

## COURSE SCHEME

BBA 2023-2027

Choice Based Credit System

SEMESTER 1							Evaluation Scheme		
NSQ/National Credit Framework (NCrF) Credit levels	Code	Subject	L	T	P	Credits	CIA	End Term	Total
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>									
	11CC101	Principles Of Management & Organizational Behaviour	4	0	0	4	30	70	100
	11CC102	Basic Accounting	4	0	0	4	30	70	100
<b>Minor Courses-Compulsory</b>									
	11CC103	Business Economics	4	0	0	4	30	70	100
<b>Multidisciplinary Courses</b>									
	11MDC101	Environmental Management	3	0	0	3	30	70	100
<b>Ability Enhancement Course- Compulsory</b>									
	11AEC101	Functional English	2	0	0	2	30	70	100
<b>Skill Enhancement Course- Compulsory</b>									
	11SEC102	Word & Presentation Tools	2	0	1	3	30	70	100
<b>Common Value-Added Courses</b>									
	BBVAC101	Character Building & Holistic Development of Personality-I (Mental & Spiritual Health)	2	0	0	2	50	50	100
						<b>22</b>			
SEMESTER 2							Evaluation Scheme		
							CIA	End Term	Total
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>									
	11CC104	Marketing Management	4	0	0	4	30	70	100
	11CC105	Human Resource Management	4	0	0	4	30	70	100
<b>Minor Courses-Compulsory</b>									
	11CC106	Quantitative Technique for Business	4	0	0	4	30	70	100
<b>Multidisciplinary Courses</b>									
	11MDC102	Non-Commerce/Non-Management Course through Moocs	3	0	0	3			
<b>Ability Enhancement Course- Compulsory</b>									

Level 4.5

11AEC102	Communication Skills	2	0	0	2	30	70	100
<b>Skill Enhancement Course- Compulsory</b>								
11SEC103	Data Analysis using Spreadsheet	2	0	1	3	30	70	100
<b>Common Value-Added Courses</b>								
BBVAC102	Character Building & Holistic Development of Personality- II (Physical Fitness/Yoga/NSS)	2	0	0	2	50	50	100
<b>Vocational Courses (Summer): Only for students who wish to exit after the First Year with a Certificate</b>								
11SEC201	Advanced Excel	2	0	2	4	30	70	100
<b>Total without Vocational Course</b>					<b>22</b>			
<b>Total with Vocational Course</b>					<b>26</b>			

<b>SEMESTER 3</b>						<b>Evaluation Scheme</b>		
						<b>CIA</b>	<b>End Term</b>	<b>Total</b>
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>								
11CC201	Financial Management	4	0	0	4	30	70	100
11CC202	Legal Aspects Of Business	4	0	0	4	30	70	100
<b>Minor Courses-Compulsory</b>								
11CC203	Business Mathematics	4	0	0	4	30	70	100
<b>Multidisciplinary Courses</b>								
11MDC201	Cyber Security	3	0	0	3	50	50	100
<b>Ability Enhancement Course- Compulsory</b>								
11AEC201	Professional Skills	2	0	0	2			
<b>Common Value-Added Courses</b>								
BBVAC201	Character Building & Holistic Development of Personality-III (Universal Human Values)	2	0	0	2	50	50	100
11VAC202	Indian Knowledge System (MOOC's)	2	0	0	2			
					<b>21</b>			

Level 5

<b>SEMESTER 4</b>						<b>Evaluation Scheme</b>		
						<b>CIA</b>	<b>End Term</b>	<b>Total</b>
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>								
11CC204	Management Science	4	0	0	4	30	70	100
11CC205	Entrepreneurship Management	4	0	0	4	30	70	100
<b>Minor Courses</b>								
11CC206	Banking Operations	4	0	0	4	30	70	100
11CC207	Introduction to Business Analytics	4	0	0	4	30	70	100
<b>Ability Enhancement Course- Compulsory</b>								
11AEC202	Seminar In Executive Communication *	2	0	0	2			
<b>Skill Enhancement Course- Compulsory</b>								
11SEC201	Advanced Excel	2	0	1	3	30	70	100
<b>Common Value-Added Courses</b>								

