

BBA Course Structure_1st Sem_July-Dec2023_Batch 2023-26	
Sl. No.	Course Name
1	English
2	Mathematics
3	Business Law
4	Business Economics
5	Business Statistics
6	Business Communication
7	Business Management
8	Business Information Systems
9	Business Ethics
10	Business English
11	Business Mathematics
12	Business Law
13	Business Economics
14	Business Statistics
15	Business Communication
16	Business Management
17	Business Information Systems
18	Business Ethics
19	Business English
20	Business Mathematics
21	Business Law
22	Business Economics
23	Business Statistics
24	Business Communication
25	Business Management
26	Business Information Systems
27	Business Ethics
28	Business English
29	Business Mathematics
30	Business Law
31	Business Economics
32	Business Statistics
33	Business Communication
34	Business Management
35	Business Information Systems
36	Business Ethics
37	Business English
38	Business Mathematics
39	Business Law
40	Business Economics
41	Business Statistics
42	Business Communication
43	Business Management
44	Business Information Systems
45	Business Ethics
46	Business English
47	Business Mathematics
48	Business Law
49	Business Economics
50	Business Statistics
51	Business Communication
52	Business Management
53	Business Information Systems
54	Business Ethics
55	Business English
56	Business Mathematics
57	Business Law
58	Business Economics
59	Business Statistics
60	Business Communication
61	Business Management
62	Business Information Systems
63	Business Ethics
64	Business English
65	Business Mathematics
66	Business Law
67	Business Economics
68	Business Statistics
69	Business Communication
70	Business Management
71	Business Information Systems
72	Business Ethics
73	Business English
74	Business Mathematics
75	Business Law
76	Business Economics
77	Business Statistics
78	Business Communication
79	Business Management
80	Business Information Systems
81	Business Ethics
82	Business English
83	Business Mathematics
84	Business Law
85	Business Economics
86	Business Statistics
87	Business Communication
88	Business Management
89	Business Information Systems
90	Business Ethics
91	Business English
92	Business Mathematics
93	Business Law
94	Business Economics
95	Business Statistics
96	Business Communication
97	Business Management
98	Business Information Systems
99	Business Ethics
100	Business English
101	Business Mathematics
102	Business Law
103	Business Economics
104	Business Statistics
105	Business Communication
106	Business Management
107	Business Information Systems
108	Business Ethics
109	Business English
110	Business Mathematics
111	Business Law
112	Business Economics
113	Business Statistics
114	Business Communication
115	Business Management
116	Business Information Systems
117	Business Ethics
118	Business English
119	Business Mathematics
120	Business Law
121	Business Economics
122	Business Statistics
123	Business Communication
124	Business Management
125	Business Information Systems
126	Business Ethics
127	Business English
128	Business Mathematics
129	Business Law
130	Business Economics
131	Business Statistics
132	Business Communication
133	Business Management
134	Business Information Systems
135	Business Ethics
136	Business English
137	Business Mathematics
138	Business Law
139	Business Economics
140	Business Statistics
141	Business Communication
142	Business Management
143	Business Information Systems
144	Business Ethics
145	Business English
146	Business Mathematics
147	Business Law
148	Business Economics
149	Business Statistics
150	Business Communication
151	Business Management
152	Business Information Systems
153	Business Ethics
154	Business English
155	Business Mathematics
156	Business Law
157	Business Economics
158	Business Statistics
159	Business Communication
160	Business Management
161	Business Information Systems
162	Business Ethics
163	Business English
164	Business Mathematics
165	Business Law
166	Business Economics
167	Business Statistics
168	Business Communication
169	Business Management
170	Business Information Systems
171	Business Ethics

THEORY	
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SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB101	Principles of Management	3	1	0	0	4	4
2	CC	BBABB102	Microeconomics	3	1	0	0	4	4
3	CC	BBABB103	Business Mathematics	3	1	0	0	4	4
4	CC	BBABB104	Mbusiness Statistics	3	1	0	0	4	4
5	CC	BBABB105	Business Communication	3	1	0	0	4	4
6	CC	BBABB106	Fundamental of Computer Application	3	1	0	0	4	4
7	AEC	BBAESP101	General Studies & Current Affair - I	2	0	0	0	2	2
SESSIONAL									
4	SE	BBASDP101	Competitive Aptitude Training -I	2	0	0	0	2	1
MOOCS/MAR/IFC									
1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	0	0	0	0	0	0
TOTAL								28	27

BBA Course Structure 2nd Sem Jan-June2024 Batch 2023-26	
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THEORY

SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB201	Operations Management	3	1	0	0	4	4
2	CC	BBABB202	Organizational Behaviour	3	1	0	0	4	4
3	CC	BBABB203	Macro-economics	5	1	0	0	6	6
4	CC	BBABB204	Operations Research	3	1	0	0	4	4
5	CC	BBABB205	Environment & Sustainable Development	3	1	0	0	4	4
	CC	BBABB206	Business Ethics	3	1	0	0	4	4
6	AEC	BBAESP201	General Studies & Current Affair - IV	2	0	0	0	2	2
SESSIONAL									
4	SE	BBASDP201	Competitive Aptitude Training -II	2	0	0	0	2	1
MOOCS/MAR/IFC									
1	IFC	IFC	Industry & Foreign Certification	0	0	0	2	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	0	0	0	0	0	0
TOTAL								30	29

