

## BBA SCHEME OF STUDY 2022-2023

Semester	Semester Course Code, Course Name (L-T-P)Credits							Community Service	GP	Hrs. Per week			Contact Hours per Sem	Credits	
1	<b>CLL 101</b> Effective Comm-I (2-0-1)2.5	<b>BSL102</b> Principles of Management (2-0-2)3	<b>ENL102</b> Principles of Economics (2-0-2)3	<b>CLL120</b> Human Values & Professional Ethics (2-0-0)2	<b>CML 101</b> Professional Accounting (2-0-2)3	<b>CML109</b> Business Laws (2-0-2)3	<b>CML 110</b> Communication & Documentation in Business (2-0-2)3	<b>BSS101</b> CS-I	<b>BSR101</b> GP-I 1 Credit	14	0	1 1	25*15= 375	20.5	
2	<b>CLL 102</b> Effective Comm-II (2-0-1)2.5	<b>CHL100</b> Environmental Studies (3-0-0)3	<b>BSL101</b> Entrepreneurship (2-0-2)3	<b>ENL101</b> Statistics & Research Methodology-I (2-0-2)3	<b>CML107</b> Introduction to Banking (2-0-2)3	<b>CML 108</b> Financial Management - I (2-0-2)3	<b>CSV 119</b> Digital Literacy (Lab Training + Python) (0-0-4)2	<b>BSS102</b> CS-II (140 Hrs)* 2 Credit	<b>BSR102</b> GP-II 1 Credit	13	0	1 3	26*15= 390	19.5+3 = 22.5	
<b>Summers</b>	<b>BSD201 Minor Project (0-0-6)3</b>												6	3	
3	<b>BSL201</b> Fundamentals of Operations Management (2-0-2)3	<b>BSL203</b> Human Resource Management (2-0-2)3	<b>CML 208</b> Financial Management- II (2-0-2)3	<b>BSL207</b> Introduction to Marketing Management (2-0-2)3	<b>BSL209</b> Ecommerce (2-0-2)3	Foreign Language Elective (1-2-0)3		<b>BSS201</b> CS-III	<b>BSR201</b> GP-III 1 credit	11	2	1 0	23*15= 345	18+1= 19	
4	<b>BSL202</b> Introduction to Organizational Behavior (2-0-2)3	<b>BSL204</b> Fundamentals of Consumer Behavior (2-0-2)3	<b>ENL204</b> Statistics and Research Methodology-II (2-0-2)3	<b>BSL302</b> Leadership (2-0-2)3	Open Elective 1 (2-0-2)3	<b>ENL 340</b> Fundamentals of Spreadsheet Modelling (2-0-2)3		<b>BSS202</b> CS-IV (140 Hrs)* 2 Credit	<b>BSR202</b> GP-IV 1 credit	11	2	1 0	23*15= 345	18+3= 21	
<b>Summers</b>	<b>BST301 Summer Internship (0-0-10)5</b>													10	5
5	Programme Elective –I (2-0-2)3	<b>BSL303</b> International Business (2-0-2)3	<b>BSV301</b> Creative thinking and Negotiation Skills (2-0-2)3	<b>BSL301</b> Business Policy & Strategy (2-0-2)3	Open Elective 2 (2-0-2)3	Programme Elective-II (2-0-2)3		<b>BSS301</b> CS-V	<b>BSR301</b> GP-V 1 credit	12	0	1 2	24*15= 360	18+1= 19	
6	Programme Elective –III (2-0-2)3	<b>BSL304</b> Investment Management (2-0-2)3	Programme Elective –IV (2-0-2)3	Open Elective 3 (2-0-2)3	<b>BSD302</b> Major Project (0-0-8)4			<b>BSS302</b> CS-VI (140 Hrs) 2 Credit	<b>BSR302</b> GP-VI 1 credit	8	0	8	16*15= 240	16+3= 19	
	<b>TOTAL</b>													137*15=20 55	129

\*Students shall utilize the internship period (6-8 weeks) to complete 140 hours of serving the community

