

## SCHOOL OF COMMERCE

### B.B.A. PROGRAMME STRUCTURE

#### **SEMESTER-I**

Course Code	Course	L	T	P	C	Exam Duration (Hrs.)		Relative Weightage (%)				
						Theory	Practical	CWS	PRS	MTE	PRE	ETE
BB1106	Fundamentals of Financial Accounting.	2	1	2	4	3	-	10		40	-	50
BB1107	Fundamentals of business Organization	3	-	-	3	3	-	10		40	-	50
MA1102	Business Mathematics	3	1	-	4	3	-	10	-	40	-	50
EN1112	General English	2	-	-	2	2	-	10		40	-	50
CS1102	Computer Application	2	-	2	3	3	-	-	40		60	
HS1101	Values, Ethics And Governance	2	-	-	2	2	-	10		40	-	50
BB1111	Indian Business Houses	1	-	4	3	3	-		40		60	
BB1180	Term Paper – I	-	-	-	2	-	-	-	40		60	-
<b>Total Credits</b>		<b>15</b>	<b>2</b>	<b>8</b>	<b>23</b>							

## SEMESTER-II

Course Code	Course	L	T	P	C	Exam Duration (Hrs.)		Relative Weightage (%)				
						Theory	Practical	CWS	PRS	MTE	PRE	ETE
BB1205	Fundamentals of Financial Management.	2	-	2	3	3	-	10		40	-	50
MA1202	Business Statistics	3	1	-	4	3	-	10		40	-	50
BB1208	Principles of Marketing.	3		-	3	3	-	10		40	-	50
BB1209	Principles of HR Management	2	-	-	2	2	-	10		40	-	50
BB1210	Branding & Emerging E- Brands	3	-		3	3		10		40	-	50
BB1211	Managerial Economics	3	-		3	3	-	10		40	-	50
EN1213	Reading Language through Literature	2	-	-	2	2		10		40	-	50
BB1280	Term Paper - II	-	-		2	-		-	40		60	-
BB1281	Minor Project	-	-		2				40		60	
<b>Total Credits</b>		<b>18</b>	<b>1</b>	<b>2</b>	<b>24</b>							

Course Code	Course	L	T	P	C	Exam Duration (Hrs.)	Relative Weightage (%)
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**SEMESTER-III**

						<b>Theory</b>	<b>Practical</b>	<b>CWS</b>	<b>PRS</b>	<b>MTE</b>	<b>PRE</b>	<b>ETE</b>
BB1310	Project Planning & Control	2	-	2	3	3	-	10	40	-	-	50
BB1306	Regulatory Framework of Business	3	-	-	3	3	-	10	40	-	-	50
BB1307	Psychology & Personality Development	2	-	2	3	3	-	10	40	-	-	50
BB1308	Cost & Management Accounting	3	-	2	4	3	-	10	40	-	-	50
BB1309	Production and Operations Management	3	-	-	3	3	-	10	40	-	-	50
CY1120	Environmental Science	3	-	-	3	3	-	10		40	-	50
EN1316	Spoken English	1	1	0	2	-	-	-		30	70	-
BB1380	Term Paper - III	-	-	-	2	-	-	-	-	40	60	-
BB1381	Summer Project	-	-		3	-	-	-	-	40	60	-
<b>Total Credits</b>		<b>17</b>	<b>1</b>	<b>6</b>	<b>26</b>							

#### **SEMESTER-IV**

Course Code	Course	L	T	P	C	Exam Duration (Hrs.)		Relative Weightage (%)				
						Theory	Practical	CWS	PRS	MTE	PRE	ETE
BB1406	Risk Management.	3	-	-	3	3	-	10		40	-	50
BB1407	Entrepreneurship Management	3	-	-	3	3	-	10		40	-	50
BB1409	Managing Social Sector & N.G.Os	2	-	-	2	2	-	10		40	-	50
BB1410	Research Methodology	3		2	4	3	-	10		40	-	50
EN1416	The Art of Communication	1	1	-	2		-		30		70	
BB1480	Term Paper - IV		-		2	-	-	-	40		60	
BB1481	Minor Project				2				40		60	
BB1412	Foreign Language	3		2	4	3	-		30		70	
****	Open Elective	3	-	-	3	3	-	10	-	40	-	50
<b>Total Credits</b>		<b>18</b>	<b>1</b>	<b>4</b>	<b>25</b>							

