

**BBA Course Structure and Syllabus**  
**As per CBCS Guidelines**  
**with Effect from 2019 - 2020**

**1<sup>ST</sup> YEAR**  
**SEMESTER – I**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 1</b>	English (First Language) - 1	<b>4</b>	<b>4</b>		
<b>MIL 1</b>	MIL – 1	<b>4</b>	<b>4</b>		
<b>AECC 1</b>	Environmental Science	<b>2</b>	<b>2</b>		
<b>DSC 101</b>	Principles of Management	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 102</b>	Basics of Marketing	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 103</b>	Business Economics	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

**SEMESTER – II**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 2</b>	English (First Language) - 2	<b>4</b>	<b>4</b>		
<b>MIL 2</b>	MIL – 2	<b>4</b>	<b>4</b>		
<b>AECC 2</b>	Basic Computer Skills	<b>2</b>	<b>2</b>		
<b>DSC 201</b>	Organisational Behaviour	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 202</b>	Business Statistics	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 203</b>	Financial Accounting	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

**2<sup>ND</sup> YEAR****SEMESTER – III**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 3</b>	English (First Language) - 3	<b>3</b>	<b>3</b>		
<b>MIL 3</b>	MIL – 3	<b>3</b>	<b>3</b>		
<b>SEC 1</b>	a) Personality Development - I b) Advanced Computers	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>SEC 2</b>	a) Basic Quality Management b) Business Policy and Strategy	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>DSC 301</b>	Human Resource Management	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 302</b>	Information Technology for Business	<b>4 T + 1 P</b>	<b>5</b>	<b>3 Hrs.</b>	<b>60 U + 20 P + 20 I</b>
<b>DSC 303</b>	Financial Management	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>24/25</b>	<b>25</b>		

**SEMESTER – IV**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 4</b>	English (First Language) - 4	<b>3</b>	<b>3</b>		
<b>MIL 4</b>	MIL – 4	<b>3</b>	<b>3</b>		
<b>SEC 3</b>	a) Business Correspondence and Communication b) Personality Development - II	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>SEC 4</b>	a) Start Up Management b) Business Intelligence & Data Visualization	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>DSC 401</b>	Business Law and Ethics	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 402</b>	Market Research	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 403</b>	Management Science	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

**3<sup>RD</sup> YEAR****SEMESTER – V**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 5</b>	English (First Language) – 5	<b>3</b>	<b>3</b>		
<b>MIL 5</b>	MIL – 5	<b>3</b>	<b>3</b>		
<b>GE -1</b>	Mobile Commerce	<b>4</b>	<b>4</b>	<b>3 Hrs.</b>	<b>60 U + 20 I</b>
<b>DSE 501</b>	a) Financial Markets and Services (F) b) Brand Management (M) c) Organization Development (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 502</b>	a) Analysis of Investment in Financial Assets (F) b) Retail Management (M) c) Performance Appraisal and Counseling (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 503</b>	a) Insurance Services (F) b) Customer Relationship Management (M) c) Compensation Management (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>24/25</b>	<b>25</b>		

**SEMESTER – VI**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 6</b>	English (First Language) – 6	<b>3</b>	<b>3</b>		
<b>MIL 6</b>	MIL – 6	<b>3</b>	<b>3</b>		
<b>GE -2</b>	Business Analytics	<b>4</b>	<b>3</b>	<b>4 Hrs.</b>	<b>60 U + 20 I</b>
<b>DSE 601</b>	a) Banking (F) b) Buyer Behaviour (M) c) Leadership and Change Management (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 602</b>	a) Risk Analysis And Management (F) b) Advertising and Sales Promotion (M) c) Talent and Knowledge Management (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 603</b>	a) International Finance (F) b) Rural Marketing (M) c) Employees Relations (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 604</b>	Project Report & Viva-Voce	<b>4</b>	<b>4</b>	<b>Viva</b>	<b>Grade</b>
	<b>Total Semester Credits</b>	<b>29</b>	<b>29</b>		
	<b>Total All Semester Credits</b> <sup>iii</sup>	<b>148/150</b>	<b>150</b>		