

Semester wise Structure and Curriculum for UG Course in BBA

Paper Code	Paper Name	Type	Credit	Total Load
BBABB501	Logistics Management	Th.	4	16
BBABB502	International Trade	Th.	4	16
BBABB581	French I	Sess.	1	8
BBAESP501	GS & CA - V	Th.	2	8
BBASDP581	CAT - V	Sess.	1	8
BBABB582	PROJECT V	Pr.	2	2
BBABB583	Digital Marketing	Sess.	1	2
MM Specialization				
BBAMM503	Consumer Behaviour	Th.	4	4
BBAMM591	Consumer Behaviour - Practical	Pr.	2	2
BBAMM504	Brand & Retail Management	Th.	4	4
BBAMM592	Brand & Retail Management - Practical	Pr.	2	2
BBAMM505	Services Marketing	Th.	4	4
BBAMM593	Services Marketing - Practical	Pr.	2	2
HRM Specializtion				
BBAHR503	Human Resource Planning	Th.	4	4
BBAHR591	Human Resource Planning - Practical	Pr.	2	2
BBAHR504	Human Resource Development	Th.	4	4

BBAHR592	Human Resource Development - Practical	Pr.	2	2
BBAHR505	Employment & Compensation Administration	Th.	4	4
BBAHR593	Employment & Compensation Administration - Practical	Pr.	2	2
FM Specialization				
BBAFM503	Direct Taxation	Th.	4	4
BBAFM591	Direct Taxation - Practical	Pr.	2	2
BBAFM504	Financial Management	Th.	4	4
BBAFM592	Financial Management - Practical	Pr.	2	2
BBAFM505	Indian Financial System	Th.	4	4
BBAFM593	Indian Financial System - Practical	Pr.	2	2
OSCM Specialization				
BBAOSCM503	Operations Strategy	Th.	4	4
BBAOSCM591	Operations Strategy	Pr.	2	2
BBAOSCM504	Quality Management	Th.	4	4
BBAOSCM592	Quality Management	Pr.	2	2
BBAOSCM505	Materials Manegement	Th.	4	4