CHARUSAT

Accredited with Grade A by NAAC, GoI

ACADEMIC REGULATIONS & SYLLABI

Faculty of Management Studies

BBA Programme

Bachelor of Business Administration (BBA)

CHAROTAR UNIVERSITY OF SCIENCE AND TECHNOLOGY - CHARUSAT

Accredited with Grade A by NAAC, GoI

Education Campus – Changa, (ECC), hitherto a conglomerate of institutes of professional education in Engineering, Pharmacy, Computer Applications, Management, Applied Sciences, Physiotherapy and Nursing, is one of the choicest destinations by students. It has been transformed into **Charotar University of Science and Technology (CHARUSAT)** through an Act by Government of Gujarat. CHARUSAT is permitted to grant degrees under Section-22 of UGC- Govt. of India. The journey of CHARUSAT started in the year 2000, with only 240 Students, 4 Programmes, one Institute and an investment of about Rs. 3 Crores (INR 30 million). At present there are seven different institutes falling under ambit of six different faculties. The programmes offered by these faculties range from undergraduate (UG) to Ph.D degrees including M.Phil. These faculties, in all offer 51 different programmes. A quick glimpse in as under:

Faculty	Institute	Programmes Offered
Faculty of Technology & Engineering	• Chandubhai S. Patel Institute of Technology • Devang Patel Institute of Advance Technology and Research	B.Tech M.Tech Ph.D
Faculty of Pharmacy	Ramanbhai Patel College of Pharmacy	B.Pharm M.Pharm Ph.D PGDCT / PGDPT
Faculty of Management Studies	Indukaka Ipcowala Institute of Management	BBA M.B.A Ph.D
Faculty of Computer Applications	Smt. ChandabenMohanbhai Patel Institute of Computer Applications.	BCA M.C.A / MCA (Lateral) M.Sc IT Ph.D
Faculty of Applied Sciences	P.D. Patel Institute of Applied	B.Sc M.Sc

	Sciences	M.Phil Ph.D
Faculty of Medical Sciences	• Ashok and Rita Institute of Physiotherapy • Manikaka Topawala Institute of Nursing • Charotar Institute of Paramedical Sciences	B.PT M.PT B.Sc (Nursing) M.Sc PGDHA PGDMLT GNM Ph.D

The development and growth of the institutes have already led to an investment of over Rs.125 Crores (INR 1250 Million). The future outlay is planned with an estimate of Rs.250 Crores (INR 2500 Million).

The University is characterized by state-of-the-art infrastructural facilities, innovative teaching methods and highly learned faculty members. The University Campus sprawls over 105 acres of land and is Wi-Fi enabled. It is also recognized as the Greenest Campus of Gujarat.

CHARUSAT is privileged to have 360 core faculty members, educated and trained in IITs, IIMs and leading Indian Universities, and with long exposure to industry. It is also proud of its past students who are employed in prestigious national and multinational corporations.

From one college to the level of a forward-looking University, **CHARUSAT** has the vision of entering the club of premier Universities initially in the country and then globally. **High Moral Values like Honesty, Integrity and Transparency** which has been the foundation of ECC continues to anchor the functioning of **CHARUSAT**. Banking on the world class infrastructure and highly qualified and competent faculty, the University is expected to be catapulted into top 20 Universities in the coming five years. In order to align with the global requirements, the University has collaborated with internationally reputed organizations like Pennsylvania State University – USA, University at Alabama at Birmingham – USA, Northwick Park Institute –UK, ISRO, BARC, etc.

CHARUSAT has designed curricula for all its programmes in line with the current international practices and emerging requirements. Industrial Visits, Study Tours, Expert Lectures and Interactive IT enabled Teaching Practice form an integral part of the unique **CHARUSAT** pedagogy.

The programmes are credit-based and have continuous evaluation as an important feature. The pedagogy is student-centred, augurs well for self-learning and motivation for enquiry and research, and contains innumerable unique features like:

- Participatory and interactive discussion-based classes.
- Sessions by visiting faculty members drawn from leading academic institutions and industry.
- Regular weekly seminars.
- Distinguished lecture series.
- Practical, field-based projects and assignments.
- Summer training in leading organizations under faculty supervision in relevant programmes.
- Industrial tours and visits.
- Extensive use of technology for learning.
- Final Placement through campus interviews.

Exploration in the field of knowledge through research and development and comprehensive industrial linkages will be a hallmark of the University, which will mould the students for global assignments through technology-based knowledge and critical skills.

The evaluation of the student is based on grading system. A student has to pursue his/her programme with diligence for scoring a good Cumulative Grade Point Average (CGPA) and for succeeding in the chosen profession and life.

