

School: School of Business
 Bachelor of Business Administration
 2015-18

First Semester						
Sl. No.	Course Code	Course Title	L	T	P	C
1	BBA 111	Principles of Management	3	0	0	3
2	BBA 112	Financial Accounting	3	0	0	3
3	BBA 113	Microeconomics	3	0	0	3
4	BBA 114	Environment Management	3	0	0	3
5	BBA 115	Business Mathematics	3	0	0	3
6	BBA 116	Business Communication I	3	0	0	3
Total Credits						18
Second Semester						
Sl. No.	Course code	Course Title	L	T	P	C
1	BBA 121	Business Statistics	3	0	0	3
2	BBA 122	IT skills	3	0	0	3
3	BBA 123	Macroeconomics	3	0	0	3
4	BBA 124	Business Law	3	0	0	3
5	BBA 125	Business Communication II	3	0	0	3
6	BBA 126	Principles of Marketing I	3	0	0	3
Total Credits						18
Third Semester						
Sl. No.	Course Code	Course Title	L	T	P	C
1	BBA 211	Cost Accounting	3	0	0	3
2	BBA 212	Principles of Marketing II	3	0	0	3
3	BBA 213	Information Systems for Management	3	0	0	3
4	BBA 214	Business Environment	3	0	0	3
5	BBA 215	Production and Operations Management	3	0	0	3
6	BBA 216	Organizational Behaviour	3	0	0	3
Total Credits						18
Fourth Semester						
Sl. No.	Course Code	Course Title	L	T	P	C
1	BBA 221	Research Methods	3	0	0	3
2	BBA 222	Marketing of Services	3	0	0	3
3	BBA 223	Financial Management	3	0	0	3
4	BBA 224	Human Resource Management	3	0	0	3
5	BBA 225	Operations Research	3	0	0	3
6	BBA226	Project Planning and Management	3	0	0	3
7	BBA 227	Spreadsheet Based Decision Making	3	0	0	3
Total Credits						21

Fifth Semester						
Sl. No.	Course Code	Course Title	L	T	P	C
1	BBA 311	Entrepreneurship	3	0	0	3
2	BBA 312	E Business Business Ethics and Corporate Governance	3	0	0	3
3	BBA 313		3	0	0	3
4	BBA 314	Summer Internship Project	0	0	0	6
5		Elective-	3	0	0	3
6		Elective	3	0	0	3
7		Elective	3	0	0	3
8		Elective				
Total Credits						24
Sixth Semester						
Sl. No.	Course code	Course Title	L	T	P	C
1	BBA 321	Business Policy and Strategic management	3	0	0	3
2	BBA 322	Industrial Research Project	0	0	0	6
3		Elective-	3	0	0	3
4		Elective	3	0	0	3
5		Elective	3	0	0	3
Total Credits						18

Elective Courses						
Sl. No.	Course Code	Course Title	L	T	P	C
1	BBA (FIN361)	Money and Capital Markets in India	3	0	0	3
2	BBA (FIN362)	Financial Markets and Institutions	3	0	0	3
3	BBA (FIN363)	Financial Services	3	0	0	3
4	BBA (MKT361)	Sales and Distribution Management	3	0	0	3
5	BBA (MKT362)	Retail Management	3	0	0	3
6	BBA (MKT363)	Brand Management	3	0	0	3
7	BBA (HRM361)	Performance Management	3	0	0	3
8	BBA (HRM362)	Organizational Development and Change	3	0	0	3
9	BBA (HRM363)	Compensation & Reward Management	3	0	0	3
10	BBA (FIN371)	International Finance	3	0	0	3
11	BBA (FIN372)	Working Capital Management	3	0	0	3
12	BBA (FIN373)	Investment Management	3	0	0	3
13	BBA (MKT371)	Digital Marketing	3	0	0	3
14	BBA (MKT372)	Advertising Management	3	0	0	3
15	BBA (MKT373)	Consumer Behavior	3	0	0	3
16	BBA (HRM371)	Industrial Relations and Labor Laws	3	0	0	3
17	BBA (HRM372)	Training and Development	3	0	0	3
18	BBA (HRM373)	International HRM	3	0	0	3