

## Course Curriculum of BBA (H) Program

### BBA (H) I Semester

Paper Code	Subject Name	Assigned Lecture	Credits	Teaching Hours
101	Management Concept	3	3	45
102	Business Communication	3	3	45
103	Information Technology	3	3	45
104	Financial Accounting	4	4	45
105	Business Mathematics	4	4	45
106	Business Regulatory Framework	3	3	45
107	Workshop/Seminar		1	
108	Guest Lecture		1	
	<b>Total</b>		<b>22</b>	

### BBA (H) II Semester

Paper Code	Subject Name	Assigned Lecture	Credits	Teaching Hours
201	Organizational Behavior	3	4	45
202	Public Relation and Corporate Image	3	3	45
203	Business Economics-I	3	4	45
204	Hindi	3	3	45
205	IT for Business	4	4	45
206	Business Organisation	3	3	45
207	Computer Practical		1	
208	Workshop/ Seminar		1	
	<b>Total</b>		<b>23</b>	

### BBA (H) III Semester

Paper Code	Subject Name	Assigned Lecture	Credits	Teaching Hours
301	Marketing Management	3	4	45
302	Quantitative Techniques for Managers	3	4	45
303	Business Economics-II	3	3	45
304	Cost & Management Accounting	4	4	45
305	Introduction to Financial Market	4	4	45
306	Introduction to "C" Programming	3	3	45
307	Computer Practical		1	
308	Industry Interaction Session		1	
	<b>Total</b>		<b>24</b>	

### BBA (H) IV Semester

Paper Code	Subject Name	Assigned Lecture	Credits	Teaching Hours
401	Human Resource Management	3	4	45
402	Business Research	3	3	45
403	Production & Operations Management	4	4	45
404	Financial Management	4	4	45
405	Management and Control of Cost	4	4	45
406	International Trade and Business	3	3	45
407	Computer Practical		1	
	<b>Total</b>		<b>23</b>	

#### BBA (H) V Semester

Paper Code	Subject Name	Assigned Lecture	Credits	Teaching Hours
501	Business Ethics and Corporate Governance	3	3	45
502	Legal Aspect of Business- I	3	3	45
503	MIS	3	3	45
504	ELECTIVE I FM/MM/HR	3	4	45
505	ELECTIVE II: FM/MM/HR	3	4	45
506	ELECTIVE II: FM/MM/HR	3	4	45
507	Computer Practical		1	45
508	Viva-Voce on Summer Internship.		1	
			<b>23</b>	

#### BBA (H) VI Semester

Paper Code	Subject Name	Assigned Lecture	Credits	Teaching Hours
601	Business Policy and Strategy	3	3	45
602	Legal Aspect of Business- II	3	3	45
603	Project Management and Entrepreneurship		3	
604	ELECTIVE I FM/MM/HR	3	4	45
605	ELECTIVE II: FM/MM/HR	3	4	45
606	ELECTIVE II: FM/MM/HR	3	4	45
607	Comprehensive Viva-Voice		1	
	<b>Total</b>		<b>22</b>	
	<b>Total BBA(H)</b>		<b>137</b>	

The Elective papers in the functional specialization will be as follows:

**Marketing:**

M- 504	Consumer Behaviour
M- 505	Personal Selling and Sales Force Management
M- 506	Advertising and Brand Management
M- 604	Retail Management
M- 605	Marketing Research
M- 606	Rural and Agriculture Marketing

**Finance:**

F-504	Investment Analysis and Portfolio Management
F-505	International Finance
F- 506	Financial Market and Services
F- 604	Income Tax and Planning
F -605	Indian Financial System
F- 606	Management of Financial Institutions

**Human Resource Management:**

H- 504	Training and Management Development.
H- 505	Performance and Compensation Management Systems
H- 506	Industrial Relations and Labour Legislation
H- 604	International Human Resource Management
H- 605	Human Resource Planning and Development
H – 606	Organization Change and Development

**Semester-wise Credit Breakup**

BBA (Hons.) curriculum consists of one hundred and thirty seven courses. Equivalent number of credits for each course is indicated in the “Semester Wise Course Description”. Semester-wise distribution of credit points is as follows:

Semester	No. of Courses	No. of Credits
I	8	22
II	8	23
III	8	24
IV	7	23
V	8	23
VI	7	22
<b>Total</b>		<b>137</b>

