

### Syllabus Structure:

#### COURSE 1<sup>st</sup> Year Course Structure: 2025 – Even Semester

BBA COURSE structure										
SEMESTER 2										
SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS	
THEORY										
1.	CC	BBABB201	Human Behavior & Organization	3	1	0	0	4	4	
2.	CC	BBABB202	Marketing Management	3	1	0	0	4	4	
3.	CC	BBABB203	Business Economics II	3	1	0	0	4	4	
4.	AEC	BBABB204	Business Communication II	3	1	0	0	4	4	
5.	CC	BBABB205	Operations Research	3	1	0	0	4	4	
6.	AEC	BBAESP201	General Studies & Current Affair - II	2	0	0	0	2	2	
PRACTICAL										
1	VAC	BBABB291	Marketing Management-Laboratory	0	0	2	0	2	2	
2	VAC	BBABB292	Business Economics II - Laboratory	0	0	2	0	2	2	
SESSIONAL										
1	SEC	BBABB271	Emerging Technologies & Application	1	0	1	0	2	2	
2	MDE	BBABB272	Media Literacy & Critical Thinking	1	0	1	0	2	2	
3	VAC	BBABB273	Indian Constitution	1	0	1	0	2	2	
4	SE	BBASDP281	Competitive Aptitude Training -II	1	0	0	0	1	1	
MOOCs/MAR/IFC										
1		IFC	Industry & Foreign Certification							
2		MAR	Mandatory Additional Requirements							
3		MOOCs	At least 1 MOOCs course from Swayam Platform							