CHARUSAT welcomes you for a Bright Future

CHAROTAR UNIVERSITY OF SCIENCE AND TECHNOLOGY
Faculty of Management Studies

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ACADEMIC REGULATIONS
BBA Programme
Bachelor of Business Administration (BBA) Programme

Academic Year 2019

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CHARUSAT

FACULTY OF MANAGEMENT STUDIES

ACADEMIC REGULATIONS

Bachelor of Business Administration (BBA) Programme

To ensure uniform system of education, duration of undergraduate and post graduate programmes, eligibility criteria for and mode of admission, credit load requirement and its distribution between course and system of examination and other related aspects, following academic rules and regulations are recommended.

1. **System of Education**

The Semester system of education should be followed across The Charotar University of Science and Technology (CHARUSAT) both at Undergraduate and Master's levels. Each semester will be at least 90 working day duration. Every enrolled student will be required to take a specified load of course work in the chosen subject of specialization and also complete a project/dissertation if any.

2. **Duration of Programme**

   2.1 The Bachelor of Business Administration (BBA) programme of Charotar University of Science and Technology (CHARUSAT) is a *three-year full-time* under-graduate programme, leading to the award of the degree of Bachelor of Business Administration (BBA).

3. **Eligibility and mode of admissions**

   3.1 **Candidate** should have passed 12th standard (or equivalent) examination (any stream) with English as a subject is eligible for admission to the BBA Programme and according to the regulations for admission decided by CHARUSAT from time to time.

4. **Programme structure and Credits**

   4.1 **A student admitted to a program should study the course and earn credits specified in the course structure.** The details of programme structure, credit requirements, areas of specialisation proposed to be offered, etc. are presented at Appendix – I.

5. **Attendance**

   5.1 All activities prescribed under these regulations and listed by the course faculty members in their respective course outlines are compulsory for all students pursuing the courses. No exemption will be given to any student from attendance except on account of serious personal illness or accident or family calamity that may genuinely prevent a student from attending a particular session or a few sessions. However, such unexpected absence from classes and other activities will require to be condoned by the Dean/Principal.

5.2 Student attendance in every course should be 80%.

6 Course Evaluation

6.1 The performance of every student in each course will be evaluated as follows:

6.1.1 Internal evaluation by the course faculty member(s) based on continuous assessment, for 30% of the marks for the course; and

6.1.2 Final examination by the University through written paper or practical test or oral test or presentation by the student or a combination of these, for 70% of the marks for the course.

6.2 *University Examination*

6.2.1 The final examination by the University for 70% of the evaluation for the course will be through written paper or practical test or oral test or presentation or a combination of these.

6.2.2 In order to earn the credit in a course, a student has to obtain a grade other than FF.

6.3 *Performance at Internal Evaluation Components and University Examination*

If a student secures minimum passing marks of 40% in the University examinations in any course but fails to obtain the minimum passing total percentage of 50%, he/she has to repeat the university examination in the course.

Minimum percentage marks in University Exam for pass in any course	Minimum total percentage marks (i.e. internal+ University) for pass in any course
40%	50%

7 Grading

7.1 The total of the internal evaluation marks and final University examination marks in each course will be converted to a letter grade on a ten-point scale as per the following scheme:

Grading Scheme:

Letter Grade	AA	AB	BB	BC	CC	CD	DD	FF
Grade Point	10	9	8	7	6	5	4	0
Range of Marks	≥80	≥75 <80	≥70 <75	≥65 <70	≥60 <65	≥55 <60	≥50 <55	<50

7.2 The student's performance in any semester will be assessed by the Semester Grade Point Average (SGPA). Similarly, his performance at the end of two or

more consecutive semesters will be denoted by the Cumulative Grade Point Average (CGPA). The SGPA and CGPA are calculated as follows:

(i) SGPA $= \Sigma C_i G_i / \Sigma C_i$ where C_i is the number of credits of course i

G_i is the Grade Point for the course i

and i = 1 to n, n = number of courses in the semester

(ii) CGPA $= \Sigma C_i G_i / \Sigma C_i$ where C_i is the number of credits of course i

G_i is the Grade Point for the course i

and i = 1 to n, n = number of courses of all semesters up to which CGPA is computed.

(iii) No student will be allowed to move to the next academic year if his/her CGPA is less than 3 at the end of the current academic year.

(iv) In addition to above, a student has to comply with the requirements of the regulatory bodies, wherever such requirements exist.

(v) A student will have a maximum of four chances* after first appearing in that examination to clear that course, subject to the restriction on the span period stipulated in clause 2.2 above.

(*Whenever the university conducts the examinations of that course, it will be considered as a chance, irrespective of whether the student appears for the examination or not.)

