

Programme Scheme for Bachelor of Business Administration (BBA) July 2023

Semester I

Program	Course Code	Course Name	Credit	Sem	Theory/ Practical	Internal Marks	External Marks
BBA	BBA101	Principles of Management	4	1	Theory	30	70
BBA	BBA102	Business Economics	4	1	Theory	30	70
BBA	BBA103	Business Accounting	4	1	Theory	30	70
BBA	BBA104	Business Communication	4	1	Theory	30	70
BBA	BBA105	Environmental Science	2	1	Theory	30	70
BBA	BBA106	Seminar I	2	1	Theory	Continual Evaluation	
BBA	BBA107	IT Tools for Business - I	1	1	Practical	30	70
BBA	BBA108	GP/Yoga/NCC/NSS/MOOC – (Healthy Living & Fitness)	1	1	Theory	Continual Evaluation	
Sem I - Total Credit			22				

Semester II

Program	Course Code	Course Name	Credit	Sem	Theory/ Practical	Internal Marks	External Marks
BBA	BBA201	Principles of Marketing	4	2	Theory	30	70
BBA	BBA202	Managing Human Resource	4	2	Theory	30	70
BBA	BBA203	Financial Management	4	2	Theory	30	70
BBA	BBA204	Event Management	4	2	Theory	30	70
BBA	BBA205	E-Commerce	2	2	Theory	30	70
BBA	BBA206	Seminar on Book Review	2	2	Theory	Continual Evaluation	
BBA	BBA207	IT Tools for Business - II	1	2	Practical	30	70
BBA	BBA208	GP/Yoga/NCC/NSS/MOOC/Others (Enhancement of Soft skills and Personalities)	1	2	Theory	Continual Evaluation	
Sem II - Total Credit			22				

Semester III

Program	Course Code	Course Name	Credit	Sem	Theory/ Practical	Internal Marks	External Marks
BBA	BBA301	Business Environment	4	3	Theory	30	70
BBA	BBA302	Statistics for Management	4	3	Theory	30	70
BBA	BBA303	Management Accounting	4	3	Theory	30	70
BBA	BBA304 [M/F/H]	Any One on DE list	4	3	Theory	30	70
BBA	BBA305	Personality Development and Communication Skills	2	3	Theory	30	70
BBA	BBA306	Introduction to Digital Marketing	2	3	Theory	30	70
BBA	BBA307	Statistical Analysis with MS Excel	1	3	Practical	30	70
BBA	BBA308	GP/Yoga/NCC/NSS/MOOC/Others (Corporate Social Responsibility) - CSR	1	3	Theory	Continual Evaluation	
Sem III - Total Credit			22				

Department Specific Elective [DSE]	
BBA304[M]	Personal Selling & Sales Force Management
BBA304[F]	Banking & Financial Services
BBA304[H]	HRD: Systems & Strategies

Semester IV

Program	Course Code	Course Name	Credit	Sem	Theory/ Practical	Internal Marks	External Marks
BBA	BBA 401	Business Research	4	4	Theory	30	70
BBA	BBA 402	International Business	4	4	Theory	30	70
BBA	BBA 403	Entrepreneurship and Small Business	4	4	Theory	30	70
BBA	BBA 404 [M/F/H]	Any One on DE list	4	4	Theory	30	70
BBA	BBA 405	Legal Aspects of Business	2	4	Theory	30	70
BBA	BBA 406	Minor Project	2	4	Theory	30	70
BBA		Internship/Apprenticeship / Project/ Community Outreach					
BBA	BBA 407	Introduction to Metaverse	1	4	Theory	30	70
BBA	BBA 408	GP/Yoga/NCC/NSS/MOOC/Others	1	4	Theory	Continual Evaluation	
Sem IV - Total Credit			22				

Department Specific Elective [DSE]	
BBA404[M]	International Marketing Management
BBA404[F]	Investment Management
BBA404[H]	Compensation Management

