

## Semester wise Structure and Curriculum for UG Course in BBA

<b>SEMESTER-I</b>						
<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)</b>						
1	CC101	Principles and Practices of Management	3	1	0	4
2	AEC101	Business Communication-I	1	1	0	2
3	CC102	Financial accounting	3	1	0	4
4	CC103	Business Statistics and Logic	3	1	0	4
5	AEC102	General English	1	1	0	2
6	MDE101	Indian Knowledge System^	2	0	0	2
7	VAC101	Environmental Science and sustainability	2	0	0	2
8	AEC103	Additional Course – Indian or Foreign Language 1-1-0)) [optional course]*	1	1	0	0*
<b>TOTAL</b>						<b>20</b>

**Note:** ^Indian Knowledge System: Indian Culture and Civilization Indian Vision for Human Society Indian Science Indian Town Planning and Architecture Indian Mathematics and Astronomy Indian Aesthetics Indian Health, Wellness

\*Indian Languages: Sanskrit/Hindi/All Regional languages Foreign Languages : Spanish/German/French/Korean/Mandarin

## SEMESTER-II

<b>S.No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	CC201	Human Behaviour and Organization	3	1	0	4
2	CC202	Marketing Management	3	1	0	4
3	CC203	Business Economics	3	1	0	4
4	SEC201	Emerging Technologies and application	1	0	2	2
5	MDE201	Media Literacy and Critical Thinking	1	1	0	2
6	VAC201	Indian Constitution	2	0	0	2
7	AEC201	Business Communication-II	1	1	0	2
8	AEC202	Additional Course-Indian or Foreign Language(1-1-0))[optional course]*	1	1	0	0*
<b>TOTAL</b>						<b>20</b>

Note: \*Indian Languages: Sanskrit/Hindi/All Regional languages Foreign Languages: Spanish/German/French/Korean/Mandarin

**After Year 1, Students are advised to take Social Responsibility & Community Engagement-encompassing Community Engagement with an NGO in the vacation time.**

Model curriculum for UG Degree in BBA

**SEMESTER-III**

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC301	Cost and Management Accounting	3	1	0	4
2	CC302	Legal and Ethical issues in business	3	1	0	4
3	CC303	Human Resource Management	3	1	0	4
4	MDE301	Indian Systems of Health and Wellness	1	1	0	2
5	SEC301	Management Information System (MIS)	2	0	4	4
6	VAC301	Yoga/Sports/NCC/NSS/Disaster Management	0	0	4	2
<b>TOTAL</b>						<b>20</b>

**SEMESTER-IV**

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC401	Entrepreneurship and Startup Ecosystem	1	1	0	2
2	CC402	Operations Management	3	1	0	4
3	CC403	Financial Management	3	1	0	4
4	CC404	Business Research methodology	3	1	0	4
5	VAC401	Business environment and public policy [2-0-0] or Enterprise System and platforms [0-1-2] or Geo Politics and impact on business [2-0-0] or Public Health and management [2-0-0]				2
6	CC405	International Business	2	0	0	2
7	SEC401	Design Thinking and Innovation	1	1	0	2
<b>TOTAL</b>						<b>20</b>

**Note:**

1. At the end of the Fourth Semester every students hall undergo Summer Training/ Internship / Capstone for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.
2. An **UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION** will be awarded, if a student wishes to exit at the end of Second year.

## SEMESTER-V

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC501	Strategic Management	3	1	0	4
2	CC502	Logistics and Supply Chain Management	3	1	0	4
3	DSEXXX	Discipline Specific Electives-I				4
4	DSEXXX	Discipline Specific Electives-II				4
5	SEC501	Internship/capstone Project (refer Appendix-4)	-	-	-	4
6	SEC502	Major Project [ evaluation in sixth semester (refer Appendix -5)	-	-	-	0
7	DSE*	Discipline Specific Elective (Audit Course)	3	1	0	0
<b>TOTAL</b>						<b>20</b>

**Note: Discipline Elective in Finance/Marketing/HR/ Business Analytics/Family Business/Entrepreneurship/S s / Tourism and Travel Management**

**L-T-P for Discipline Electives depends on the subject that the University offers**

**\*Additional DSE as an Audit Course (Non Credit but compulsory) can be opted by the student.**

## SEMESTER-VI

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC601	Project Management	3	1	0	4
2	CC602	Business Taxation	2	0	0	2
3	DSEXXX	Discipline Specific Electives-III				4
4	DSEXXX	Discipline Specific Electives-IV				4
5	SEC601	Corporate Governance	2	0	0	2
6	SEC602	Major Project [Initiated in 5 <sup>th</sup> Semester] (referAppendix-5)	-	-	-	4
7	DSEXX*	Discipline Specific Elective (Audit Course)	3	1	0	0
<b>TOTAL</b>						<b>20</b>

**Note: 1) Discipline Elective in Finance/Marketing/HR/Business Analytics/ Family Business/Entrepreneurship/ Sports /Tourism and Travel Management**

2) L-T-P for Discipline Electives depends on the subject that the University offers

**\*Additional DSE as an Audit Course (Non Credit but compulsory) can be opted by the student.**

**Note:** BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded, if a student wishes to exit at the end of Third year.

**Minimum eligibility criteria for opting the course in the fourth year will be as follows:**

1. **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree upto Sixth Semester.
2. **For BBA (Honours):** BBA Degree

### SEMESTER-VII-(BBA (Honours))

S. No.	Course Code	Course Title	L	T	P	Credit
1	OE701	AI for Business; Diversity, Equity and Inclusion ; Digital Ethnography and Online Communities	3	1	0	4
2	CC701	Entrepreneurial Leadership	2	2	0	4
3	DSEXXX	Discipline Specific Electives-V				4
4	DSEXXX	Discipline Specific Electives-VI				4
5	SEC701	Dissertation work [evaluation in Eight semester]	-	-	-	-
6	SEC702	Summer Internship-II (refer Appendix-6.1)	-	-	-	4
<b>TOTAL</b>						<b>20</b>

**L-T-Pw.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University**

### SEMESTER-VIII-(BBA(Honours))

S. No.	Course Code	Course Title	L	T	P	Credit
1	DSEXXX	Discipline Specific Electives-VII	3	1	0	4
2	DSEXXX	Discipline Specific Electives-VIII	3	1	0	4
3	DSEXXX	Discipline Specific Electives-IX	3	1	0	4
4	SEC801	Dissertation work [Started in Seventh semester]	-	-	-	8
<b>TOTAL</b>						<b>20</b>

**Note :L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University**

### SEMESTER-VII-(BBA–(Honours with Research))

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC701	Advanced Data Analysis Tools	2	0	4	4
2	CC702	Advanced Research Methodology	2	0	4	4
3	SEC701	Research Internship Report and Viva–Voce (referAppendix-6.2)	-	-	-	4
4	DSEXXX	Discipline Specific Electives-X				4
5	DSEXX	Discipline Specific Electives-XI				4
<b>TOTAL</b>						<b>20</b>

**Note:L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University**

### SEMESTER-VIII-(BBA–(Honours with Research))

S. No.	Course Code	CourseTitle	L	T	P	Credit
1	SEC801	Dissertation (For Research Track)*(referAppendix-7)	-	-	-	20
<b>TOTAL</b>						<b>20</b>

**\*The Dissertation work will start from the beginning off our the year of BBA (Honours with Research) Program.**

Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voice and Dissertation (For Research Track).