8. *Awards of Bachelor Degree*

8.1 Every student of the programme who fulfils the following criteria will be eligible for the award of the degree:

8.1.1 He should have earned at least minimum required credits as prescribed in course structure.

8.2 Any student who fails to satisfy minimum requirement of CGPA will be allowed to improve the grades so as to secure a minimum CGPA for the award of degree.

9. *Award of Class:*

The class awarded to a student in the programme is decided by the final CGPA as per the following scheme:

Distinction: CGPA ≥ 7.5

First class: CGPA ≥ 6.0

Second Class: CGPA ≥ 5.0

10 Transcript:

The transcript issued to the student at the time of leaving the University will contain a consolidated record of all the courses taken, credits earned, grades obtained, SGPA, CGPA and class obtained.

Details of BBA Programme Structure, Credit Requirements and Specialisation

A1.   ***Programme Structure***

A1.1   The programme is structured into ***six semesters***, consisting of classroom contact-based work and ***Organization Attachment Programme.***

A1.2   Each semester will be for a minimum of ***90 working days*** for classroom work, covering classroom contact sessions, laboratory/tutorial/library/group work, case discussions and presentation, field-based as well as library/internet search-based assignments and projects, classroom exercises, management and simulation games, short quizzes, and class tests. The duration for any organizational attachment/training during the semester and final University examinations will be in addition to the 90 working days.

A1.3   ***Organization Attachment Programme*** will be for a minimum duration of 45 working days and will commence at the end of the second semester classroom work.

A1.4   The structure of the BBA programme is as shown in the following figure:

Figure A1: BBA Programme Structure
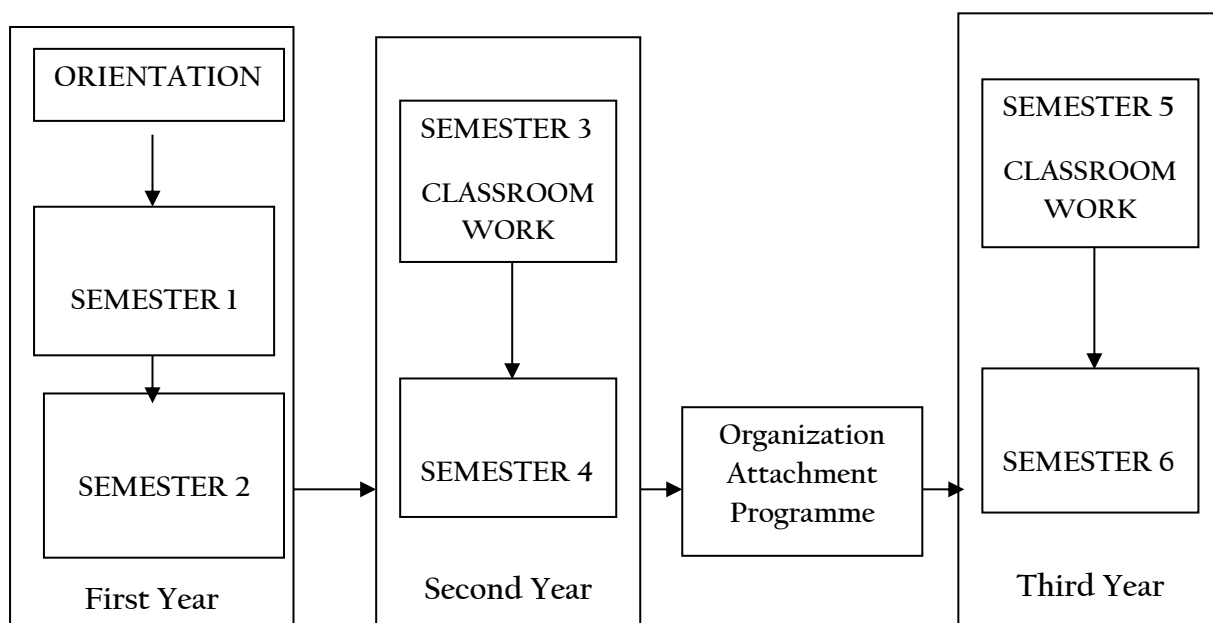
A2. Credits

A2.1 Any student of the BBA programme who earns 150 credits by pursuing the prescribed course work and passing all tests, examinations, assignments, laboratory work, projects and all other evaluation components as per the passing standards of the University will be eligible for the award of the Bachelor of Business Administration (BBA) degree.

A2.2 A credit for the BBA programme will mean fifteen (15) classroom contact sessions of sixty (60) minutes each or fifteen (15) laboratory/ tutorial/ library/ group work sessions of two hours (120 minutes) each, pursued over a semester. With a minimum of 90 working days spread over about 15 weeks at an average of 6 working days per week, a credit will mean, on an average, one classroom contact session of sixty (60) minutes or one laboratory/ tutorial/ library/ group work session of two hours (120 minutes) per week.

