

Course Structure for BBA

Code No.	Paper	Total Mark	Credits
1st SEMESTER			
A	CORE PAPERS		
BBA 101	Principles of Management	100	6
BBA 102	Managerial Economics	100	6
B	ABILITY ENHANCEMENT COMPULSORY COURSE		
BBA 103	Communicative English	100	4
C	SKILL ENHANCEMENT COURSE		
BBA 104	Project Management	100	4
D	VALUE ADDED COURSE		
	VAC-1	50	2
	VAC-2	50	2
Total Credit in Semester – I			24
2nd SEMESTER			
A	CORE PAPERS		
BBA 201	Accounting for Managers	100	6
BBA 202	Statistics for Managers	100	6

B	ABILITY ENHANCEMENT COMPULSORY COURSE		
BBA 203	Environmental Studies	100	4
C	SKILL ENHANCEMENT COURSE		
BBA 204	Computer Application in Business	100	4
D	VALUE ADDED COURSE		
	VAC-3	50	2
	VAC-4	50	2
Total Credit in Semester – II			24
3rd SEMESTER			
A	CORE PAPERS		
BBA 301	Marketing Management	100	6
BBA 302	Financial Management	100	6
BBA 303	Human Resource Management	100	6
B	GENERAL ELECTIVE COURSE		
BBA 304	Communication Skills and Personality Development	100	6
D	VALUE ADDED COURSE		
BBA 305	VAC-5	50	2
Total Credit in Semester – III			26
4th SEMESTER			

A	CORE PAPERS		
BBA 401	Production and Operation Management	100	6
BBA 402	Research Methodology	100	6
BBA 403	International Business Management	100	6
B	GENERIC ELECTIVE COURSE		
BBA 404	Entrepreneurship Development	100	6
D	VALUE ADDED COURSE		
	VAC-6	50	2
Total Credit in Semester – IV			26
5th SEMESTER			
A	CORE PAPERS		
BBA 501	Business Law	100	6
BBA 502	Business Economic and Environment	100	6
B	DISCIPLINE SPECIFIC ELECTIVE		
BBA 503	Business Policy and Strategic Management	100	6
C	GENERIC ELECTIVE COURSE		
BBA 504	Business Ethics and Corporate Governance	100	6
D	VALUE ADDED COURSE		
	VAC-7	50	2

Total Credit in Semester – V			26
6th SEMESTER			
A	CORE PAPERS		
BBA 601	Entrepreneurship Development	100	6
BBA 602	Cost and Management Accounting	100	6
B	DISCIPLINE SPECIFIC ELECTIVE		
BBA 603	Data Analytics	100	6
C	GENERAL ELECTIVE COURSE		
BBA 604	Customer Relationship Management	100	6
D	VALUE ADDED COURSE		
	VAC-8	50	2
Total Credit in Semester – VI			26
7th SEMESTER			
A	CORE PAPERS		
BBA 701	Sales and Distribution Management	100	6
BBA 702	Industrial Management	100	6
B	DISCIPLINE SPECIFIC ELECTIVE		
BBA 703	Banking and Insurance Management	100	6
C	GENERIC ELECTIVE COURSE		

BBA 704	Management Information System	100	6
Total Credit in Semester – VII			24
8th SEMESTER			
A	CORE PAPERS		
BBA 801	Marketing Communication and Advertising	100	6
BBA 802	Indian Financial Systems and Microfinance Institutions	100	6
B	DISCIPLINE SPECIFIC ELECTIVE		
BBA 803	Project Work and Viva Voce	100	6
C	GENERIC ELECTIVE COURSE		
BBA 204	Management of Change	100	6
Total Credit in Semester – VIII			24

