

SEMESTER WISE COURSE STRUCTURE of BBA

BBA Part-I

The courses are divided in three parts:

1. List of Core Courses
2. List of Specialization Courses
3. List of Skill Courses as mentioned earlier.

BBA Part-I

SEMESTER I		SEMESTER II	
Code	Course Title	Code	Course Title
GC-101	Principles of Management	SC-201	Business Organization and Systems
SC-102	Business Communication Skills	GC-202	Principles of Marketing
GC-103	Business Accounting	GC-203	Principles of Finance
GC-104	Business Economics- Micro	GC-204	Basics of Cost Accounting
GC-105	Business Mathematics	GC-205	Business Statistics
SC-106	Business Demography	SC-206	Fundamentals of Computers
SEC-107	ADD ON Course	SEC-207	ADD ON Course
		G-1	Physical Education
		22999	Democracy, Election & Good Governance (Add on Credit Course)

Note: Passing in Physical Education (P.T.) Examination is compulsory. In addition to the above subjects, Credit Courses will be conducted as per directions of the university.

BBA Part-II

SEMESTER III		SEMESTER IV	
Code	Course Title	Code	Course Title
GC-301	Principles of Human Resource Management	GC-401	Entrepreneurship and Small Business Management
GC-302	Supply Chain Management	GC-402	Productions and Operations Management
GC-303	Global Competencies and Personality Development	GC-403	Decision Making and Risk Management
GC-304	Fundamentals of Rural Development	GC-404	International Business Management
DSE-A305	Consumer Behavior & Sales Management	DSE-A405	Advertising & Promotion Management
DSE-A306	Retail Management + Business Exposure	DSE-A406	Digital Marketing + (prescribed

BBA Part-III

SEMESTER IV		SEMESTER V	
Code	Course Title	Code	Course Title
GC-501	Research Methodology	GC-601	Essential of E-Commerce
GC-502	Database Administration & Data Mining	GC-602	Management Information System
GC-503	Business Ethics	GC-603	Business Project Management
GC-504	Management of Corporate Social Responsibility	GC-604	Management of Innovations & Sustainability
505	Analysis of Financial Statements	405	Financial Management
506	Legal Aspects of Finance &	406	Cases in Finance + Project 50 marks theory