A2.3 The current distribution of credits over the two-year period for classroom contact sessions and laboratory/ tutorial/ library/ group work sessions will be as follows:

TableA2: Semester-wise Distribution of Credits

Sl. No.	Semester	Number of Credits
1	Semester - 1	25
2	Semester - 2	23
3	Semester - 3	26
4	Semester - 4	25
5	Semester - 5 (Including Organization Attachment Programme) (23+5)	28
6	Semester - 6	23
	Total Credits	**150**

A2.4 All courses shown in the list of courses are compulsory for all BBA students. However, students will have the option of pursuing a total of four elective courses of four credits each, from the given elective streams out of the given list and two projects (Project-1 and Project -2) during fifth and sixth semesters respectively.

A2.5 Some courses will have only classroom contact sessions and some others will have tutorial/ laboratory/ library/ group work sessions, as shown in the list of courses.

A2.6 The University has implemented Choice Based Credit System (CBCS), with effect from 2016-17,which provides a 'cafeteria' approach; wherein the students can take courses of their choice, and adopt an interdisciplinary approach to learning from the pull of courses offered by all the Faculties/ Institutes/ Departments across university. Below mentioned pull of courses will be offered to the students by different

departments/institutes. Each student has to choose one course (of his /her choice) from the offered courses.

Semester - 3

Sr. No.	Course Code	Course Name	Department / Faculty Offering the Course
1	EC281.01	Introduction to MATLAB Programming	EC / FTE
2	CE281.01	Art of Programming	CE/FTE
3	CL281.01	Environmental Sustainability and Climate Change	CL / FTE
4	EE283	Python for Electrical Engineers	EE / FTE
5	IT281.01	ICT Resources and Multimedia	IT / FTE
6	ME281.01	Engineering Drawing	ME / FTE
7	PH233.01	Fundamentals of Packaging	RPCP / FPH
8	PD260.01	Basic Laboratory Techniques	PDPIAS/FAS
9	NR251.01	First Aid & Life Support	NURSING / FMD
10	PT191.01	Health Promotion and Fitness	ARIP / FMD
11	CA224	Introduction to Web Designing	CMPICA / FCA
12	BM231	Banking and Insurance	I²IM / FMS

Semester - 4

Sr. No.	Course Code	Course Name	Department / Faculty Offering the Course
1	EC282.01	Prototyping Electronics with Arduino	EC / FTE
2	CE282.01	Web Designing	CE/FTE
3	CL282.01	Basics of Environmental Impact Assessment	CL / FTE
4	EE286	Computer Programming for Electrical Engineering	EE / FTE
5	IT282.01	Internet Technology and Web Design	IT / FTE
6	ME282.01	Material Science	ME / FTE
7	PH233801	Cosmetics in daily life	RPCP / FPH
8	NR261.01	Life Style Diseases & Management	NURSING / FMD
9	PT192.01	Occupational Health & Ergonomics	ARIP / FMD
10	CA225	Programming the Internet	CMPICA / FCA
11	BM241	Health Care Management	I²IM / FMS

A3. *Specialisation / Concentration in Functional Areas*

A3.1 The institute will offer courses of specialisation in the following functional areas / streams of management:

Table A3: Areas/Streams of Specialisation/ Concentration

Functional Areas of Management
• Marketing Management
• Finance
• Human Resource Management
• Information Technology Management
• International Business Management

The Institute will endeavour to offer specialisation in as many areas/streams as possible from the above list. However, any specific area/ stream of specialisation/

course will be offered by the Institute during any year only if about twenty-five percentage of the students opt for it and if the faculty resources are available.

A3.2 Any student can claim to have specialised in a particular area/ stream if he has successfully completed

     (i)   At least two courses (amounting to a minimum of eight credits) in the area/ stream by taking electives offered in the area/ stream during the fifth and sixth semesters of the programme, and

     (ii)   Two projects of three credits in the area/stream during the fifth and sixth semesters of the programme.

A3.3 Every student has to opt for specialisation in only one functional area of management for the award of BBA degree.

A4. *Sectoral Electives*

A4.1 The institute will offer courses of in the following Sectoral areas of management:

Table A3: Sectoral Areas

Sectoral Areas of Management
• Information Technology and Analytics • Tourism and Hospitality • Public Policy and Administration • Agri-Business

The Institute will endeavour to offer course in as many areas/streams as possible from the above list. However, streams / course will be offered by the Institute during any year only if about twenty-five percentages of the students opt for it and if the faculty resources are available.