UMC 102	Community Engagement & Service	2	0	0	2			
<b>Vocational Courses (Summer): Only for students who wish to exit after the First Year with a Certificate</b>								
11VOC201	Data Visualization & Analysis	2	0	2	4			
	<b>Total without Vocational Course</b>				<b>23</b>			
	<b>Total with Vocational Course</b>				<b>27</b>			

SEMESTER 5						Evaluation Scheme		
						CIA	End Term	Total
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>								
11CC301	Business Strategy	4	0	0	4	30	70	100
11CC304	Summer Training/ Field Visit	4	0	0	4	30	70	100
<b>Major Courses- (Students to choose any one Group)</b>								
<b>Group I -Human Resource Management</b>								
11CCDE301	Compensation Management	4	0	0	4	30	70	100
11CCDE302	Manpower planning and Acquisition	4	0	0	4	30	70	100
11CCDE303	Management of Team Dynamics	4	0	0	4	30	70	100
<b>Group II -Finance Management</b>								
11CCDE304	Investment Analysis & Portfolio Management	4	0	0	4	30	70	100
11CCDE305	Working Capital Management	4	0	0	4	30	70	100
11CCDE306	Financial Institution and Markets	4	0	0	4	30	70	100
<b>Group III -Marketing Management</b>								
11CCDE307	Product and Brand Management	4	0	0	4	30	70	100
11CCDE308	Services Marketing	4	0	0	4	30	70	100
11CCDE325	Consumer Behaviour	4	0	0	4	30	70	100
<b>Group IV -International Business</b>								
11CCDE310	Post Liberalization Indian Economy	4	0	0	4	30	70	100
11CCDE311	International Business Management	4	0	0	4	30	70	100
11CCDE312	International Economics	4	0	0	4	30	70	100
	Total				<b>20</b>			

Level 5.5

SEMESTER 6						Evaluation Scheme		
						CIA	End Term	Total
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>								
11CC303	Project Management	4	0	0	4	30	70	100
<b>Minor Course</b>								
11CC302	Quality Control Management	4	0	0	4	50	50	100
<b>Major Courses- Students to choose any one Group</b>								
<b>Group I -Human Resource Management</b>								
11CCDE313	Employee Relation	4	0	0	4	30	70	100
11CCDE314	Performance Management System	4	0	0	4	30	70	100
11CCDE315	Strategic HRM	4	0	0	4	30	70	100
<b>Group II -Finance Management</b>								
11CCDE316	Direct Taxation	4	0	0	4	30	70	100
11CCDE317	Behavioural Finance	4	0	0	4	30	70	100

11CCDE318	Financial Derivatives	4	0	0	4	30	70	100
Group III -Marketing Management								
11CCDE319	Introduction to Digital Marketing	4	0	0	4	30	70	100
11CCDE320	Rural Marketing	4	0	0	4	30	70	100
11CCDE321	Retail Management	4	0	0	4	30	70	100
Group IV -International Business								
11CCDE322	India's Foreign Trade	4	0	0	4	30	70	100
11CCDE323	Dimensions of International Business	4	0	0	4	30	70	100
11CCDE324	International Finance	4	0	0	4	30	70	100
	<b>Total</b>				<b>20</b>			

