

SCHEME OF TEACHING AND EVALUATION
ACADEMIC YEAR 2022-23
BACHELOR OF BUSINESS ADMINISTRATION
FIRST SEMESTER

Course Category	COURSE MODULE			Methodology			Evaluation			
	Course Code	Course Title	Credit	L	T	P	CIE	MSE	SEE	TOTAL
DSC	BBA 101	Principles of Management	4	3	1	-	25	25	50	100
	BBA 102	Business Economics	4	3	1	-	25	25	50	100
	BBA 103	Business Accounting	4	3	1	-	25	25	50	100
GEC	BBA 104	Business Communication	4	3	1	-	25	25	50	100
AEC	BBA 105	Environmental Science	2	2	-	-	25	25	50	100
SEC	BBA 106	Seminar I	2	-	2	-	Continual Evaluation			100
VAC	BBA 107	IT Tools for Business - I	1	-	-	2	25	25	60	100
	BBA 108	GP/Yoga/NCC/NSS/MOOC	1	-	-	2	Continual Evaluation			100
		Total Credit	22							800

Members of the BOS:

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SECOND SEMESTER

Course Category	COURSE MODULE			Methodology			Evaluation			
	Course Code	Course Title	Credit	L	T	P	CIE	MSE	SEE	TOTAL
DSC	BBA 201	Principles of Marketing	4	3	1	-	25	25	50	100
	BBA 202	Managing Human Resource	4	3	1	-	25	25	50	100
	BBA 203	Financial Management	4	3	1	-	25	25	50	100
GEC	BBA 204	Event Management	4	3	1	-	25	25	50	100
AEC	BBA 205	E-Commerce	2	2	-	-	25	25	50	100
SEC	BBA 206	Seminar on Book Review	2	-	2	-	Continual Evaluation			100
VAC	BBA 207	IT Tools for Business - II	1	-	-	2	Continual Evaluation			100
	BBA 208	GP/Yoga/NCC/NSS/MOOC/Others	1	-	-	2	Continual Evaluation			100
		Total Credit	22							800

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ACADEMIC YEAR 2022-23
BACHELOR OF BUSINESS ADMINISTRATION
THIRD SEMESTER

Course Category	COURSE MODULE			Methodology			Evaluation			
	Course Code	Course Title	Credit	L	T	P	CIE	MSE	SEE	TOTAL
DSC	BBA 301	Business Environment	4	3	1	-	25	25	50	100
	BBA 302	Statistics for Management	4	3	1	-	25	25	50	100
	BBA303	Management Accounting	4	3	1	-	25	25	50	100
DSE	BBA 304 [M/F/H]	Any One on DE list	4	3	1	-	25	25	50	100
AEC	BBA 305	Personality Development and Communication Skills	2	2	-	-	25	25	50	100
SEC	BBA 306	Introduction to Digital Marketing	2	-	2	-	25	25	50	100
VAC	BBA 307	Statistical Analysis with MS Excel	1				Continual Evaluation			
	BBA 308	GP/Yoga/NCC/NSS/MOOC/Others	1	-	-	2	Continual Evaluation			100
		Total Credit	22							800
Department Specific Elective [DSE]										
	BBA 304 [M]	Personal Selling & Sales Force Management								
	BBA 304[F]	Banking & Financial Services/Financial Reporting								
	BBA 304[H]	HRD: Systems & Strategies								

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FOURTH SEMESTER

Course Category	COURSE MODULE			Methodology			Evaluation			
	Course Code	Course Title	Credit	L	T	P	CIE	MSE	SEE	TOTAL
DSC	BBA 401	Business Research	4	3	1	-	25	25	50	100
	BBA 402	International Business	4	3	1	-	25	25	50	100
	BBA 403	Entrepreneurship and Small Business	4	3	1	-	25	25	50	100
DSE	BBA 404 [M/F/H]	Any One on DE list	4	3	1	-	25	25	50	100
AEC	BBA 405	Legal Aspects of Business	2	2	-	-	25	25	50	100
SEC	BBA 406	Sustainable Ecotourism	2	2	-	-	25	25	50	100
IAPC		Internship/Apprenticeship / Project/ Community Outreach		-	-	4	-	-	-	
VAC	BBA 407	Introduction to Metaverse	1	-	-	2	25	25	50	100
	BBA 408	GP/Yoga/NCC/NSS/MOOC/Others	1	-	-	2	Continual Evaluation			100
		Total Credit	22							800
Department Specific Elective [DSE]										
	BBA 404 [M]	International Marketing Management								
	BBA 404 [F]	Investment Management /Advance Tax Planning								
	BBA 404 [H]	Compensation Management								

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ACADEMIC YEAR 2022-23
BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEMESTER

Course Category	COURSE MODULE			Methodology			Evaluation			
	Course Code	Course Title	Credit	L	T	P	CIE	MSE	SEE	TOTAL
DSC	BBA 501	Business Policy and Strategy	4	3	1	-	25	25	50	100
	BBA 502	Quantitative Techniques in Management	4	3	1	-	25	25	50	100
	BBA 503	Customers Relationship Management	4	3	1	-	25	25	50	100
DSE	BBA 504 [M/F/H]	Any One on DE list	4	3	1	-	25	25	50	100
GEC	BBA 505	Management Information System	4	3	1	-	25	25	50	100
SEC	BBA 506	Negotiations and Leadership	1	1	0	-	25	25	50	100
VAC	BBA 507	GP/Yoga/NCC/NSS/MOOC/Others	1	-	-	2	Continual Evaluation			100
		Total Credit	22							700
Department Specific Elective [DSE]										
	BBA 504 [M]	Rural Marketing								
	BBA 504 [F]	Financial Derivatives /Audit and Assurance								
	BBA 504 [H]	Labor Laws								

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SIXTH SEMESTER

Course Category	COURSE MODULE			Methodology			Evaluation			
	Course Code	Course Title	Credit	L	T	P	CIE	MSE	SEE	TOTAL
DSC	BBA 601	Project Management	4	3	1	-	25	25	50	100
	BBA 602	Strategic Management	4	3	1	-	25	25	50	100
	BBA 603	Business ethics and Corporate Governance	4	3	1	-	25	25	50	100
DSE	BBA 604[M/F/H]	Any One on DE list	4	3	1	-	25	25	50	100
GEC	BBA 605	Logistics and Supply Chain Management	4	3	1	-	25	25	50	100
SEC	BBA 606	Business Report Writing	1	1	-	-	25	25	50	100
VA	BBA 607	GP/Yoga/NCC/NSS/MOOC/Others	1	-	-	2	Continual Evaluation			100
		Total Credit	22							700
Department Specific Elective [DSE]										
	BBA 604[M]	Services Marketing								
	BBA 604[F]	Wealth Management								
	BBA 604[H]	Talent and Knowledge Management								

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