

**PROGRAM STRUCTURE**  
**Scheme of Teaching and Evaluation for BBA (Basic/Hons)**  
**with Commerce as Core Subject**

I SEMESTER BBA									
Sl. No.	Course Code	Title of the Course	Category of Courses	L+T+P	Teaching Hours per week	SEE	CIE	Total Marks	Credits
1	Lang 1.1	Language – I	AECC	3+1+0	4	60	40	100	3
2	Lang 1.2	Language - II.	AECC	3+1+0	4	60	40	100	3
3	BBA 1.1	Management Principles and Practice	DSC	4+0+0	4	60	40	100	4
4	BBA 1.2	Fundamentals of Business Accounting	DSC	3+2+0	4	60	40	100	4
5	BBA 1.3	Marketing Management	DSC	4+0+0	4	60	40	100	4
6	BBA1.4	Digital Fluency	SEC-SB	1+0+2	2	50	50	100	2
7	BBA 1.5	A. Business Organisation and Management* B. Office Organisation and Management* C. Service Sector Management* D. Corporate Administration* *Students can choose any one.	OEC	3+0+0	3	50	50	100	3
	Sub-Total (A)				25	400	300	700	23
	II SEMESTER BBA								
8	Lang 2.1	Language –I	AECC	3+1+0	4	60	40	100	3
9	Lang 2.2	Language –II	AECC	3+1+0	4	60	40	100	3
10	BBA 2.1	Financial Accounting and Reporting	DSC	3+2+0	4	60	40	100	4
11	BBA 2.2	Human Resource Management	DSC	4+0+0	4	60	40	100	4
12	BBA 2.3	Business Environment /Business Mathematics	DSC	4+0+0	4	60	40	100	4
13	BBA 2.4	Health Wellness/Social and Emotional Learning	SEC-VB	1+0+2	2	-	100	100	2
14	BBA 2.5	Environmental Studies	AECC	1+2+0	3	30	20	50	2
15	BBA 2.6	A. People Management** B. Retail Management** C. Event Management** D. E-Commerce** *Students can choose any one.	OEC	3+0+0	3	50	50	100	3
	Sub-Total (B)				28	380	370	750	25

**EXIT OPTION WITH CERTIFICATION – with ability to solve well defined problems**

Note: \* BA, B.SC and BCA students of First Semester can choose any one of the following

- A. Business Organisation and Management\*
- B. Office Organisation and Management\*
- C. Service Sector Management\*
- D. Corporate Administration\*

Note: \*\* BA, B.SC and BCA students of Second Semester can choose any one of the following

- A. People Management\*\*
- B. Retail Management\*\*
- C. event Management\*\*
- D. E-Commerce\*\*

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<b>III SEMESTER BBA</b>								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
16	Lang.1.1	Language-I	AECC	3+1+0	60	40	100	3
17	Lang.1.2	Language-II	AECC	3+1+0	60	40	100	3
18	BBA.3.1	Cost Accounting	DSC	3+0+2	60	40	100	4
19	BBA.3.2	Organizational Behavior	DSC	4+0+0	60	40	100	4
20	BBA.3.3	Statistics for Business Decisions	DSC	3+0+2	60	40	100	4
21	BBA.3.4	Financial Education & Investment Awareness	SEC	1+0+2	30	20	50	2
22	BBA 3.5	Sports/NCC/NSS/others (if any)	SEC-VB	1+0+2	-	100	100	2
23	BBA 3.6	A. Social Media Marketing B. Rural Marketing C. Indian Financial System D. Organization Behavior (Students can choose any one)	OEC	3+0+0	50	50	100	3
<b>Sub-Total(C)</b>					<b>400</b>	<b>300</b>	<b>700</b>	<b>25</b>

<b>IV SEMESTER BBA</b>								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
24	Lang.1.1	Language-I	AECC	3+1+0	60	40	100	3
25	Lang.1.2	Language-II	AECC	3+1+0	60	40	100	3
26	BBA.4.1	Management Accounting	DSC	3+0+2	60	40	100	4
27	BBA 4.2	Business Analytics/Financial Markets & Services	DSC	4+0+0	60	40	100	4
28	BBA 4.3	Financial Management	DSC	4+0+0	60	40	100	4
29	BBA 4.4	Constitution of India	AECC	2+0+0	50	50	100	2
30	BBA 4.5	Artificial Intelligence	SEC	1+0+2	50	50	100	2

31	BBA 4.6	A. Business Leadership Skills B. Personal Wealth Management C. Financial Literacy and Investment Awareness. D. International Marketing (Students can choose any one)	OEC	3+0+0	50	50	100	3
<b>Sub –Total(D)</b>					<b>400</b>	<b>400</b>	<b>800</b>	<b>25</b>

**EXIT OPTION WITH DIPLOMA – Ability to solve broadly defined problems**

Note: \* BA, B.SC and BCA students of Third Semester can choose any one of the following

- A. Social Media Marketing
- B. Rural Marketing
- C. Indian Financial System
- D. Organization Behavior

Note: \*\* BA, B.SC and BCA students of Fourth Semester can choose any one of the following

- A. Business Leadership Skills
- B. Personal Wealth Management
- C. Financial Literacy and Investment Awareness.
- D. International Marketing