A3.2 Any student can claim to have an understanding in particular sector if he has successfully completed

     (iii)   At least two courses (amounting to a minimum of four credits) in one specific sector offered in the area/ stream during the fifth and sixth semesters of the programme

     (iv)   A student may opt for only one sectoral elective out of those that are offered by the institute by taking one course in semester V and VI.

A4.3 However, no student will be allowed to specialise in more than one functional area / stream and / or Sectoral area of management.

A5. *Courses, Curricula and Revision*

A5.1 The Faculty Board of the Faculty of Management Studies and the Dean of the Faculty of Management Studies will keep the curricula current and in tune with the changes happening in the world of management and make it relevant to the needs of different organs of society.

A5.2 The review of the programme, its structure, the course curricula, pedagogy and evaluation will be undertaken by the individual Boards of Studies at least once in every two years.

TEACHING and EXAMINATION SCHEME FOR BBA PROGRAMME

Course Code	Course Title	Total Number of Credits	Course Type	Remarks
Semester – I				
BM101.2	Principles and Practices of Management	04	*Theory*	
BM102.2	Foundation Course in Economics	04	*Theory*	
BM103.2	Basics of Accounting	04	*Theory*	
BM104.2	Business Mathematics	04	*Theory*	
BM105.2	Introduction to Logic	03	*Practical*	
BM106.2	Computer Fundamentals and Applications -1	02	*Practical*	
CL142	Environmental Sciences	02	*Practical*	University Core
HS101.02D HS102.02D	Communicative English or Communicative English – I	02	*Practical*	
	Aural and Oral Communication	--		Aural and Oral Communication is a non-credit– Bridge Course
	Total	**25**		
Semester – II				
BM107.2	Business Economics	04	*Theory*	
BM108.2	Organization Behaviour	04	*Theory*	
BM109.2	Cost Accounting	04	*Theory*	
BM110.2	Business Statistics	04	*Theory*	
BM111.2	Case Analysis	03	*Practical*	
BM112.2	Computer Fundamentals and Applications - 2	02	*Practical*	
HS103.02D Or HS201.02D – HS210.02D	Communicative English – II Or A Course From Liberal Arts	02	*Practical*	
	Total	**23**		
Semester – III				
BM201.2	Marketing Management	04	*Theory*	
BM202.2	Financial Management	04	*Theory*	
BM203.2	Human Resource Management	04	*Theory*	
BM204.2	Operations Management	04	*Theory*	
BM205.2	Managerial Accounting	04	*Theory*	
BM206.2	Business Legends	02	*Practical*	
HS121.02D HS122.02D HS104.02D	Creativity, Problem Solving and Innovation Or Critical Thinking and Logic Or English for Specific Purposes	02	*Practical*	
BM231	Banking and Insurance	02	*Practical*	University Elective (CBCS)
	Total	**26**		
Semester – IV				
BM207.2	Application of Research Methodology	04	*Theory*	
BM208.2	Operations Research	04	*Theory*	
BM209.2	Business Laws	04	*Theory*	
BM210.2	Business Taxation	04	*Theory*	

Course Code	Course Title	Total Number of Credits	Course Type	Remarks
BM211.2	Business Environment	03	*Theory*	
BM212.2	Seminar on Contemporary Issues in Management	02	*Practical*	
BM241	Health Care Management	02	*Practical*	University Elective (CBCS)
HS111.02D Or HS112.02 D	Human Values and Professional Ethics Or Philosophy for Life	02	*Practical*	University Core
	Total	25		
Semester – V				
BM301.2	Organization Attachment Programme (Practical)	05	*Practical*	
BM302.2	Strategic Management	04	*Theory*	
BM303.2	Management Information Systems	04	*Theory*	
	Specialization Elective Course – 1	04		• A student can concentrate on any one of the elective streams that are offered for Semester V and VI
	Specialization Elective Course – 2	04		• He / she can select any two courses from the given list (semester-wise) from the stream so selected.
BM305.2	Project -1 (Practical)	03	*Practical*	
	Sectoral Elective Course -1	02	*Practical*	A student can concentrate on any one of the sectoral electives that are offered for Semester V and VI.
HS131.02D	Communication and Soft Skills	02	*Practical*	
	Total	28		
Semester – VI				
BM306.2	Entrepreneurship Development and Innovation Management	04	*Practical*	
BM307.2	International Business	04	*Theory*	
	Specialization Elective Course – 3	04		• A student can concentrate on any one of the elective streams from that are offered for semester V and VI
	Specialization Elective Course – 4	04		• He / she can select any two courses from the given list (semester-wise) from the stream so selected.
BM310.2	Project – 2 (Practical)	03	*Practical*	
	Sectoral Elective Course – 2	02	*Practical*	A student can concentrate on any one of the four sectoral electives from that are offered for Semester V and VI.
HS123.02D Or	Society, Governance and International Studies Or	02	*Practical*	

