

COURSE SCHEME

BBA 2024-2028

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	
Discipline Specific Courses/ Major Courses-Compulsory										
	11CC101	Principles Of Management & Organizational Behaviour	4	0	0	4	30	70	100	
	11CC102	Basic Accounting	4	0	0	4	30	70	100	
Minor Courses-Compulsory										
	11CC103	Business Economics	4	0	0	4	30	70	100	
Multidisciplinary Courses										
	11MDC101	Environmental Management	3	0	0	3	30	70	100	
Ability Enhancement Course- Compulsory										
	11AEC101	Functional English	2	0	0	2	30	70	100	
Skill Enhancement Course- Compulsory										
	11SEC102	Word & Presentation Tools	2	0	1	3	30	70	100	
Common Value-Added Courses										
	BBVAC101	Character Building & Holistic Development of Personality-I (Mental & Spiritual Health)	2	0	0	2	50	50	100	
						22				
SEMESTER 2										
							Evaluation Scheme			
							CIA	End Term	Total	
Discipline Specific Courses/ Major Courses-Compulsory										
Level 4.5	11CC104	Marketing Management	4	0	0	4	30	70	100	
	11CC105	Human Resource Management	4	0	0	4	30	70	100	
	Minor Courses-Compulsory									
	11CC106	Quantitative Technique for Business	4	0	0	4	30	70	100	
	Multidisciplinary Courses									
	11MDC102	Non-Commerce/Non-Management Course through Moocs	3	0	0	3				
	Ability Enhancement Course- Compulsory									

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

SEMESTER 3						Evaluation Scheme		
						CIA	End Term	Total
Discipline Specific Courses/ Major Courses-Compulsory								
11CC201	Financial Management	4	0	0	4	30	70	100
11CC202	Legal Aspects Of Business	4	0	0	4	30	70	100
Minor Courses-Compulsory								
11CC203	Business Mathematics	4	0	0	4	30	70	100
Multidisciplinary Courses								
11MDC201	Cyber Security	3	0	0	3	50	50	100
Ability Enhancement Course- Compulsory								
11AEC201	Professional Skills	2	0	0	2			
Common Value-Added Courses								
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
Discipline Specific Courses/ Major Courses-Compulsory								
11CC204	Management Science	4	0	0	4	30	70	100
11CC205	Entrepreneurship Management	4	0	0	4	30	70	100
Minor Courses								
11CC206	Banking Operations	4	0	0	4	30	70	100
11CC207	Introduction to Business Analytics	4	0	0	4	30	70	100
Ability Enhancement Course- Compulsory								
11AEC202	Seminar In Executive Communication *	2	0	0	2			
Skill Enhancement Course- Compulsory								
11SEC201	Advanced Excel	2	0	1	3	30	70	100
Common Value-Added Courses								

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

SEMESTER 5						Evaluation Scheme		
						CIA	End Term	Total
Discipline Specific Courses/ Major Courses-Compulsory								
11CC301	Business Strategy	4	0	0	4	30	70	100
11CC304	Summer Training/ Field Visit	4	0	0	4	30	70	100
Major Courses- (Students to choose any one Group)								
Group I -Human Resource Management								
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
Group II -Finance Management								
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
Group III -Marketing Management								
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
Group IV -International Business								
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				20			

Level 5.5

SEMESTER 6						Evaluation Scheme		
						CIA	End Term	Total
Discipline Specific Courses/ Major Courses-Compulsory								
11CC303	Project Management	4	0	0	4	30	70	100
Minor Course								
11CC302	Quality Control Management	4	0	0	4	50	50	100
Major Courses- Students to choose any one Group								
Group I -Human Resource Management								
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
Group II -Finance Management								
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
	Total				20			

	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	
	Total				20				

Level 6

	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 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
	Total				20			

Level 6

SEMESTER 7 (Honours with Research)						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 -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)						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

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

Total	100
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