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**VSEMESTER**

SL No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
31	BBA5.1	Production and Operations Management	DSC -13	4+0+0	60	40	100	4
32	BBA5.2	Income Tax-I	DSC-14	3+0+2	60	40	100	4
33	BBA5.3	Banking Law and Practice	DSC-15	4+0+0	60	40	100	4
34	BBA5.4	Elective -1 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-1	3+0+0	60	40	100	3
35	BBA5.5	Elective-2 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-2	3+0+0	60	40	100	3
36	BBA5.6	A. Information Technology for Business (Excel & DBMS) B. Digital Marketing	<b>Vocational-1</b> Anyone to be chosen	3+0+2	60	40	100	3
37	BBA5.7	Cyber Security/Employability Skills.	SEC – VB	1+0+2	30	20	50	3
<b>SUB TOTAL (E)</b>					<b>390</b>	<b>260</b>	<b>650</b>	<b>24</b>

**ELECTIVE GROUPS AND COURSES:**

Sl. No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics And Supply Chain Management
<b>COURSE CODE</b>	<b>FN1</b>	<b>MK1</b>	<b>HRM1</b>	<b>DA1</b>	<b>RM1</b>	<b>LSCM1</b>
<b>Paper-1</b>	<b>Advanced Corporate Financial Management</b>	<b>Consumer Behavior</b>	<b>Compensation and Performance Management</b>	<b>Financial Analytics</b>	<b>Fundamentals of Retail Management</b>	<b>Freight Transport Management</b>

Note: Students have to choose Two Electives in V Semester and Continue with the same Elective combinations in VI Semester

### VISEMESTER

SL No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
38	BBA 6.1	Business Law	DSC	4+0+0	60	40	100	4
39	BBA6.2	Income Tax-II	DSC	3+0+2	60	40	100	4
40	BBA6.3	International Business	DSC	4+0+0	60	40	100	4
41	BBA6.4	Elective -1 (FN2\MK2\HRM2\DA2 \ RM2\LSCM2)	DSE	3+0+0	60	40	100	3
42	BBA6.5	Elective-2 (FN2\MK2\HRM2\DA2 \ RM2\LSCM2)	DSE	3+0+0	60	40	100	3
43	BBA6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 Any one to be chosen	3+0+2	60	40	100	4
44	BBA6.7	Internship	I-1	4 weeks	-	50	50	2
SUB TOTAL (F)					360	290	650	24

### ELECTIVE GROUPS AND COURSES:

Discipline Specific Electives –VI Semester						
Sl. No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics and Supply Chain Management
COURSE CODE	FN2	MK2	HRM2	DA2	RM2	LSCM2
Paper-2	Security Analysis and Portfolio Management	Advertising and Media Management.	Cultural Diversity at Workplace	Marketing Analytics	Retail Operations Management	Sourcing for Logistics and Supply Chain Management

**BBA**

<b>I SEMESTER</b>								
<b>Sl. No.</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>Category of Courses</b>	<b>Credits</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>Total Marks</b>
<b>01</b>	<b>Lang 1.1</b>	<b>Language-I</b>	<b>AECC</b>	<b>3</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>02</b>	<b>Lang 1.2</b>	<b>Language–II</b>	<b>AECC</b>	<b>3</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>03</b>	<b>Major 1.1</b>	<b>Principles &amp; Practices of Management</b>	<b>DCC</b>	<b>4</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>04</b>	<b>Major 1.2</b>	<b>Fundamentals of Business Accounting</b>	<b>DCC</b>	<b>4</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>05</b>	<b>Major 1.3</b>	<b>Business Economics</b>	<b>DCC</b>	<b>4</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>06</b>	<b>Major 1.4</b>	<b>Business Communication</b>	<b>DCC</b>	<b>3</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>07</b>	<b>Compulsory 1.1</b>	<b>Constitutional Values</b>	<b>AECC</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>40</b>	<b>50</b>
<b>Sub–Total(A)</b>				<b>23</b>				<b>650</b>

<b>II SEMESTER</b>								
<b>Sl. No.</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>Category of Courses</b>	<b>Credits</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>Total Marks</b>
<b>08</b>	<b>Lang 2.1</b>	<b>Language-I</b>	<b>AECC</b>	<b>3</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>09</b>	<b>Lang 2.2</b>	<b>Language–II</b>	<b>AECC</b>	<b>3</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>10</b>	<b>Major 2.1</b>	<b>Organizational Behaviour</b>	<b>DCC</b>	<b>3</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>11</b>	<b>Major 2.2</b>	<b>Financial Accounting and Reporting</b>	<b>DCC</b>	<b>4</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>12</b>	<b>Major 2.3</b>	<b>Business Statistics</b>	<b>DCC</b>	<b>4</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>13</b>	<b>Major 2.4</b>	<b>Marketing Management</b>	<b>DCC</b>	<b>4</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>100</b>
<b>14</b>	<b>Compulsory 2.1</b>	<b>Constitutional Values</b>	<b>AECC</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>40</b>	<b>50</b>

<b>Sub-Total(B)</b>	<b>23</b>				<b>650</b>
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