Course Code	Course Title	Total Number of Credits	Course Type	Remarks
HS124.02D Or HS132.02D	Introduction to Law and Justice in India Or Contributory Personality Development			
	Total	23		
	Total Number of Credits	150		

BBA Specialization Streams and Courses

Semester	Semester – V					Semester - VI				
Stream / Area / Group Code	MM	FM	HRM	ITM	IBM	MM	FM	HRM	ITM	IBM
Elective / Specialisation	Marketing	Finance	Human Resource	Information Technology	International Business	Marketing	Finance	Human Resource	Information Technology	International Business
Course 1 - Code	BM311.2	BM321.2	BM331.2	BM341.2	BM351.2	BM316.2	BM326.2	BM336.2	BM346.2	BM356.2
Course 1 Name	Consumer Behaviour	Financial Accounting	Strategic Human Resource Management	Introduction to Programming and Web Development	International Business Environment, Policies and Laws	Brand Management	Indian Financial System	Building Learning Organizations	Object Oriented Application Development	International Trade and Commerce
Course 2 – Code	BM312.2	BM322.2	BM332.2	BM342.2	BM352.2	BM317.2	BM327.2	BM337.2	BM347.2	BM357.2
Course 2 Name	Sales Management	Strategic Financial Management	Industrial Relations	Relational Database Management System	International Supply Chain Management and Logistics	Services Marketing	Stock Market Operation	Compensation Management	Web Engineering and Application Development	International Financial System
Course 3 – Code	BM313.2	BM323.2	BM333.2	BM343.2	BM353.2	BM318.2	BM328.2	BM338.2	BM348.2	BM358.2
Course 3 Name	Advertising and Sales Promotion	Auditing Principles and Practices	Human Resource Information Systems	Structured System Analysis and Design	Foreign Language for Business -1	Industrial Marketing	Cost and Management Accounting	Emerging Issues in Human Resource Management	E – Commerce Management	Foreign Language for Business -2

BBA Sectoral Electives and Courses

Semester	Semester – V				Semester - VI			
Sectoral Electives	ITA	T and H	PPA	AB	ITA	T and H	PPA	AB
Elective / Specialisation	Information Technology and Analytics	Tourism and Hospitality	Public Policy and Administration	Agri - Business	Information Technology and Analytics	Tourism and Hospitality	Public Policy and Administration	Agri - Business
Course 1 - Code	BM461.2	BM471.2	BM481.2	BM491.2	BM462.2	BM472.2	BM482.2	BM492.2
Course Name	Information Technology and Analytics- 1	Tourism and Hospitality - 1	Public Policy and Administration - 1	Agri – Business -1	Information Technology and Analytics – 2	Tourism and Hospitality - 2	Public Policy and Administration - 2	Agri – Business -2

Annexure – A – BBA Teaching / Evaluation Scheme
BBA - Semester – I

Course Code	Course Name	Credits	Teaching Scheme/Contact Hours				Evaluation Scheme					
							Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
BM101.2	Principles and Practices of Management	4	4	---	---	4	30	70	100	---	---	---
BM102.2	Foundation Course in Economics	4	4	---	---	4	30	70	100	---	---	---
BM103.2	Basics of Accounting	4	4	---	---	4	30	70	100	---	---	---
BM104.2	Business Mathematics	4	4	---	---	4	30	70	100	---	---	---
BM105.2	Introduction to Logic	3	---	---	3	3	---	---	---	30	70	100
BM106.2	Computer Fundamentals and Applications - 1	2	---	---	2	2	---	---	---	30	70	100
CL142.01	Environmental Sciences	2	---	2	---	2	---	---	---	30	70	100
HS101.02D Or HS102.02D	Communicative English or Communicative English – I	2	---	---	2	2	---	---	---	30	70	100
	Aural and Oral Communication	---	---	---	2	2	---	---	---	---	---	---
	Computer Lab	---	---	3	---	3	---	---	---	---	---	---
	Library /MMM/ARS/APES	---	---	3	---	3	---	---	---	---	---	---
	Total	25	16	08	09	33	120	280	400	120	280	400

Course Code	Course Name	Credits	Teaching Scheme/Contact Hours				Evaluation Scheme						
							Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
BM107.2	Business Economics	4	4	---	---	4	30	70	100	---	---	---
BM108.2	Organization Behaviour	4	4	---	---	4	30	70	100	---	---	---
BM109.2	Cost Accounting	4	4	---	---	4	30	70	100	---	---	---
BM110.2	Business Statistics	4	4	---	---	4	30	70	100	---	---	---
BM111.2	Case Analysis	3	---	---	3	3	---	---	---	30	70	100
BM112.2	Computer Fundamentals and Applications - 2	2	---	---	2	2	---	---	---	30	70	100
HS103.02 D Or HS201.02 D – HS210.02 D	Communicative English – II Or A Course From Liberal Arts	2	---	---	2	2	---	---	---	30	70	100
	Computer Lab	---	---	6	---	6	---	---	---	---	---	---
	Library /MMM/ARS/APES	---	---	4	---	4	---	---	---	---	---	---
	Total	23	16	10	07	33	120	280	400	90	210	300

