

COURSE SCHEME

BBA 2025 - 2029									
Choice Based Credit System									
SEMESTER 1							Evaluation Scheme		
NSQF/National Credit Framework (NCrF) Credit levels	Code	Subject	L	T	P	Credits	CIA	End Term	Total
Level 4.5	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								
	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

Level 5.5	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	
	11CCDE320	Rural 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				
	Course with Six-Months Apprenticeship Program									
		Apprenticeship Program				20				
	*Students either choose Regular course with summer training or six months Apprenticeship Program in semester V									
	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		
11CCDE308	Services 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		

Level 6

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			
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			
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

Level 6	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
VAC	Value Added Courses
BB	BBA Program
VOC	Vocational Courses

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

*Bifurcation of Skill Enhancement Course	
	Marks
CIA	30
Practical	20
External	50
Total	100