DSC	4+0+0	70	30	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	50	50	100	2
7	BBA.1.5	Business Organization / Office Organization and Management	OEC	3+0+0	50	50	100	3
Sub -Total (A)					450	250	700	23

Semester II								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
8	Lang.2.1	Language - I	AECC	3+1+0	70	30	100	3
9	Lang.2.2	Language - II	AECC	3+1+0	70	30	100	3
10	BBA.2.1	Financial Accounting and Reporting	DSC	3+0+2	70	30	100	4
11	BBA.2.2	Human Resource Management	DSC	4+0+0	70	30	100	4
12	BBA.2.3	Business Environment/ Business Mathematics	DSC	4+0+0/ 3+0+2	70	30	100	4
13	BBA.2.4	Health Wellness/ Social & Emotional Learning	SEC-VB	1+0+2	-	100	100	2
14	BBA.2.5	Environmental Studies	AECC	2+0+0	50	50	100	2
15	BBA.2.6	People Management /Retail Management	OEC	3+0+0	50	50	100	3
Sub -Total (B)					450	350	800	25

EXIT OPTION WITH CERTIFICATION - with ability to solve well defined problems

Semester III								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
16	Lang.1.1	Language - I	AECC	3+1+0	70	30	100	3
17	Lang.1.2	Language - II	AECC	3+1+0	70	30	100	3
18	BBA.3.1	Cost Accounting	DSC	3+0+2	70	30	100	4
19	BBA.3.2	Organizational Behavior	DSC	4+0+0	70	30	100	4
20	BBA.3.3	Statistics for Business Decisions	DSC	3+0+2	70	30	100	4
21	BBA.3.4	Artificial Intelligence	SEC	1+0+2	50	50	100	2
22	BBA.3.5	Social Media Marketing/ Rural Marketing	OEC	3+0+0	50	50	100	3
Sub -Total (C)					450	250	700	23

Semester IV								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
23	Lang.1.1	Language - I	AECC	3+1+0	70	30	100	3
24	Lang.1.2	Language - II	AECC	3+1+0	70	30	100	3
25	BBA.4.1	Management Accounting	DSC	3+0+2	70	30	100	4
26	BBA.4.2	Business Analytics / Financial Markets & Services	DSC	4+0+0	70	30	100	4
27	BBA.4.3	Financial Management	DSC	3+0+2	70	30	100	4
28	BBA.4.4	Constitution of India	AECC	2+0+0	50	50	100	2
29	BBA.4.5	Sports/NCC/NSS/others (if any)	SEC-VB	1+0+2	-	100	100	2
30	BBA.4.6	Business Leadership Skills/Personal Wealth Management	OEC	3+0+0	50	50	100	3
Sub -Total (D)					450	350	800	25

EXIT OPTION WITH DIPLOMA – Ability to solve broadly defined problems.

Semester V								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
31	BBA.5.1	Production And Operations Management/ International Business	DSC	4+0+0	70	30	100	4
32	BBA.5.2	Income Tax	DSC	3+0+2	70	30	100	4
33	BBA.5.3 Elective	Elective-1(PAPER 1)	DSE	3+0+2(P) 4+0+0(T)	70	30	100	4
34	BBA.5.4 Elective	Elective-2 (PAPER1)	DSE	3+0+2(P) 4+0+0(T)	70	30	100	4
35	BBA.5.5	Information Technology for Managers	Vocational - 1	1+0+2	70	30	100	3
36	BBA.5.6	Cyber Security/Ethics & Self-Awareness	SEC - VB	1+0+2	50	50	100	2
Sub -Total (E)					400	200	600	21

Semester VI								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	BBA.6.1	Business Laws	DSC	4+0+0	70	30	100	4
38	BBA.6.2	Entrepreneurship & Startup Management	DSC	4+0+0	70	30	100	4
39	BBA.6.3 Elective	Elective-1(PAPER2)	DSE	3+0+2(P) 4+0+0(T)	70	30	100	4
40	BBA.6.4 Elective	Elective-2(PAPER2)	DSE	3+0+2(P) 4+0+0(T)	70	30	100	4
41	BBA.6.5	Goods & Services Tax(GST)	Vocational-2	1+0+2	70	30	100	3
42	BBA.6.6	Professional Communication	SEC - SB	2+0+0	50	50	100	2
Sub -Total (F)					400	200	600	21

Students have to select dual electives out of the list of electives given in Fifth and Sixth Semester. Electives selected in the fifth semester should be continued in the sixth semester. However they can change the electives in the seventh semester. The electives selected in the seventh semester will continue in the eighth semester.

**EXIT OPTION WITH BACHELOR DEGREE** -Ability to solve complex problems that are ill-structured requiring multi-disciplinary skills to solve them.

Semester VII								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
44	BBA.7.1	Business Ethics & Corporate Governance	DSC	4+0+0	70	30	100	4
45	BBA.7.2	E Commerce	DSC	4+0+0	70	30	100	4
46	BBA.7.3	Advance Statistics for Business Research	DSC	2+0+2	70	30	100	3
47	BBA.7.4	One Course from the Selected Elective Group	DSE	3+0+2(P) 4+0+0(T)	70	30	100	4
48	BBA.7.5	Application of Statistical Software (Any one Statistical Software)	Vocational-3	1+0+2	70	30	100	3
49	BBA.7.6	Research Methodology	-	3+1+0	70	30	100	3
Sub -Total (G)					420	180	600	21

Semester VIII								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
50	BBA.8.1	Strategic Management	DSC	4+0+0	70	30	100	4
51	BBA.8.2	Operations Research and Quantitative Techniques	DSC	4+0+0	70	30	100	4
52	BBA.8.3	Project Management	DSC	4+0+0	70	30	100	4
53	BBA.8.5	Digital Marketing	Vocational-4	1+0+2	70	30	100	3
54	BBA.8.5	Research Projects/Internship with Viva - voce	-	-	50	50	100	6
		OR	DSE	3+0+2(P) 4+0+0(T)	70*	30*	100*	3*
		Elective Paper (Two Courses from the Selected Elective Group)	DSE	3+0+2(P) 4+0+0(T)	70*	30*	100*	3*
Sub -Total (H)					330/ 420*	170/ 180*	500/ 600*	21
Grand Total - Honors					3420/ 3510*	1980/ 1990*	5400/ 5500*	180

\* Students who do not opt for Research Project / Internship shall take two elective courses.

\* Sub Total (H) and Grand Total Honors varies accordingly.