Semester V

Program	Course Code	Course Name	Credit	Sem	Theory/ Practical	Internal Marks	External Marks
BBA	BBA501	Business Policy and Strategy	4	5	Theory	30	70
BBA	BBA502	Quantitative Techniques in Management	4	5	Theory	30	70
BBA	BBA503	Customers Relationship Management	4	5	Theory	30	70
BBA	BBA504 [M/F/H]	Any One on DE list	4	5	Theory	30	70
BBA	BBA505	Management Information System	4	5	Theory	30	70
BBA	BBA506	Negotiations and Leadership	1	5	Theory	30	70
BBA	BBA507	GP/Yoga/NCC/NSS/MOOC/Others	1	5	Theory	Continual Evaluation	
Sem V - Total Credit			22				

Department Specific Elective [DSE]	
BBA504[M]	Rural Marketing
BBA504[F]	Financial Derivatives /Audit and Assurance
BBA504[H]	Labor Laws

Semester VI

Program	Course Code	Course Name	Credit	Sem	Theory/ Practical	Internal Marks	External Marks
BBA	BBA601	Project Management	4	6	Theory	30	70
BBA	BBA602	Strategic Management	4	6	Project	30	70
BBA	BBA603	Business ethics and Corporate Governance	4	6	Theory	30	70
BBA	BBA604 [M/F/H]	Any One on DE list	4	6	Theory	30	70
BBA	BBA605	Logistics and Supply Chain Management	4	6	Theory	30	70
BBA	BBA606	Business Report Writing	1	6	Theory	30	70
BBA	BBA607	GP/Yoga/NCC/NSS/MOOC/ Others	1	6	Theory	Continual Evaluation	
Sem VI - Total Credit			22				

Department Specific Elective [DSE]	
BBA604[M]	Services Marketing
BBA604[F]	Wealth Management
BBA604[H]	Talent and Knowledge Management

Bachelor of Business Administration (BBA) Online Program

Kickstart Your Career with BBA at Graphic Era University!

Do you dream of leading a business, managing global brands, or launching your own startup? The Bachelor of Business Administration (BBA) at Graphic Era University is your perfect launchpad to success. This program is designed to give you the skills and knowledge needed to thrive in today's competitive business world. Whether you're looking to explore marketing, finance, human resources, or entrepreneurship, the BBA program equips you with the tools to make an impact.

"An investment in knowledge pays the best interest." – Benjamin Franklin

With industry-driven curriculum, expert faculty, and hands-on learning, BBA at Graphic Era ensures you are prepared for the challenges and opportunities of the corporate world. From leadership training to digital business trends, you'll develop the competencies needed to become a future business leader. Start your journey today and thank yourself tomorrow!

Overview

Based on the course credit system and formatted in six-semester, the program curriculum presents a blend of significant business and management aspects. It extends the scope of learning the core business operational skills with the language and technical aptitudes. It encompasses the concepts of business statistics, economy, laws, taxes, accounting, and marketing. BBA Online degree earned on the completion of the program holds global recognition.

First-Year BBA at Graphic Era University

In the 1st year of BBA at Graphic Era University, students build a strong foundation in understanding the basics of management while developing essential analytical, digital, and leadership skills. Through a mix of theoretical learning, practical projects & seminars they will gain real-world insights, preparing them for dynamic business roles. The focus on soft skills and personality development ensures they evolve into confident, job-ready professionals.

What Will You Learn in First Year?

Graphic Era University gives you quality education, learn from experienced faculty, use advanced digital tools, and take part in interactive online sessions that make learning engaging and practical. The program includes real-world projects and industry-focused students will gain practical knowledge and skills to excel in the corporate world. With flexible learning, personalized mentorship, and career-focused approach ensure you stay ahead in today's competitive business landscape.

In the First Semester, Students Gain Essential Business Insights:

- **Principles of Management** – Learn the art of leadership and decision-making to run businesses successfully.
- **Business Economics** – Understand how markets work and what drives business growth.
- **Business Accounting** – Master the language of business by learning how to manage financial records.
- **Business Communication** – Develop strong communication skills to excel in the corporate world.
- **Environmental Science** – Explore sustainable business practices for a greener future.
- **Seminar I** – Gain insights from industry experts and real-world business scenarios.
- **IT Tools for Business - I** – Get hands-on experience with essential digital tools for business operations.
- **Healthy Living** – Learn how a healthy mind and body contribute to professional success.