	SEMESTER 7 (Honours)						Evaluation Scheme		
							CIA	End Term	Total
	<b>Discipline Specific Courses/ Major Courses-Compulsory</b>								
11CC401	Research Methodology	4	0	0	4	30	70	100	
	<b>Minor Course</b>								
11CC402	Negotiation & Problem-solving Skills	4	0	0	4	30	70	100	
	<b>Major Courses- Students to choose any one Group</b>								
	<b>Group I -Human Resource Management</b>								
11CCDE401	Training & Development	4	0	0	4	30	70	100	
11CCDE402	International HRM	4	0	0	4	30	70	100	
11CCDE403	Fundamentals of HR Analytics	4	0	0	4	30	70	100	
	<b>Group II -Finance Management</b>								
11CCDE404	Corporate Restructuring, Mergers & Acquisition	4	0	0	4	30	70	100	
11CCDE405	International Finance	4	0	0	4	30	70	100	
11CCDE406	Financial Analytics	4	0	0	4	30	70	100	
	<b>Group III -Marketing Management</b>								
11CCDE407	Sales and Distribution Management	4	0	0	4	30	70	100	
11CCDE408	International Marketing	4	0	0	4	30	70	100	
11CCDE409	Fundamentals of Marketing Analytics	4	0	0	4	30	70	100	
	<b>Group IV -</b>								
11CCDE410	International Relations & Strategy	4	0	0	4	30	70	100	
11CCDE411	Public Finance	4	0	0	4	30	70	100	
11CCDE412	International Business Laws	4	0	0	4	30	70	100	
	<b>Total</b>				<b>20</b>				

Level 6

	SEMESTER 8 (Honours)						Evaluation Scheme		
							CIA	End Term	Total
	<b>Discipline Specific Courses/ Major Courses-Compulsory</b>								
11CC403	Business Environment	4	0	0	4	30	70	100	
	<b>Minor Course</b>								
11CC404	Conference/Seminar Presentation/Publication	4	0	0	4	30	70	100	
	<b>Courses in Lieu of Dissertation/ Research Project</b>								
11CC405	E-Commerce Essentials	4	0	0	4	30	70	100	

11CC406	Managing Intellectual Property Rights	4	0	0	4	30	70	100
11CC407	Internship	4	0	0	4	50	50	100
	Total				20			

Level 6

SEMESTER 7 (Honours with Research)						Evaluation Scheme		
						CIA	End Term	Total
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>								
11CC401	Research Methodology	4	0	0	4	30	70	100
<b>Minor Course</b>								
11CC402	Negotiation & Problem-solving Skills	4	0	0	4	30	70	100
<b>Major Courses- Students to choose any one Group</b>								
<b>Group I -Human Resource Management</b>								
11CCDE401	Training & Development	4	0	0	4	30	70	100
11CCDE402	International HRM	4	0	0	4	30	70	100
11CCDE403	Fundamentals of HR Analytics	4	0	0	4	30	70	100
<b>Group II -Finance Management</b>								
11CCDE404	Corporate Restructuring, Mergers & Acquisition	4	0	0	4	30	70	100
11CCDE405	International Finance	4	0	0	4	30	70	100
11CCDE406	Financial Analytics	4	0	0	4	30	70	100
<b>Group III -Marketing Management</b>								
11CCDE407	Sales and Distribution Management	4	0	0	4	30	70	100
11CCDE408	International Marketing	4	0	0	4	30	70	100
11CCDE409	Fundamentals of Marketing Analytics	4	0	0	4	30	70	100
<b>Group IV -International Business</b>								
11CCDE410	International Relations & Strategy	4	0	0	4	30	70	100
11CCDE411	Public Finance	4	0	0	4	30	70	100
11CCDE412	International Business Laws	4	0	0	4	30	70	100
	Total				20			

SEMESTER 8 (Honours with Research)						Evaluation Scheme		
						CIA	End Term	Total
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>								
11CC403	Business Environment	4	0	0	4	30	70	100
<b>Minor Course</b>								
11CC404	Conference/Seminar Presentation/Publication	4	0	0	4	30	70	100
<b>Dissertation/ Research Project</b>								
11CC408	Dissertation/ Research Project				12			
	Total				20			

11	Department Code
CC	Core Course
MDC	Multidisciplinary Course
SEC	Skill Enhancement Course
AEC	Ability Enhancement Course
CCDE	Core Course Departmental Elective

Bifurcation of Continuous Internal Assessment (CIA) marks (weightage 30%)	
	Marks
Assignment1	10

Bifurcation of Skill Enhancement Course	
	Marks
CIA	30
Practical	20
External	50

VAC	Value Added Courses
BB	BBA Program
VOC	Vocational Courses

Assessment 1	10
EC/CC	5
Class participati	5

<b>Total</b>	<b>100</b>
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