

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
SCHEME OF EXAMINATION

SEMESTER – I

(Each student has to take 5 compulsory courses)

S. No.	Subject Code	Subject
1	BBA 12101	English
2	BBA 12102	Computer Application
3	BBA 12103	Business Mathematics
4	BBA 12104	Principles of Management
5	BBA 12105	Financial Accounting

SEMESTER – II

(Each student has to take 5 compulsory courses)

S. No.	Subject Code	Subject
1	BBA 12201	Hindi
2	BBA 12202	Business Economics
3	BBA 12203	Business Statistics
4	BBA 12204	Cost Accounting
5	BBA 12205	Environmental Studies

SEMESTER – III

(Each student has to take 5 compulsory courses)

S. No.	Subject Code	Subject
1	BBA 12301	Managerial Economics
2	BBA 12302	Business Communication
3	BBA 12303	Business Laws
4	BBA 12304	Business Environment
5	BBA 12305	Soft Skills Development

SEMESTER – IV

(Each student has to take 6 compulsory courses)

S. No.	Subject Code	Subject
1	BBA 12401	Organizational Behavior
2	BBA 12402	Marketing Management
3	BBA 12403	Human Resource Management (HRM)
4	BBA 12404	Financial Management
5	BBA 12405	Production Management
6	BBA 12406	Research Methodology

SEMESTER – V

(Every student has to take 4 compulsory papers + 1 Project Report and Viva-Voce, and 1 elective group (2 papers each) from the below three specializations).

S. No.	Subject Code	Subject
1	BBA 12501	Management Information System
2	BBA 12502	Quantitative Techniques
3	BBA 12503	Sales and Advertisement Management
4	BBA 12504	Management Accounting
5	BBA 12505	Project Report and Viva-Voce
Elective/Specialization Group A: Finance		
6	BBA 12506	Income Tax
7	BBA 12507	Introduction to Financial Services
Elective/Specialization Group B: Marketing		
8	BBA 12508	Fundamentals of Brand Management
9	BBA 12509	Basics of Consumer Behavior
Elective/Specialization Group C: Human Resource		
10	BBA 12510	Industrial Relations
11	BBA 12511	Training and Development

SEMESTER – VI

(Every student has to take 3 compulsory papers + 1 Dissertation and Viva-Voce, and the same elective group (2 papers each) from the below three specializations as taken in fifth semester).

S. No.	Subject Code	Subject
1	BBA 12601	Business Policy and Strategy
2	BBA 12602	Entrepreneurship and Small Business Management
3	BBA 12603	Business Ethics and Social Responsibility
4	BBA 12604	Dissertation and Viva-Voce
Elective/Specialization Group A: Finance		
5	BBA 12605	Global Business Finance
6	BBA 12606	Security Analysis and Portfolio Management
Elective/Specialization Group B: Marketing		

7	BBA 12607	Advertising & Marketing Communication
8	BBA 12608	Retail Management
Elective/Specialization Group C: Human Resource		
9	BBA 12609	Cross Cultural Management
10	BBA 12610	Compensation Management