BBA Course Structure_3rd Sem_July-Dec2024_Batch 2023-26

THEORY	
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SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB301	Introduction to Financial Accounting	3	1	0	0	4	4
2	CC	BBABB302	Marketing Management	3	1	0	0	4	4
3	CC	BBABB303	Human Resources Management	3	1	0	0	4	4
4	CC	BBABB304	Customer Relationship Management	3	1	0	0	4	4
5	CC	BBABB305	Business Research Methoda	3	1	0	0	4	4
6	AEC	BBAESP401	General Studies & Current Affair - IV	1	1	0	0	2	2
PRACTICAL									
1	VAC	BBABB381	Project on Entrepreneurship	2	0	0	0	2	2
2	VAC	BBABB382	Management Information Systems	3	1	0	0	4	4
SESSIONAL									
1	SEC	BBASDP381	Competitive Aptitude & Training -IV	1	0		0	2	1
MOOCS/MAR/IFC									
1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	0	0	0	0	0	0
TOTAL								30	29

BBA Course Structure_4th Sem_Jan-June2025_Batch 2023-26

THEORY

SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB401	Strategic Management	3	1	0	0	4	4
2	CC	BBABB402	Sales and Distribution Management	3	1	0	0	4	4
3	CC	BBABB403	Cost Accounting	3	1	0	0	4	4
4	CC	BBABB404	Data Analysis using Advanced Technology	3	1	0	0	4	4
5	CC	BBABB405	Introduction to Psycology	3	1	0	0	4	4
6	AEC	BBAESP401	General Studies & Current Affair - IV	2	0	0	0	2	2

PRACTICAL

1	VAC	BBABB491	Strategic Management -Laboratory	0	0	2	0	2	2
2	VAC	BBABB492	Sales and Distribution Management - Laboratory	0	0	2	0	2	2
3	VAC	BBABB493	Cost Accounting - Laboratory	0	0	2	0	2	2
4	VAC	BBABB494	Data Analysis using Advanced Technology - Laboratory	0	0	2	0	2	2
5	VAC	BBABB495	Introduction to Psycology - Laboratory	0	0	2	0	2	2
6	VAC	BBABB481	Project	1	0	0	0	1	1

SESSIONAL

1	SEC	BBASDP481	Competitive Aptitude & Training -IV	1	0		0	2	1
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MOOCS/MAR/IFC

1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	0	0	0	0	0	0

TOTAL								35	34
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BBA Course Structure_5th Sem_July-Dec 2025_Batch 2023-26

THEORY

SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB501	Logistics Management	3	1	0	0	4	4
2	CC	BBABB502	International Trade	3	1	0	0	4	4
3	AEC	BBAGS501	General Studies & Current Affair - V	2	0	0	0	2	2

SESSIONAL

1	VAC	BBABB581	Project And Viva Voice	0	1	1	0	2	2
2	VAC	BBABB582	French - I	1	0	0	0	1	1
3	VAC	BBABB583	Digital Marketing	1	0	0	0	1	1

MARKETING MANAGEMENT SPECIALIZATION

THEORY

1	CC	BBAMM503	Consumer Behaviour	3	1	0	0	4	4
2	CC	BBAMM504	Brand & Retail Management	3	1	0	0	4	4
3	CC	BBAMM505	Services Marketing	3	1	0	0	4	4

PRACTICAL

1	VAC	BBAMM591	Consumer Behaviour - Lab	0	0	2	0	2	2
2	VAC	BBAMM592	Brand & Retail Management - Lab	0	0	2	0	2	2
3	VAC	BBAMM593	Services Marketing - Lab	0	0	2	0	2	2

HR SPECIALIZATION

THEORY

1	CC	BBAHR503	Human Resource Planning	3	1	0	0	4	4
2	CC	BBAHR504	Human Resource Development	3	1	0	0	4	4
3	CC	BBAHR505	Employment & Compensation Administration	3	1	0	0	4	4

PRACTICAL

1	VAC	BBAHR591	Human Resource Planning - Lab	0	0	2	0	2	2
2	VAC	BBAHR592	Human Resource Development - Lab	0	0	2	0	2	2
3	VAC	BBAHR593	Employment & Compensation Administration - Lab	0	0	2	0	2	2

FINANCE SPECIALIZATION

THEORY

1	CC	BBAFM503	Direct Taxation	3	1	0	0	4	4
2	CC	BBAFM504	Financial Management	3	1	0	0	4	4
3	CC	BBAFM505	Indian Financial Systems	3	1	0	0	4	4