In the Second Semester, Students Dive into Key Business Fundamentals:

- **Principles of Marketing** – Discover how brands attract and retain customers in a competitive world.
- **Managing Human Resource** – Learn how to manage people, build teams, and enhance workplace productivity.
- **Financial Management** – Understand how businesses manage money, investments, and financial risks.
- **Event Management** – Explore the exciting world of planning and executing successful events.
- **E-Commerce** – Dive into the booming world of online business and digital transactions.
- **Seminar on Book Review** – Develop critical thinking and presentation skills through engaging discussions.
- **IT Tools for Business - II** – Advance your tech skills for smarter business solutions.
- **Enhancement of Soft Skills and Personalities** – Build confidence, leadership, and professional etiquette for career success.

Career Prospects

In your first year of BBA, you'll gain key business skills that open doors to roles like sales coordinator, marketing assistant, or business support across industries such as e-commerce, finance, and retail. The foundational knowledge you gain will help you build your career in areas like business operations, management, and support roles, preparing you for more advanced positions in the future.

Second-Year BBA at Graphic Era University

The second year of the BBA program at Graphic Era University builds on foundational concepts and provides a deeper understanding of business principles. Designed for students aspiring to excel in management, entrepreneurship, and corporate roles, this year introduces essential courses that enhance analytical and leadership skills.

What Will You Learn in Second Year?

At Graphic Era University, we believe education is a right, not a privilege. Our BBA program ensures students have access to quality education, cutting-edge resources, and expert faculty, all within a supportive learning environment. Whether you're looking to build a strong foundation in business principles or develop specialized skills, the second year is a transformative phase that sets the stage for future success.

In the third semester, students explore key business aspects:

- **Business Environment** – Understanding economic, legal, and social factors influencing business operations.
- **Statistics for Management** – Applying statistical tools for business decision-making.
- **Management Accounting** – Learning financial planning, budgeting, and cost management.
- **Electives & Specialization Options** – Students have the opportunity to specialize in **Marketing, Finance, or Human Resource Management**, tailoring their education to match their career aspirations.
- **Digital Marketing & Personality Development** – Enhancing online marketing skills and communication abilities.
- **Excel for Statistical Analysis** – Gaining practical data analysis experience.

The fourth semester expands on these concepts:

- **Business Research & International Business** – Developing research skills and global business knowledge.
- **Entrepreneurship** – Learning how to start and manage businesses.
- **Legal Aspects of Business** – Understanding business regulations and corporate laws.
- **Internship & Metaverse Introduction** – Gaining industry exposure and exploring future business technologies.

Career Prospects

A second-year BBA student can explore roles in marketing, finance, HR, and business consulting. With the option to specialize in **Marketing, Finance, or HR**, students can align their studies with their career goals. The curriculum prepares students for higher studies like an MBA or careers in corporate firms, startups, and global markets. Graphic Era University ensures students graduate with the skills needed to thrive in the ever-evolving business world.

Third-Year BBA at Graphic Era University

The third year of BBA at Graphic Era University is all about refining expertise, strategic thinking, and leadership skills. Students move beyond foundational concepts to tackle real-world business challenges, enhancing their decision-making and problem-solving abilities. With a blend of theory, practical projects, and industry exposure, this year prepares them for higher responsibilities and future career growth.

What Will You Learn in the Third Year?

With expert faculties, advanced resources, and interactive learning, the final year of BBA at Graphic Era University enhances your understanding of business strategies, management techniques, and professional skills. Through real-world projects, case studies, and practical applications, you gain the expertise needed to excel in the industry. This year also fosters entrepreneurial thinking, analytical abilities, and adaptability, ensuring a seamless transition into the corporate world or higher studies.

In the Fifth semester, students gain deeper insights into core business principles and practices.

- **Project Management:** Learn how to plan, execute, and manage business projects efficiently.
- **Strategic Management:** Develop skills to create and implement business strategies for competitive advantage.
- **Electives & Specialization Options:** Students can specialize in Marketing, Finance, or Human Resource Management, aligning their education with their career goals.

In the 5th year, finance students can focus on

Financial Institutions & Markets to understand the role of financial institutions and market operations, and **Security Analysis & Portfolio Management** for investment strategies and risk assessment. Marketing students can dive into **Consumer Behaviour** to explore consumer psychology and **Sales & Distribution Management** to master managing sales channels and distribution networks. HR students can specialize in **Training & Development** to understand employee growth, and **System & Strategy** to learn about HR planning and strategic management.