## BACHELOR OF BUSINESS ADMINISTRATION

### Programme Core

		L-T-P	C
BSL101	Entrepreneurship	2-0-2	3
CML108	Financial Management I	2-0-2	3
ENL101	Statistics & Research Methodology-I	2-0-2	3
ENL102	Principles of Economics	2-0-2	3
CML101	Professional Accounting	2-0-2	3
CML107	Introduction to Banking	3-0-0	3
CML109	Business Laws	3-0-0	3
BSL102	Principles of Management	2-0-2	3
BSL201	Fundamentals of Operations Management	2-0-2	3
BSL203	Human Resource Management	2-0-2	3
CML208	Financial Management II	2-0-2	3
BSL207	Introduction to Marketing Management	2-0-2	3
BSL209	E-Commerce	2-0-2	3
BSL202	Introduction to Organizational Behavior	2-0-2	3
BSL204	Fundamentals of Consumer Behavior	2-0-2	3
BSL303	International Business	2-0-2	3
BSL301	Business Policy & Strategy	2-0-2	3
BSL302	Leadership	2-0-2	3
BSL304	Investment Management	2-0-2	3
ENL204	Statistics and Research Methodology II	2-0-2	3

### General Proficiency

		C
BSR101	GP-I	01 Credit
BSR102	GP-II	01 Credit
BSR201	GP-III	01 Credit
BSR202	GP-IV	01 Credit
BSR301	GP-V	01 Credit
BSR302	GP-VI	01 Credit

### Community Service

BSS101	Community Service (CS-I)	02 Credit
BSS102	Community Service (CS-II)	
BSS201	Community Service (CS-III)	02 Credit
BSS202	Community Service (CS-IV)	
BSS301	Community Service (CS-V)	02 Credit
BSS302	Community Service (CS-VI)	

### Skill Enhancement Courses

		L-T-P	C
CSV119	Digital Literacy	0-0-4	2
CML110	Communication and Documentation in Business	2-0-2	3
BSV301	Creative thinking and Negotiation Skills	2-0-2	3

### Ability Enhancement

		L-T-P	C
CHL100	Environmental Studies	3-0-0	3
CLL101	Effective Communication I	2-0-1	2.5
CLL102	Effective Communication II	2-0-1	2.5
CLL120	Human Values & Professional Ethics	2-0-0	2
ENL340	Fundamentals of Spreadsheet Modelling	2-0-2	3
	Foreign Language Elective	1-2-0	3

### PROGRAMME ELECTIVES

		L-T-P	C
<b>Marketing</b>			
BSL331	Customer Relationship Management	2-0-2	3
BSL332	Management of Sales and Distribution	2-0-2	3
BSL333	Marketing & Consumer Analytics	2-0-2	3
BSL334	Fundamentals of Retail Management	2-0-2	3
BSL335	Marketing of Services	2-0-2	3
BSL336	Advertising and Promotion	2-0-2	3
BSL337	Fundamentals of Strategic Marketing	2-0-2	3
BSL338	Marketing in Digital Era	2-0-2	3
BSL381	Product and Brand Management	2-0-2	3
BSL382	Marketing Communication	2-0-2	3

### HRM

BSL339	Recruitment and Selection	2-0-2	3
BSL340	Performance and Competency Management	2-0-2	3
BSL341	Employee Training and Development	2-0-2	3
BSL342	Industrial Relations and Indian Labour Laws	2-0-2	3
BSL343	Compensation and Reward Management	2-0-2	3
BSL344	Organization Change and Development	2-0-2	3
BSL345	Cross Culture HRM	2-0-2	3
BSL346	Fundamentals of Strategic HRM	2-0-2	3
BSL390	HR Audit	2-0-2	3
BSL391	Systems Thinking	2-0-2	3
BSL392	Workplace Diversity and Inclusion	2-0-2	3

### Finance

BSL347	Financial Reporting and Analysis	2-0-2	3
BSL348	Introduction to Financial Institutions and Market	2-0-2	3
BSL349	Insurance and Risk Management	2-0-2	3
BSL350	Fundamentals of Money and Banking	2-0-2	3
BSL351	Introduction to Portfolio Management	2-0-2	3
BSL352	Microfinance in India	2-0-2	3
BSL353	Cost and Management Accounting	2-0-2	3

CML352	Financial Econometrics	2-0-2	3
CML353	Corporate Restructuring, Mergers & Acquisitions	2-0-2	3
CML354	International Finance	2-0-2	3
CML355	Project Appraisal & Finance	2-0-2	3

**Other Courses** **L-T-P** **C**

Open Elective – I		2-0-2	3
Open Elective – II		2-0-2	3
Open Elective – III		2-0-2	3

**Project Presentation & Training** **L-T-P** **C**

BSD201	Minor Project (for BBA)	0-0-6	3
BST301	Summer Internship (for BBA)	0-0-10	5
BSD302	Major Project (for BBA)	0-0-8	4