PRACTICAL

1	VAC	BBAFM591	Direct Taxation - Lab	0	0	2	0	2	2
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2	VAC	BBAFM592	Financial Management - Lab	0	0	2	0	2	2
3	VAC	BBAFM593	Indian Financial Systems - Lab	0	0	2	0	2	2
OPERATIONS & SUPPLY CHAIN MANAGEMENT SPECIALIZATION									
THEORY									
1	CC	BBAOM503	Operations Strategy	3	1	0	0	4	4
2	CC	BBAOM504	Quality Management	3	1	0	0	4	4
3	CC	BBAOM505	Materials Management	3	1	0	0	4	4
PRACTICAL									
1	VAC	BBAOM591	Operations Strategy - Lab	0	0	2	0	2	2
2	VAC	BBAOM592	Quality Management - Lab	0	0	2	0	2	2
3	VAC	BBAOM593	Materials Management - Lab	0	0	2	0	2	2
SESSIONAL									
1	SEC	BBAGS581	Competitive Aptitude & Training -V	1	0		0	2	1
MOOCS/MAR/IFC									
1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	0	0	0	0	0	0
								34	33

BBACourse Structure_6th Sem_Jan-June2026_Batch 2023-26

THEORY

SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB601	Corporate Social Responsibility & Sustainability	3	1	0	0	4	4
2	AEC	BBAGS601	General Studies & Current Affair - VI	2	0	0	0	2	2

PRACTICAL

1	VAC	BBABB681	Project And Viva Voice	0	1	5	0	6	6
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MARKETING MANAGEMENT SPECIALIZATION

THEORY

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

PRACTICAL

1	VAC	BBAMM691	Advertising and Sales Promotion - Laboratory	0	0	2	0	2	2
2	VAC	BBAMM692	Rural Marketing & Digital Innovation - Laboratory	0	0	2	0	2	2
3	VAC	BBAMM693	Green Marketing - Laboratory	0	0	2	0	2	2

HR SPECIALIZATION

THEORY

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

PRACTICAL

1	VAC	BBAHR691	Human Resource Management Practices and Labour Laws - Laboratory	0	0	2	0	2	2
2	VAC	BBAHR692	Organizational Development - Laboratory	0	0	2	0	2	2
3	VAC	BBAHR693	Industrial Relations - Laboratory	0	0	2	0	2	2

FINANCE SPECIALIZATION

THEORY

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

PRACTICAL

1	VAC	BBAFM691	Management Accounting -Laboratory	0	0	2	0	2	2
2	VAC	BBAFM692	Indirect Taxation and Tax Planning - Laboratory	0	0	2	0	2	2
3	VAC	BBAFM693	Security Analysis and Portfolio Management - Laboratory	0	0	2	0	2	2

OPERATIONS & SUPPLY CHAIN MANAGEMENT SPECIALIZATION

THEORY									
1	CC	BBAOM602	Service Operations Management	3	1	0	0	4	4
2	CC	BBAOM603	Project Management	3	1	0	0	4	4
3	CC	BBAOM604	Global Supply Chain Management	3	1	0	0	4	4
PRACTICAL									
1	VAC	BBAOM691	Service Management - Laboratory	0	0	2	0	2	2
2	VAC	BBAOM692	Project Management - Laboratory	0	0	2	0	2	2
3	VAC	BBAOM693	Global Supply Chain Management - Laboratory	0	0	2	0	2	2
SESSIONAL									
1	SEC	BBAGS681	Competitive Aptitude & Training -VI	1	0		0	2	1
MOOCS/MAR/IFC									
1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	Massive Open Online Courses	0	0	0	0	0	0
								32	31

BBA Course Structure_7th Sem_July-Dec 2026_Batch 2023-27								
THEORY								
SL NO	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	BBABB701	Advanced Data Analysis Tools	3	1	0	0	2	4
SESSIONAL								
1	BBABB781	Internship and Viva –Voce	0	4	4	0	1	8
ELECTIVES: MARKETING MANAGEMENT SPECIALIZATION								
1	BBAMM702	B2B Marketing	3	1	0	0	4	4
2	BBAMM703	International Marketing	3	1	0	0	4	4
ELECTIVES: HR SPECIALIZATION								
1	BBAHR702	Team Building in the Organizations	3	1	0	0	4	4
2	BBAHR703	Training and Development	3	1	0	0	4	4
ELECTIVES: FINANCE SPECIALIZATION								
1	BBAFM702	Application of Financial Technology	3	1	0	0	4	4
2	BBAFM703	Principles of Money Management	3	1	0	0	4	4
ELECTIVES: OPERATIONS & SUPPLY CHAIN MANAGEMENT SPECIALIZATION								
1	BBAOM702	Strategic Decisions in SCM	3	1	0	0	4	4
2	BBAOM703	Supply Chain Finance	3	1	0	0	4	4
MOOCS/MAR/IFC								
1	IFC	Industry and Foreign Certification	0	0	0	0	0	0
2	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	Massive Open Online Courses	0	0	0	0	0	0
							11	20

BBA Course Structure_8th Sem_Jan-Jun 2027_Batch 2023-27								
THEORY								
SL NO	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	BBABB881	Dissertation	0	0	6	0	6	20

MOOCs/MAR/IFC								
1	IFC	Industry and Foreign Certification	0	0	0	0	0	0
2	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	Massive Open Online Courses	0	0	0	0	0	0
							6	20