

## BBA 2023-2027

## SEMESTER 1

**NSQF/National  
Credit  
Framework  
(NCrF) Credit  
levels**

## Subject

**T**

## Credits

## End Term

**Total**

100

100

100

100

100

---

100

---

---

### End Term

**Total**

100

100

100

---

100

---

|                                                                                                                |                                                                                          |   |   |   |    |    |    |     |
|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---|---|---|----|----|----|-----|
| 11SEC102                                                                                                       | Word and Presentation Tools                                                              | 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> |                                                                                          |   |   |   |    |    |    |     |
| 11VOC101                                                                                                       | Data Analysis using Spreadsheet                                                          | 2 | 0 | 2 | 4  | 30 | 70 | 100 |
| <b>Total without Vocational Course</b>                                                                         |                                                                                          |   |   |   | 22 |    |    |     |
| <b>Total with Vocational Course</b>                                                                            |                                                                                          |   |   |   | 26 |    |    |     |

| SEMESTER 3                                                   |                                                                                       |   |   |   |    | Evaluation Scheme |          |       |
|--------------------------------------------------------------|---------------------------------------------------------------------------------------|---|---|---|----|-------------------|----------|-------|
|                                                              |                                                                                       |   |   |   |    | CIA               | End Term | Total |
| <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  |                   |          |       |
|                                                              |                                                                                       |   |   |   | 21 |                   |          |       |

Level 5

| SEMESTER 4                                                                                                     |                                      |   |   |   |    | Evaluation Scheme |          |       |
|----------------------------------------------------------------------------------------------------------------|--------------------------------------|---|---|---|----|-------------------|----------|-------|
|                                                                                                                |                                      |   |   |   |    | CIA               | End Term | Total |
| <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   |
| UMC 102                                                                                                        | Community Engagement & Service       | 2 | 0 | 0 | 2  |                   |          |       |
| <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>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>                                                                         |                                      |   |   |   | 23 |                   |          |       |

|  |                                     |  |  |  |           |  |  |  |
|--|-------------------------------------|--|--|--|-----------|--|--|--|
|  | <b>Total with Vocational Course</b> |  |  |  | <b>27</b> |  |  |  |
|--|-------------------------------------|--|--|--|-----------|--|--|--|

Level 5.5

| 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   |
| <b>Minor Course</b>                                          |                                            |   |   |   |           |                   |          |       |
| 11CC302                                                      | Total Quality Management                   | 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                                                    | Team Dynamic at work                       | 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                                                    | Managing Bank and Financial Institutions   | 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   |
| 11CCDE309                                                    | Retail Management                          | 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> |                   |          |       |
|                                                              |                                            |   |   |   |           |                   |          |       |
| 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   |
| 11CC304                                                      | Summer Training / Field Visit              | 4 | 0 | 0 | 4         | 50                | 50       | 100   |
| UMC101                                                       | Managing Personal Finance                  | 2 | 0 | 0 | 0         | 50                |          | 50    |
| <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   |
| <b>Group III -Marketing Management</b>                       |                                            |   |   |   |           |                   |          |       |
| 11CCDE319                                                    | Introduction to Digital Marketing          | 4 | 0 | 0 | 4         | 30                | 70       | 100   |
| 11CCDE320                                                    | Rural Marketing                            | 4 | 0 | 0 | 4         | 30                | 70       | 100   |
| 11CCDE321                                                    | Integrated Marketing Communication         | 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> |    |    |     |

