

## **BBA**

### **Objectives**

The Bachelor of Business Administration (BBA) degree programme has the following objectives;

1. To provide students with an in-depth knowledge of Management and Business concepts.
2. To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level.
3. To prepare students for the responsibilities and career opportunities with corporate and as entrepreneurs.
4. To prepare the students to cope with the rigors of Post Graduate Programmes in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

### **Mission**

To impart sound conceptual knowledge and skills in the field of Business Management studies that can be leveraged for enhancing career prospects and higher education in the said discipline.

### **Programme Outcomes**

Learning Outcomes from Bachelor of Business Administration (BBA) programme: At the end of the course the student should be able to:

- Provide students with an in-depth knowledge of Management and Business concepts
- Provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organisations at a global level
- Prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

### **Programme Structure**

<b>Year 1</b>							
<b>Semester I</b>				<b>Semester II</b>			
<b>Code</b>	<b>Course Title</b>	<b>Credit</b>	<b>Examination Pattern</b>	<b>Code</b>	<b>Course Title</b>	<b>Credit</b>	<b>Examination Pattern</b>

Year 1							
Semester I				Semester II			
J010101	Business Organization & System	4	UE & IA	J010108	Principles of Management	4	UE & IA
J010102	Business Economics (Micro)	4	UE & IA	J010109	Business Economics (Macro)	4	UE & IA
J010103	Business Mathematics.	4	UE & IA	J010110	Management Accounting.	4	UE & IA
J010105	Business Environment.	4	UE & IA	J010112	Business Statistics – I.	4	UE & IA
J010106	Business Communication.	4	CA	J010213	Enhancing Personal and Professional Skills	4	CA
J010107	Foreign Language – I (Open Course)	2	CA	J010214	Foreign Language – II (Open Course)	2	CA
J010101	Business Organization & System	4	UE & IA	J010108	Principles of Management	4	UE & IA
Year 2							
Semester III				Semester IV			
Code	Course Title	Credit	Examination Pattern	Code	Course Title	Credit	Examination Pattern
J010215	Organizational Behavior.	4	UE & IA	J010222	Business Laws.	4	UE & IA
J010216	Principles of Marketing.	4	UE & IA	J010223	International Business.	4	UE & IA
J010217	Basics Of Financial Management	4	UE & IA	J010224	Research Methodology.	4	UE & IA
J010218	Management Information Systems.	4	UE & IA	J010325	Human Resource Management	4	UE & IA
J010219	Business Statistics – II.	4	UE & IA	J010326	Entrepreneurship Development	4	UE & IA

Year 2							
Semester III				Semester IV			
J010220	Road Safety and Management	2	CA	J010327	Industrial Exposure	2	CA
J010221	Basics of Taxation (Open Course)	2	CA	J010328	Intellectual Property Rights (Open Course)	2	CA
Year 3							
Semester V				Semester VI			
Code	Course Title	Credit	Examination Pattern	Code	Course Title	Credit	Examination Pattern
J010329	Service Management.	4	UE & IA	J010336	Project Management.	4	UE & IA
J010330	Introduction to Operations Research.	4	UE & IA	J010337	Business Policy and Strategic Management.	4	UE & IA
	Elective Paper – I	4	UE & IA		Elective Paper – III.	4	UE & IA
	Elective Paper – II	4	UE & IA		Elective Paper – IV	4	UE & IA
J010333	Event Management	4	CA	J010340	Business Ethics	4	UE & IA
J010334	Summer Training Via & Report	4	IA	J010341	Disaster Management	4	CA
J010335	Environmental Sciences (Open Course)	2	CA	J010342	Current Trends in Management (Open Course)	2	CA
Marketing Management Elective							
Elective	Code	Course					
Elective – I	J0103M31	Customer Relationship Management.					
Elective – II	J0103M32	Sale and Distribution Management.					
Elective – III	J0103M38	Marketing Communication & Advertising.					
Elective – IV	J0103M39	Digital Marketing					

<b>Finance Management Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103F31	Elements of Financial Services
Elective – II	J0103F32	Introduction to Management Control Systems
Elective – III	J0103F38	Elements of Corporate Finance
Elective – IV	J0103F39	International Finance and Financial Risk Management
<b>Human Resource Management Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103HR31	Employee Relationship Management
Elective – II	J0103HR32	Labour Legislation
Elective – III	J0103HR38	Training and Development
Elective – IV	J0103HR39	Performance Appraisal Systems
<b>International Business Management Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103B31	International Marketing
Elective – II	J0103B32	Export Import Procedure and Documentation
Elective – III	J0103B38	Basics of International Finance
Elective – IV	J0103B39	Fundamentals of International Economics
The Banking and Insurance, Hospitality Management and Financial Markets – these new specialization will be offered from the Academic Year 2012 – 2013.		
<b>Banking and Insurance Management Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103B&I31	Principles of Banking
Elective – II	J0103B&I32	Principles of Insurance
Elective – III	J0103B&I38	Banking Law and Practice
Elective – IV	J0103B&I39	Practice of Life & General Insurance
<b>Hospitality Management Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103HM31	Principles & Concepts of Hospitality Management

<b>Hospitality Management Elective</b>		
Elective – II	J0103HM32	Tourism Management – I
Elective – III	J0103HM38	Food, Beverages, nutrition and dietetics Management
Elective – IV	J0103HM39	Tourism Management – II
<b>Financial Market Elective</b>		
<b>Elective</b>	<b>Code</b>	<b>Course</b>
Elective – I	J0103FM31	Introduction to Financial Markets and Financial Institutions
Elective – II	J0103FM32	Capital Market Operations
Elective – III	J0103FM38	Commodity Markets
Elective – IV	J0103FM39	Introduction to Derivatives – Equity and Currency
Note : Elective will be offered only if a minimum of ten (10) students opt for the same in semester V.		