

## BBA SCHEME OF STUDY 2021-2022

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>BCS101</b> (35 Hrs)	<b>BSR101</b> GP-I 1 Credit	14	0	11	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>BCS102</b> 1 Credit (35 Hrs)	<b>BSR102</b> GP-II 1 Credit	13	0	13	26*15=390	20.5+1=21.5	
<b>Summers</b>	<b>BSD201 Minor Project + one week of Community Services(70 hours) (0-0-8)4</b>												8	4	
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- I (1-2-0)3		<b>BCS201</b> (35 Hrs)	<b>BSR201</b> GP-III 1 credit	11	2	10	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	Foreign Language Elective II (1-2-0)3		<b>BCS202</b> 1Credit (35 Hrs)	<b>BSR202</b> GP-IV 1 credit	11	2	10	23*15=345	19+1=20	
<b>Summers</b>	<b>BST301 Summer Internship+ one week of Community Services(70 hours) (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>BCS301</b> (35 Hrs)	<b>BSR301</b> GP-V 1 credit	12	0	12	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 (0-0-10)5 (1 Credit for CS)			<b>BCS302</b> 1 Credit (35 Hrs)	<b>BSR302</b> GP-VI 1 credit	8	0	8	16*15=240	18+1=19	
	<b>TOTAL</b>													137*15=2055	128

# 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	GPI	01 Credit
BSR102	GPII	01 Credit
BSR201	GPIII	01 Credit
BSR202	GPIV	01 Credit
BSR301	GPV	01 Credit
BSR302	GPVI	01 Credit

## Community Service

BCS101	Community Service	01 Credit
BCS102	Community Service	
BCS201	Community Service	01 Credit
BCS202	Community Service	
BCS301	Community Service	01 Credit
BCS302	Community Service	

## 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
Foreign Language Elective - I		1-2-0	3
Foreign Language Elective - II		1-2-0	3

## PROGRAMME ELECTIVES

**L-T-P C**

### Marketing

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

### 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

### 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

## Other Courses

**L-T-PC**

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-PC**

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