



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



**6<sup>th</sup> Semester Syllabus for BBA**  
**For BBA Admission Batch 2022**

[Syllabus Structure:](#)

**COURSE 3<sup>rd</sup> Year Course Structure: 2025 – Even Semester**

<b>BBA COURSE Structure</b>									
<b>SEMESTER 6</b>									
<b>SL NO</b>	<b>TYPES OF COURSE</b>	<b>SUB CODE</b>	<b>SUB NAME</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>TOTAL CONTACT HRS</b>	<b>CREDIT POINTS</b>
<b>THEORY</b>									
1.	CC	BBABB601	Supply Chain and Logistics Management	3	1	0	0	4	4
2.	AEC	BBA(GS)601	General Studies & Current Affair - VI	2	0	0	0	2	2
<b>PRACTICAL</b>									
1	VAC	BBABB691	Supply Chain and Logistics Management - Laboratory	0	0	2	0	2	2
2	VAC	BBABB681	Project And Viva Voice	5	1	0	0	6	6
<b>MARKETING MANAGEMENT SPECIALIZATION</b>									
<b>THEORY</b>									
1.	CC	BBAMM602	Advertising and Sales Promotion	3	1	0	0	4	4
2.	CC	BBAMM603	Rural Marketing & Digital Innovation	3	1	0	0	4	4
3.	CC	BBAMM604	Green Marketing	3	1	0	0	4	4
<b>PRACTICAL</b>									
1	VAC	BBAMM692	Advertising and Sales Promotion - Laboratory	0	0	2	0	2	2
2	VAC	BBAMM693	Rural Marketing & Digital Innovation - Laboratory	0	0	2	0	2	2
3	VAC	BBAMM694	Green Marketing - Laboratory	0	0	2	0	2	2
<b>HR SPECIALIZATION</b>									
<b>THEORY</b>									

1.	CC	BBAHR602	Human Resource Management Practices and Labour Laws	3	1	0	0	4	4
2.	CC	BBAHR603	Organizational Development	3	1	0	0	4	4
3.	CC	BBAHR604	Industrial Relations	3	1	0	0	4	4
<b>PRACTICAL</b>									
1	VAC	BBAHR692	Human Resource Management Practices and Labour Laws - Laboratory	0	0	2	0	2	2
2	VAC	BBAHR693	Organizational Development - Laboratory	0	0	2	0	2	2
3	VAC	BBAHR694	Industrial Relations - Laboratory	0	0	2	0	2	2
<b>FINANCE SPECIALIZATION</b>									
<b>THEORY</b>									
1.	CC	BBAFM602	Management Accounting	3	1	0	0	4	4
2.	CC	BBAFM603	Indirect Taxation and Tax Planning	3	1	0	0	4	4
3.	CC	BBAFM604	Security Analysis and Portfolio Management	3	1	0	0	4	4
<b>PRACTICAL</b>									
1	VAC	BBAFM692	Management Accounting -Laboratory	0	0	2	0	2	2
2	VAC	BBAFM693	Indirect Taxation and Tax Planning - Laboratory	0	0	2	0	2	2
3	VAC	BBAFM694	Security Analysis and Portfolio Management - Laboratory	0	0	2	0	2	2
<b>SESSIONAL</b>									
1	SEC	BBA(GS)681	Competitive Aptitude & Training -VI	1	0		0	1	1
<b>MOOCS/MAR/IFC</b>									
1		IFC	Industry & Foreign Certification						
2		MAR	Mandatory Additional Requirements						
3		MOOCs	At least 1 MOOCs course from Swayam Platform						