In the Sixth semester, students refine their understanding of key business concepts.

- **Entrepreneurship & Small Business Management:** Develop entrepreneurial skills to start and manage a business.
- **Projects:** Apply theoretical knowledge to real-world business projects.

- **Electives & Specialization Options:** In the 6th semester, students can specialize in **Marketing, Finance, or Human Resource Management**, tailoring their education to their career goals. Finance students can explore **Cost Accounting**, mastering advanced cost analysis techniques for informed decision-making, and **Investment Banking & Financial Services**, focusing on investment banking, financial planning, and wealth management. Marketing students will study **International Marketing**, understanding global strategies and cross-border challenges, and **Rural Marketing**, which addresses marketing strategies for rural markets and consumer behaviour. Human Resources students can specialize in **Performance & Compensation Management**, learning how to evaluate employee performance and create compensation structures, and **Labor Laws**, gaining deep knowledge of legal frameworks governing employment and labour rights.

Career Prospects

In the final year of BBA, students gain specialized knowledge in finance, marketing, and human resources, opening doors to diverse career paths. Graduates can pursue roles such as financial analysts, investment bankers, risk managers, or cost accountants in the finance sector. Marketing students can explore careers as brand managers, digital marketers, sales executives, or market analysts. Those specializing in HR can become talent acquisition specialists, training managers, compensation analysts, or HR consultants. With hands-on projects and strategic insights, students are well-prepared for leadership roles in top organizations or entrepreneurial ventures.

Finance Specialization

Finance specialization offers an engaging, well-rounded program designed to equip students with essential skills for the dynamic world of business. The curriculum covers core subjects such as business accounting, financial management, and management accounting, ensuring a strong foundational understanding of financial operations. It further explores areas like Banking & Financial Services/Financial Reporting and Investment Management coupled with Advance Tax Planning, offering insights into the practical and regulatory aspects of finance. Students gain expertise in financial planning, wealth management, and capital markets, enabling them to navigate the complexities of the global economy. With a strong foundation in financial strategies and risk assessment, graduates can pursue careers in banking, investment firms, corporate finance, and financial consultancy, making them valuable assets in the ever-evolving financial sector. In addition to covering essential topics, the program offers clear insights into potential career pathways and industry opportunities. Graduates can pursue roles such as financial analysts, accountants, auditors, investment bankers, or wealth managers, with ample opportunities in banking, corporate finance, consultancy, and regulatory bodies. With a focus on both theoretical and practical knowledge, this finance specialization is designed for learners who are eager to step confidently into the evolving world of finance.

Marketing Specialization

The Marketing specialization in BBA equips students with essential knowledge and skills to excel in various marketing domains. This specialization covers key subjects such as Introduction to Digital Marketing, Principles of Marketing, International Marketing Management, Personal Selling & Sales Force Management, Rural Marketing, and Service Marketing, preparing students for diverse career opportunities in industries like FMCG, retail, banking, healthcare, and e-commerce. Introduction to Digital Marketing focuses on online advertising, SEO, social media marketing, content marketing, and analytics, offering roles such as Digital Marketing Executive and Social Media Manager. A principle of Marketing introduces fundamental marketing concepts, consumer behaviour, and branding, preparing students for careers as Marketing Coordinators and Brand Executives. International Marketing Management covers global trade

strategies, international branding, and market expansion, leading to roles such as Export Marketing Manager and Global Brand Manager. Personal Selling & Sales Force Management teaches sales techniques, CRM, and negotiation skills, leading to careers as Sales Executives and Business Development Officers. Rural Marketing explores rural consumer behaviour, distribution strategies, and digital innovations, offering job opportunities as Rural Marketing Executives and Distribution Managers. Service Marketing emphasizes customer relationship management, service branding, and experience marketing in industries like banking, hospitality, and IT, preparing students for roles such as Service Marketing Manager and Customer Relationship Manager. With the rise of AI, data analytics, and evolving consumer preferences, the future of marketing is dynamic and full of opportunities. This specialization not only enhances job prospects but also provides entrepreneurial insights, making graduates industry-ready for a competitive global market.

