

## COURSE SCHEME

BBA 2023-2027

Choice Based Credit System

SEMESTER 1							Evaluation Scheme			
NSQF/National Credit Framework (NCrF) Credit	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>				
<b>Level 4.5</b>	<b>SEMESTER 2</b>						<b>Evaluation Scheme</b>			
							<b>CIA</b>	<b>End Term</b>	<b>Total</b>	
	<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>									
		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

Common Value-Added Courses								
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>

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			
								<b>21</b>

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
<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>								
	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				<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	
UMC101	Managing Personal Finance	2	0	0	0	50		50	
	<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>								
	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				<b>20</b>				
	SEMESTER 7 (Honours)						Evaluation Scheme		
							CIA	End Term	Total

Level 6

Discipline Specific Courses/ Major Courses-Compulsory								
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
	Total				20			
<b>SEMESTER 8 (Honours)</b>						<b>Evaluation Scheme</b>		
						<b>CIA</b>	<b>End Term</b>	<b>Total</b>
<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			
<b>SEMESTER 7 (Honours with Research)</b>						<b>Evaluation Scheme</b>		
						<b>CIA</b>	<b>End Term</b>	<b>Total</b>
<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

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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				<b>20</b>			
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 participati	5

Bifurcation of Skill Enhancement Course	
	Marks
CIA	30
Practical	20
External	50
<b>Total</b>	<b>100</b>