



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus University of
Engineering & Management, Jaipur



Model Curricular Framework for UG
Degree in Bachelor in Business
Administration (BBA), Bachelor in
Business Administration (Honours) &
Bachelor in Business Administration
(Honours with Research)
(Under AICTE)

Following the guidelines of NEP 2020

GENERAL COURSE STRUCTURE & THEME

A. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

B. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

Course Name: Bachelor in Business Administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research)

Course Level/Duration/System: Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit.
The following option will be made available to the students joining BBA Research Program:

- a. **One year:** Under Graduate Certificate in Business Administration
- b. **Two years:** Under Graduate Diploma in Business Administration
- c. **Three years:** Bachelor in Business Administration (BBA)
- d. **Four years:** Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
For BBA (Honours): BBA Degree

Note : The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

Semester wise Structure and Curriculum for UG Course in BBA

Paper Code	Paper Name	Type	Credit
BBABB101	Principles & Practices of Management	Th.	4
BBABB102	Business Communication - I	Th.	4
BBABB103	Financial Accounting	Th.	4
BBABB104	Business Statistics & Logic	Th.	4
BBABB105	Business Economics - I	Th.	4
BBABB181	General English	Sess.	2
BBABB182	Indian Knowledge System	Sess.	2
BBABB183	Environmental Science and Sustainability	Sess.	2
BBABB184	Basic Excel	Sess.	1
BBABB185	Soft Skill Development	Sess.	1
BBAESP10 1	GS & CA - I	Th.	2
BBASDP18 1	CAT - I	Sess.	1
Total			31

Note: ^Indian Knowledge System: Indian Culture and Civilization Indian Vision for Human Society Indian Science Indian Town Planning and Architecture Indian Mathematics and Astronomy Indian Aesthetics Indian Health, Wellness

*Indian Languages: Sanskrit/Hindi/All Regional languages Foreign Languages: Spanish/German/French/Korean/Mandarin

SL No	Subject Type	Code	Subject Name	Credit/Point/Number
12		IFC	Industry & Foreign Certification (IFC)	At least 3 certificates need to be earned in each semester. Total min 20 certificates required in 4 years program
13			Mandatory Additional Requirements (MAR)	As per University norms
14	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	20 credits need to be earned in 4 years program