

B.Com. in Business Administration - B.B.A.

Programme Description:

This programme offers a sound understanding and training in management and leadership skills required for managerial roles and entrepreneurship. It will provide students with economics, operations, marketing, etc. During the programme, students will get an understanding of the business environment and learn the modern tools and techniques of business management through classroom sessions, assignments, industry engagements and project work.

Programme Objectives:

- To provide students with a broad range of managerial capabilities, the capacity for critical thinking, communication and problem-solving skills, legal and ethical behaviour.
- To prepare graduates for diverse careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations, emerging markets and technology-enabled organizations.
- To expose students to both general and specialized curriculum content through core courses, specializations and electives.
- To create social sensitivity and understanding of CSR, Ethical and Sustainable Business Practices.
- To develop Entrepreneurship Acumen.

Eligibility:

The candidate shall be required to have pa
University.

**F.Y.B.B.A. (B.Com. in Business Administration)
NEP-2020 Course Structure for Academic Year 2024-25**

Semester – I

Major (Core) Subjects (Compulsory)	1. Introduction to Accounts and Finance 2. Principles of Management
Vocational & Skill Enhancement Courses (VSEC)	3. IT in Business - I (VSC) 4. Effective Presentation Skills (SEC)
Open Electives (OE)	5. World Cultures - I or International Sports Management - I 6. India Socio Political Economic System and Current Affairs or Business Mathematics and Statistics-I
Minor Subjects	---
Ability Enhancement Courses (AEC) , Indian Knowledge System (IKS) and Value Education Courses (VEC)	7. Functional English - I (AEC) 8. Environmental Studies (VEC) 9. IKS: Constitution of India and Human Rights
Field Project / Apprenticeship / Community Engagement & Services/Co-curricular Courses (CC)	10. CC: Basics of Yoga - I /NSS / NCC/Sports/Cultural

Baskets (Semester – I)

SEC	OE
Effective Presentation Skills	World Culture-I
	International Sports Management-I
	India Socio Political Economics System and Current Affairs
	Business Mathematics and Statistics-I

**F.Y.B.B.A. (B.Com. in Business Administration)
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Semester - II

Major (Core) Subjects (Compulsory)	1. Principles of Marketing 2. Human Resource Management
Vocational & Skill Enhancement Courses (VSEC)	3. IT in Business - I (VSC) 4. Selling & Negotiation Skills (SEC)
Open Electives (OE)	5. World Cultures - II or International Sports Management - II 6. Indian Economy or Business Mathematics and Statistics-II
Minor Subjects	7. Financial Management and Taxation I: Indian Taxation System
Ability Enhancement Courses (AEC) , Indian Knowledge System (IKS) and Value Education Courses (VEC)	8. Hindi - I (AEC) 9. Personal Effectiveness at Workplace (VEC)
Field Project / Apprenticeship / Community Engagement & Services/Co-curricular Courses (CC)	10. CC: Basics of Yoga - II /NSS / NCC/Sports/Cultural

Baskets (Semester - II)

SEC	OE	Minor
Selling and Negotiation Skills	World Culture-II	Financial Management and Taxation I: Indian Taxation System
	International Sports Management-II	
	Indian Economy	
	Business Mathematics and Statistics-II	

S.Y.B.B.A. NEP-2020 Course Structure for Academic Year 2024-25

Semester - III		Credit	Course Code
Major	(1) Marketing Mix	4	UBBA.H.301
	(2) Micro Economics	4	UBBA.H.302
Minor	Financial Management & Taxation II : Financial Management	4	UBBA.H.303
Open Electives	Corporate Communication and Public Relations - I /	2	UBBA.H.304.1
	Quantitative Techniques - I		UBBA.H.304.2
Vocational Enhancement Courses	Introduction to Analysis on Spreadsheets (VEC)	2	UBBA.H.305
Ability Enhancement Courses (AEC)	Functional English – II	2	UBBA.H.306
Field Project/ Apprenticeship Community Engagement & Services/Co- curricular Courses (CC)	(1) Field Project	2	UBBA.H.307
	(2) Lifestyle Pillars I	2	UBBA.H.308

S.Y.B.B.A. NEP-2020 Course Structure for Academic Year 2024-25

Semester - IV		Credit	Course Code
Major	(1) Consumer Behaviour	4	UBBA.H.401
	(2) Macro Economics	4	UBBA.H.402
Minor	Financial Management & Taxation III : Management Accounting	4	UBBA.H.403
Open Electives	Corporate Communication and Public Relations - II /	2	UBBA.H.404.1
	Quantitative Techniques - II		UBBA.H.404.2
Sill Enhancement Courses	Digital Marketing (SEC)	2	UBBA.H.405
Ability Enhancement Courses (AEC)	Hindi – II	2	UBBA.H.406
Field Project/ Apprenticeship Community Engagement & Services/Co- curricular Courses (CC)	(1) Community Engagement & Service I	2	UBBA.H.407
	(2) Lifestyle Pillars I	2	UBBA.H.408

THIRD YEAR B.B.A. (Bachelor of Business Administration)					
Programme Code :			Programme Code :		
Bachelor of Business Administration (BBA)					
Course Code	Semester V	Credits	Course Code	Semester VI	Credits
Core Course (CC)			Core Course (CC)		
UBBATS.V.1	CC-18 Financial Management II	4	UBBATS.VI.1	CC-20 Strategic Management	4
UBBATS.V.2	CC-19 Banking & Insurance	4	UBBATS.VI.2	CC-21 International Business & EXIM	4
			UBBATS.VI.3	CC-22 Operations Research & Management	4
General Elective (GE) (Any one)			General Elective (GE) (Any one)		
UBBATS.V.3.1	GE-5 : Business Analytics	4			
UBBATS.V.3.2	GE-5 : E-Commerce				
Ability Enhancement Course (AEC)			Ability Enhancement Course (AEC)		
UBBATS.V.4	AEC-7 Sanskrit/Skill Enhancement / Allied / Other related course	2	UBBATS.VI.4	AEC-8 Human Rights & Indian Constitution	2
Discipline Specific Compulsory Course (DSC)			Discipline Specific Compulsory Course (DSC)		
UBBATS.V.5	DSC-2 Field Study Project	4	UBBATS.VI.5	DSC-3 Capstone Project	4
Discipline Specific Elective (DSE) (Any one)			Discipline Specific Elective (DSE)(Any one)		
UBBATS.V.6.1	DSE-1 Investment Analysis & Portfolio Management	4	UBBATS.VI.6.1	DSE-3 Forex & Risk Management in Derivatives	4
UBBATS.V.6.2	DSE-1 Financial Markets & Institutions		UBBATS.VI.6.2	DSE-3 Wealth Management & Financial Planning	
UBBATS.V.7.1	DSE-2 Sales & Distribution Management	4	UBBATS.VI.6.3	DSE-3 Business Simulations & Financial Modeling	4
UBBATS.V.7.2	DSE-2 Advance Digital Marketing		UBBATS.VI.7.1	DSE-4 Rural Marketing	
			UBBATS.VI.7.2	DSE-4 Retail Management	
			UBBATS.VI.7.3	DSE-4 International Marketing & Business Simulations	4
Total Credits		26	Total Credits		26

