

BBA SYLLABUS**I SEMESTER BBA**

Sl. No	Course Code	Title of the course	Category of Course	Teaching hr/week	SEE	CIE	Total Marks	Credits
1	Lang 1.1	Language: I	AECC	3+1+0	60	40	100	3
2	Lang 1.2	Language: II	AECC	3+1+0	60	40	100	3
3	BBA 1.1	Management Principles & Practices	DSC-1	4+0+0	60	40	100	4
4	BBA 1.2	Fundamentals of Accounting	DSC-2	3+0+2	60	40	100	4
5	BBA 1.3	Marketing management	DSC-3	4+0+0	60	40	100	4
6	BBA 1.4	Digital Fluency	SEC-SB	1+0+2	30	20	50	2
7	BBA 1.5	Any one of the following: Business Organization/Office Organization & Management/People management/Rural Development	OEC-1	3+0+0	60	40	100	3
8	BBA 1.6	Yoga	SEC-VB	0+0+2	*	25	25	1
9	BBA 1.7	Health & Wellness	SEC-VB	0+0+2	*	25	25	1
SUB TOTAL (A)					390	310	700	25

II SEMESTER BBA

Sl. No	Course Code	Title of the course	Category of Course	Teaching hr/week	SEE	CIE	Total Marks	Credits
1	Lang 2.1	Language-I	AECC	3+1+0	60	40	100	3
2	Lang 2.2	Language-II	AECC	3+1+0	60	40	100	3
3	BBA 2.1	Financial Accounting & Reporting	DSC-4	3+0+2	60	40	100	4
4	BBA 2.2	Human Resource Management	DSC-5	3+0+2	60	40	100	4
5	BBA 2.3	Business Environment/Business Mathematics	DSC-6	4+0+0	60	40	100	4
6	BBA 2.4	Any one of the following: People Management/Retail Operations/Basics of Management/Public administration & Business	OEC-2	3+0+0	60	40	100	3
7	BBA 2.5	Environmental studies	AECC	2+0+0	30	20	50	2
8	BBA 2.6	Sports	SEC-VB	0+0+2	*	25	25	1
9	BBA 2.7	NCC/NSS/R&R (SNG/Cultural)	SEC-VB	0+0+2	*	25	25	1
SUB TOTAL (B)					390	310	700	25

III SEMESTER BBA

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Language	Language: I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English/Marathi/Hindi	3.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communcation Skills-I	3.2	4	3	30	70	100	2
	Cost Accounting	3.3	4	3	30	70	100	2
	Human Resource Management	3.4	4	3	30	70	100	2
	Financial Markets & Services	3.5	4	3	30	70	100	2
	Business Data Analysis	3.6	4	3	30	70	100	2
	Corpoptae Financial Management	3.7	4	3	30	70	100	2
Part 3	Business Skill Development Course (BSDC)* Case Study Analysis	*	*	*	100	*	100	2
Part 4	Foundation Course	*	3	2	30	70	100	2
	CC & EA	*	*	*	50	*	50	1
Total Credits								19

IV SEMESTER BBA

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Language	Language: I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English/MarathiHindi	4.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communication Skills-II	4.2	4	3	30	70	100	2
	Buisness Research Methods	4.3	4	3	30	70	100	2
	Banking Law & Operations	4.4	4	3	30	70	100	2
	Entrepreneurship Development	4.5	4	3	30	70	100	2
	Management Accounting	4.6	4	3	30	70	100	2
	Customer Relationship Management	4.7	4	3	30	70	100	2
Part 3 Practicals	Business Skill Development Course (BSDC)* Preparation of Business Plan for start-ups	*	*	*	100	*	100	2
Part 4	Foundation Course	*	3	2	30	70	100	2
	CC & EA	*	*	*	50	*	50	1
Total Credits								19

V SEMESTER BBA

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 2 Optional	Income Tax-I	5.1	4	3	30	70	100	3
	Business Regulations	5.2	4	3	30	70	100	3
	Indirect Taxes	5.3	4	3	30	70	100	3
	Information Technology for Business-I	5.4	4	3	30	70	100	3
	Elective 1	5.5	4	3	30	70	100	3
	Elective 2	5.6	4	3	30	70	100	3
Part 3	Business Skill Development Course (BSDC)* Field Study	*	*	*	100	*	100	2
	Skill Enhancement Course (SEC)** Employability Skills Training (Aptitude & GD training)	*	2	*	100	*	100	2
Part 4	Ability Enhancement Compulsory Course	*	3	2	30	70	100	2
Total Credits								24

VI SEMESTER BBA

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 2 Optional	Income Tax-II	6.1	4	3	30	70	100	3
	Strategic Management	6.2	4	3	30	70	100	3
	International Business	6.3	4	3	30	70	100	3
	Information Technology for Business-II	6.4	4	3	30	70	100	3
	Elective 3	6.5	4	3	30	70	100	3
	Elective 4	6.6	4	3	30	70	100	3
Part 3	Business Skill Development Course (BSDC)* Internship with Business Organization	*	*	*	100	*	100	2
	Skill Enhancement Course (SEC)** Placement Training	*	2	*	100	*	100	2
Part 4	Ability Enhancement Compulsory Course	*	3	2	30	70	100	2
Total Credits								24

BBA ELECTIVE GROUPS**FINANCE ELECTIVE**

Semester No	Paper Code	Title of the Paper
V	FN 5.5	Advanced Corporate Financial Management
	FN 5.6	Security Analysis & Portfolio Management
VI	FN 6.5	Risk Management & Derivatives
	FN 6.6	International Finance

MARKETING ELECTIVE

Semester No	Paper Code	Title of the Paper
V	MK 5.5	Consumer Behaviour
	MK 5.6	Integrated Marketing Communication
VI	MK 6.5	Digital Marketing
	MK 6.6	Supply Chain & Logistics Management

HUMAN RESOURCE ELECTIVE

Semester No	Paper Code	Title of the Paper
V	HR 5.5	Industrial Relationship & Employee Legislation
	HR 5.6	Compensation & Performance Management
VI	HR 6.5	International Human Resource Management
	HR 6.6	Organizational Development & Change Management

DATA ANALYTICS ELECTIVE

Semester No	Paper Code	Title of the Paper
V	DA 5.5	Business Analytics
	DA 5.6	Marketing Analytics
VI	DA 6.5	Financial Analytics
	DA 6.6	HR Analytics