Level 6

| SEMESTER 7 (Honours)                                  |                                                |   |   |   |           | Evaluation Scheme |          |       |
|-------------------------------------------------------|------------------------------------------------|---|---|---|-----------|-------------------|----------|-------|
|                                                       |                                                |   |   |   |           | CIA               | End Term | Total |
| Discipline Specific Courses/ Major Courses-Compulsory |                                                |   |   |   |           |                   |          |       |
| 11CC401                                               | Research Methodology                           | 4 | 0 | 0 | 4         | 30                | 70       | 100   |
| Minor Course                                          |                                                |   |   |   |           |                   |          |       |
| 11CC402                                               | Negotiation & Problem-solving Skills           | 4 | 0 | 0 | 4         | 30                | 70       | 100   |
|                                                       |                                                |   |   |   |           |                   |          |       |
| Major Courses- Students to choose any one Group       |                                                |   |   |   |           |                   |          |       |
| Group I -Human Resource Management                    |                                                |   |   |   |           |                   |          |       |
| 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   |
| Group II -Finance Management                          |                                                |   |   |   |           |                   |          |       |
| 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   |
| Group III -Marketing Management                       |                                                |   |   |   |           |                   |          |       |
| 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   |
| Group IV -                                            |                                                |   |   |   |           |                   |          |       |
| 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> |                   |          |       |
| SEMESTER 8 (Honours)                                  |                                                |   |   |   |           | Evaluation Scheme |          |       |
|                                                       |                                                |   |   |   |           | CIA               | End Term | Total |
| Discipline Specific Courses/ Major Courses-Compulsory |                                                |   |   |   |           |                   |          |       |
| 11CC403                                               | Business Environment                           | 4 | 0 | 0 | 4         | 30                | 70       | 100   |
| Minor Course                                          |                                                |   |   |   |           |                   |          |       |
| 11CC404                                               | Conference/Seminar<br>Presentation/Publication | 4 | 0 | 0 | 4         | 30                | 70       | 100   |
| Courses in Lieu of Dissertation/ Research Project     |                                                |   |   |   |           |                   |          |       |
| 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   |
|                                                       | <b>Total</b>                                   |   |   |   | <b>20</b> |                   |          |       |
| SEMESTER 7 (Honours with Research)                    |                                                |   |   |   |           | Evaluation Scheme |          |       |
|                                                       |                                                |   |   |   |           | CIA               | End Term | Total |

**Level 6**

| Discipline Specific Courses/ Major Courses-Compulsory |                                                |   |   |   |    |                   |          |       |
|-------------------------------------------------------|------------------------------------------------|---|---|---|----|-------------------|----------|-------|
| 11CC401                                               | Research Methodology                           | 4 | 0 | 0 | 4  | 30                | 70       | 100   |
| Minor Course                                          |                                                |   |   |   |    |                   |          |       |
| 11CC402                                               | Negotiation & Problem-solving Skills           | 4 | 0 | 0 | 4  | 30                | 70       | 100   |
| Major Courses- Students to choose any one Group       |                                                |   |   |   |    |                   |          |       |
| Group I -Human Resource Management                    |                                                |   |   |   |    |                   |          |       |
| 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   |
| Group II -Finance Management                          |                                                |   |   |   |    |                   |          |       |
| 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   |
| Group III -Marketing Management                       |                                                |   |   |   |    |                   |          |       |
| 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   |
| Group IV -International Business                      |                                                |   |   |   |    |                   |          |       |
| 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)                    |                                                |   |   |   |    |                   |          |       |
| SEMESTER 8 (Honours with Research)                    |                                                |   |   |   |    | Evaluation Scheme |          |       |
|                                                       |                                                |   |   |   |    | CIA               | End Term | Total |
| Discipline Specific Courses/ Major Courses-Compulsory |                                                |   |   |   |    |                   |          |       |
| 11CC403                                               | Business Environment                           | 4 | 0 | 0 | 4  | 30                | 70       | 100   |
| Minor Course                                          |                                                |   |   |   |    |                   |          |       |
| 11CC404                                               | Conference/Seminar Presentation/Publication    | 4 | 0 | 0 | 4  | 30                | 70       | 100   |
| Dissertation/ Research Project                        |                                                |   |   |   |    |                   |          |       |
| 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 |
| VAC  | Value Added Courses               |
| BB   | BBA Program                       |
| VOC  | Vocational Courses                |

| Bifurcation of Continuous Internal Assesment (CIA) marks (weightage 30%) |       |
|--------------------------------------------------------------------------|-------|
|                                                                          | Marks |
| Assignment1                                                              | 10    |
| Assessment 1                                                             | 10    |
| EC/CC                                                                    | 5     |
| Class participation                                                      | 5     |

| Bifurcation of Skill Enhancement Course |            |
|-----------------------------------------|------------|
|                                         | Marks      |
| CIA                                     | 30         |
| End Sem                                 |            |
| Practical                               | 20         |
| Theory                                  | 50         |
| <b>Total</b>                            | <b>100</b> |