

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

General Program

(Choice Based Credit System - CBCS Pattern)

Program Details

Particulars	Details
Program Name	Bachelor of Business Administration (BBA)
Duration	3 Years (6 Semesters)
Total Credits	132
Examination Pattern	Semester System
Internal Assessment	30 Marks
End Semester Examination	70 Marks
Total Marks (Theory Paper)	100 Marks
Project Work	200 Marks (Internal 50 + External Viva 150)

Semester I

Subject Code	Subject Name	Credits	Internal	External	Total
BBA101	Principles of Management	4	30	70	100
BBA102	Financial Accounting	4	30	70	100
BBA103	Business Economics	4	30	70	100
BBA104	Business Mathematics	4	30	70	100
BBA105	Business Communication	4	30	70	100
BBA106	Computer Fundamentals	2	30	70	100

Total Credits: 22

Semester II

Subject Code	Subject Name	Credits	Internal	External	Total
BBA201	Organizational Behaviour	4	30	70	100
BBA202	Cost Accounting	4	30	70	100
BBA203	Business Statistics	4	30	70	100
BBA204	Marketing Management	4	30	70	100
BBA205	Environmental Studies	4	30	70	100
BBA206	Office Automation Lab	2	30	70	100

Total Credits: 22

Semester III

Subject Code	Subject Name	Credits	Internal	External	Total
BBA301	Human Resource Management	4	30	70	100
BBA302	Financial Management	4	30	70	100
BBA303	Company Law	4	30	70	100
BBA304	Banking & Insurance	4	30	70	100
BBA305	Entrepreneurship Development	4	30	70	100
BBA306	E-Commerce Fundamentals	2	30	70	100

Total Credits: 22

Semester IV

Subject Code	Subject Name	Credits	Internal	External	Total
BBA401	Consumer Behaviour	4	30	70	100
BBA402	Income Tax Law & Practice	4	30	70	100
BBA403	Production & Operations Management	4	30	70	100
BBA404	Management Information System	4	30	70	100
BBA405	Business Research Methodology	4	30	70	100
BBA406	Digital Business Applications	2	30	70	100

Total Credits: 22

Semester V

Subject Code	Subject Name	Credits	Internal	External	Total
BBA501	Strategic Management	4	30	70	100
BBA502	International Business	4	30	70	100
BBA503	Retail Management	4	30	70	100
BBA504	Business Ethics & Corporate Governance	4	30	70	100
BBA505	Supply Chain Management	4	30	70	100
BBA506	Summer Internship Report	2	50	50	100

Total Credits: 22

Semester VI

Subject Code	Subject Name	Credits	Internal	External	Total
BBA601	Corporate Strategy	4	30	70	100
BBA602	Investment Management	4	30	70	100
BBA603	Customer Relationship Management	4	30	70	100
BBA604	Small Business Management	4	30	70	100
BBA605	Project Dissertation & Viva Voce	8	50	150	200

Total Credits: 22