### SEMESTER-V

Course Code	Course	L	T	P	C	Exam Duration (Hrs.)		Relative Weightage (%)				
						Theory	Practical	CWS	PRS	MTE	PRE	ETE
BB1503	International Business	2	-	2	3	3	-	10		40	-	50
BB1504	Strategic Management	2	-		2	2	-	10		40	-	50
BB	Program Elective Group course I	3	-	-	3	3	-	10		40	-	50
BB	Program Elective Group course II	3	-	-	3	3	-	10		40	-	50
BB	Program Elective Group course I	3	-	-	3	3	-	10		40	-	50
BB	Program Elective Group course II	3	-	-	3	3	-	10		40	-	50
BB1581	Summer Project	-	-		3	-	-	-	40		60	-
BB1580	Term Paper - V		-		2	-	-		40		60	
BB1505	Foreign Language	3		2	4		-		30	-	70	
<b>Total Credits</b>		<b>19</b>	<b>0</b>	<b>4</b>	<b>26</b>							

\* **Note:** Students will be required to select any two specialization having two papers of 3 credits each out of the five groups Shown in the table at page no.13.

## SEMESTER-VI

Course Code	Course	L	T	P	C	Exam Duration (Hrs.)		Relative Weightage (%)				
						Theory	Practical	CWS	PRS	MTE	PRE	ETE
BB1604	Contemporary Business Environment	3			3	3		10		40		50
BB	Program Electives Group course III	3	-	-	3	3	-	10		40	-	50
BB	Program Electives Group course IV	3	-	-	3	3	-	10		40	-	50
BB	Program Electives Group course III	3	-	-	3	3	-	10		40	-	50
BB	Program Electives Group course IV	3	-	-	3	3	-	10		40	-	50
BB1683	Dissertation	-	-		4	-	-	-	40		60 (30+30)	-
BB1605	Foreign Language	3		2	4				30	-	70	
****	Open Elective	3	-	-	3	3	-	10	-	40	-	50
<b>Total Credits</b>		<b>21</b>	<b>-</b>	<b>2</b>	<b>26</b>							

\* **Note:** Two specialization selected by the students in 5<sup>th</sup> semester having two papers of 3 credits each shown at page no. 13.

5 <sup>th</sup> Semester			6 <sup>th</sup> Semester		
Course Name	Course Code	Credits	Course Name	Course Code	Credits
<b>GROUP : FINANCE AND BANKING</b>					
Capital Market Operations (course I)	BB1655	3 credits	Management of Banking Services (course III)	BB1653	3 credits
Strategic Financial Management (course II)	BB1657	3 credits	Insurance Management (course IV)	BB1656	3 credits
<b>GROUP : SALES AND MARKETING</b>					
Marketing Research (course I)	BB1658	3 credits	Marketing of services (course III)	BB1660	3 credits
Consumer Behavior and Rural Marketing (course II)	BB1659	3 credits	Advertising and Sales Promotions (course IV)	BB1661	3 credits
<b>GROUP : PEOPLE MANAGEMENT</b>					
Industrial Relations (course I)	BB1664	3 credits	Training and Development (course III)	BB1666	3 credits
HR Administration (course II)	BB1665	3 credits	Compensation Management (course IV)	BB1668	3 credits
<b>GROUP : IT AND E – BUSINESS</b>					
Database Management (course I)	CA1401	3 credits	Data Analytics (course III)	CS1701	3 credits
Management Information and Decision Support Systems (course II)	CA1403	3 credits	E-Commerce & Cyber Security (course IV)	CS 1752	3 credits
<b>GROUP : ACCOUNTING &amp; TAXATION</b>					
Advanced Accounting (course I)	BB1671	3 credits	Auditing (course III)	BB1673	3 credits
Direct Tax (course II)	BB1672	3 credits	Indirect Tax (course IV)	BB1674	3 credits