BBA - Semester – III

Course Code	Course Name	Credits	Teaching Scheme/ Contact Hours				Evaluation Scheme					
							Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
BM201.2	Marketing Management	4	4	---	---	4	30	70	100	---	---	---
BM202.2	Financial Management	4	4	---	---	4	30	70	100	---	---	---
BM203.2	Human Resource Management	4	4	---	---	4	30	70	100	---	---	---
BM204.2	Operations Management	4	4	---	---	4	30	70	100	---	---	---
BM205.2	Managerial Accounting	4	4	---	---	4	30	70	100	---	---	---
BM206.2	Business Legends	2	---	--	2	2	---	---	---	30	70	100
HS121.02D HS122.02D HS104.02D	Creativity, Problem Solving and Innovation Or Critical Thinking and Logic Or English for Specific Purposes	2	---	---	2	2	---	---	---	30	70	100
BM231	Banking and Insurance	2	---	---	2	2	---	---	---	30	70	100
	Computer Lab	---	---	3	---	3	---	---	---	---	---	---
	Library /MMM/ARS/APES	---	---	4	---	4	---	---	---	---	---	---
	Total	26	24	7	06	33	150	350	500	90	210	300

BBA - Semester – IV

Course Code	Course Name	Credits	Teaching Scheme/Contact Hours				Evaluation Scheme					
							Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
BM207.2	Application of Research Methodology	4	4	---	---	4	30	70	100	---	---	---
BM208.2	Operations Research	4	4	---	---	4	30	70	100	---	---	---
BM209.2	Business Laws	4	4	---	---	4	30	70	100	---	---	---
BM210.2	Business Taxation	4	4	---	---	4	30	70	100	---	---	---
BM211.2	Business Environment	3	3	---	---	3	30	70	100	---	---	---
BM212.2	Seminar on Contemporary Issues in Management	2	---	---	2	2	---	---	---	30	70	100
BM241	Health Care Management	2	---	---	2	2	---	---	---	30	70	100
HS111.02 D Or HS112.02 D	Human Values and Professional Ethics Or Philosophy for Life	2	---	---	2	2	---	---	---	30	70	100
	Computer Lab	---	---	3	---	3	---	---	---	---	---	---
	Library /MMM/ARS/APES	---	---	3	---	3	---	---	---	---	---	---
	Total	25	19	6	6	31	150	350	500	90	210	300

BBA - Semester – V

Course Code	Course Name	Credits	Teaching Scheme/Contact Hours				Evaluation Scheme					
							Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
BM301.2	Organization Attachment Programme (Practical)	5	---	10	---	10	---	---	---	30	70	100
BM302.2	Strategic Management	4	4	---	---	4	30	70	100	---	---	---
BM303.2	Management Information Systems	4	4	---	---	4	30	70	100	---	---	---
	Specialization Elective Course – 1	4	4	---	---	4	30	70	100	---	---	---
	Specialization Elective Course – 2	4	4	---	---	4	30	70	100	---	---	---
BM305.2	Project -1 (Practical)	3	---	6	---	6	---	---	---	30	70	100
	Sectoral Elective Course– 1	2	---	---	2	2	---	---	---	30	70	100
HS131.02 D	Communication and Soft Skills	2	---	---	2	2	---	---	---	30	70	100
	Total	28	16	16	04	36	120	280	400	120	280	400

Note: For the specialization courses – Teaching and Evaluation Scheme may differ based on the selection of the course by the students.

BBA - Semester – VI

Course Code	Course Name	Credits	Teaching Scheme /Contact Hours				Evaluation Scheme					
							Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
BM306.1	Entrepreneurship Development and	4	4	---	---	4	30	70	100	---	---	---
BM307.1	International Business	4	4	---	---	4	30	70	100	---	---	---
	Specialization Elective Course – 3	4	4	---	---	4	30	70	100	---	---	---
	Specialization Elective Course – 4	4	4	---	---	4	30	70	100	---	---	---
BM310.1	Project – 2 (Practical)	3	---	6	---	6	---	---	---	30	70	100
	Sectoral Elective Course – 2	2	---	---	2	2	---	---	---	30	70	100
HS123.02D Or HS124.02D Or HS132.02D	Society, Governance and International Studies Or Introduction to Law and Justice in India Or Contributory Personality Development	2	---	---	2	2	---	---	---	30	70	100
	Computer Lab	---	---	6	---	6	---	---	---	---	---	---
	Library /MMM/ARS/APES	---	---	3	---	3	---	---	---	---	---	---
	Total	**23**	**16**	**15**	**04**	**35**	**120**	**280**	**400**	**90**	**210**	**300**

Note: For the specialization courses – Teaching and Evaluation Scheme may differ based on the selection of the course by the students.

	Details of Area of Specializations and Courses Offered under Each area during Semester – V for BBA Programme											
Course Code	Course Name	Credits	Teaching Scheme/Contact Hours				Evaluation Scheme					
			Theory	Practical	Contact Hours	Total Hours	Theory			Practical		
							Internal	External	Total	Internal	External	Total
Marketing Management (Any Two)												
BM311.2	Consumer Behaviour	**4**	4.00	---	---	4.00	30	70	100	---	---	---
BM312.2	Sales Management	**4**	4.00	---	---	4.00	30	70	100	---	---	---
BM313.2	Advertising and Sales Promotion	**4**	4.00	---	---	4.00	30	70	100	---	---	---
OR												
Finance Management (Any Two)												
BM321.2	Financial Accounting	**4**	4.00	---	---	4.00	30	70	100	---	---	---
BM322.2	Strategic Financial Management	**4**	4.00	---	---	4.00	30	70	100	---	---	---
BM323.2	Auditing Principles and Practices	**4**	4.00	---	---	4.00	30	70	100	---	---	---
OR												
Human Resource Management (Any Two)												
BM331.2	Strategic Human Resource Management	**4**	4.00	---	---	4.00	30	70	100	---	---	---
BM332.2	Industrial Relations	**4**	4.00	---	---	4.00	30	70	100	---	---	---
BM333.2	Human Resource Information Systems	**4**	---	---	4.00	4.00	---	---	---	30	70	100
OR												
Information Technology Management (Any Two)												
BM341.2	Introduction to Programming and Web Development	**4**	---	---	4.00	4.00	---	---	---	30	70	100
BM342.2	Relational Database Management System	**4**	---	---	4.00	4.00	---	---	---	30	70	100
BM343.2	Structured System Analysis and Design	**4**	4.00	---	---	4.00	30	70	100	---	---	---
OR												
International Business Management (Any Two)												
BM351.2	International Business Environment, Policies and Laws	**4**	4.00	---	---	4.00	30	70	100	---	---	---
BM352.2	International Supply Chain Management and Logistics	**4**	4.00	---	---	4.00	30	70	100	---	---	---
BM353.2	Foreign Language for Business-1	**4**	---	---	4.00	4.00	---	---	---	30	70	100

Course Code	Course Name	Credits	Teaching Scheme/Contact Hours				Evaluation Scheme					
							Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
Marketing Management (Any Two)												
BM316.2	Brand Management	4	4.00	---	---	4.00	30	70	100	---	---	---
BM317.2	Services Marketing	4	4.00	---	---	4.00	30	70	100	---	---	---
BM318.2	Industrial Marketing	4	4.00	---	---	4.00	30	70	100	---	---	---
OR												
Finance Management (Any Two)												
BM326.2	Indian Financial System	4	4.00	---	---	4.00	30	70	100	---	---	---
BM327.2	Stock Market Operation	4	4.00	---	---	4.00	30	70	100	---	---	---
BM328.2	Cost and Management Accounting	4	4.00	---	---	4.00	30	70	100	---	---	---
OR												
Human Resource Management (Any Two)												
BM336.2	Building Learning Organization	4	4.00	---	---	4.00	30	70	100	---	---	---
BM337.2	Compensation Management	4	4.00	---	---	4.00	30	70	100	---	---	---
BM338.2	Emerging Issues in Human Resource Management	4	---	---	4.00	4.00	---	---	---	30	70	100
OR												
Information Technology Management (Any Two)												
BM346.2	Object Oriented Application Development	4	---	---	4.00	4.00	---	---	---	30	70	100
BM347.2	Web Engineering and Application Development	4	---	---	4.00	4.00	---	---	---	30	70	100
BM348.2	E-Commerce Management	4	4.00	---	---	4.00	30	70	100	---	---	---
OR												
International Business Management (Any Two)												
BM356.2	International Trade and Commerce	4	4.00	---	---	4.00	30	70	100	---	---	---
BM357.2	International Financial System	4	4.00	---	---	4.00	30	70	100	---	---	---
BM358.2	Foreign Language for Business-2	4	---	---	4.00	4.00	---	---	---	30	70	100

Details of Area of Specializations and Courses Offered under Each area during Semester – VI for BBA Programme