Human Resource Specialization

The HR specialization in BBA equips students with the knowledge and skills to manage human capital effectively within organizations. Students learn about essential HR practices such as recruitment, employee development, performance management, compensation, and labour laws, while aligning workforce strategies with organizational goals. Specialized subjects include HRD systems and strategies, which focus on strategic HR planning and employee development, compensation management, labour laws, and talent and knowledge management. These areas help students understand the complexities of managing a diverse and evolving workforce. HR professionals play crucial roles across various industries, including IT, healthcare, retail, and manufacturing. They ensure compliance, resolve conflicts, and foster employee engagement, contributing significantly to the overall success of the organization. By implementing effective HR strategies, they create a positive workplace culture and drive employee satisfaction. As organizations increasingly rely on automation, data analytics, and AI, the future of HR will require professionals who are not only well-versed in traditional HR practices but also skilled in using technology and data-driven insights to enhance performance and create better employee experiences. The specialization opens up career opportunities in roles like HR Manager, Talent Acquisition Specialist, Compensation Manager, and Employee Relations Officer, with strong future prospects as the value of human capital continues to rise.

FAQ's

General FAQ's

What is an online program?

An online program is a study program where a learner enrolls, studies, gives exams, and earns the degree virtually. It differs from any other regular offline program only in terms of the mode. The structural aspects like the syllabus form, course-duration, evaluation strategy, and degree awarded holds the same equivalency as regular programs. Pursuing an online program from an accredited university offers a degree acceptable and acknowledged worldwide.

How does the GEU online program work?

The GEU offers different online postgraduate and graduate academic programs across all the major disciplines. Programs are degree oriented and virtual in the real sense. You will enrol, study through the provided e-content, give semestrial exams, and earn a degree online. Each program is structured and designed to provide comprehensive learning.

Can I write the UPSC examination or any competitive examination after doing an online program?

Yes, sure. The government of India approves the online mode of education and has allowed distinct universities to offer education virtually. Hence, pursuing an online graduation or post-graduation degree from a recognized university is acceptable and acknowledged at UPSC examination or any competitive examinations.

Who is eligible to do online programs?

Universities approved for offering online education specify academic eligibility program wise and usually do not set age restrictions. At the GEU you are eligible to do an online program if:

- You must have passed class 12 for enrolling in any graduate program.
- You must have passed graduation to pursue any postgraduate degree program.

Can I work while pursuing an online course?

One of the most admiring features of online education is that pursuing an online course is manageable while working. A student enrolled in an online course gets e-material and does not need to visit the campus for enrolment, class attendance, assessments, and receiving the degree. Under online education, a student studies at its pace and place on the convenience of time and location.

Who will benefit from online programs?

It's you, the student that benefits from online learning. It offers you the liberty to study at its pace and place. A student enrolled in an online course gets e-material and does not need to visit the campus for enrolment, class attendance, assessments, and receiving the degree.

Is an online degree any different from the one that is earned on-campus at GEU?

An online program is an 'online full-time course'. Online education varies from the 'regular' in terms of mode only. The course structure and the validity it offers does not differentiate it from the offline mode. A student pursuing an online program shall have internal assessments, project works, semestrial exams and evaluations, and attendance requisites similar to regular aspects.

Do I need to purchase textbooks or software?

Studying under the online mode does not necessitate purchasing textbooks or software. You get e-learning material with the enrolment. Though for each subject, it also provides links and names of sources for enriching learning and reading further.

How long will it take to complete an online program?

An online program is a full-time course. A graduate degree is usually of 3 years duration and a postgraduate degree is of 2 years.

Is Online Mode of Education Valid for Government Jobs?

Yes, sure. The government of India approves the online mode of education and has allowed various universities to offer education virtually. Hence, a degree earned through an approved university entitles you to work for government jobs.

FAQ's on BBA Program:

1. Is BBA degree recognized globally?

Ans: Yes, BBA degree is recognized globally.

2. What is the course duration of BBA?

Ans: Normal duration of the BBA course is **3 years** and the maximum duration is **5 years** from the date of registration.

3. Can I write the UPSC examination or any competitive examination after doing an online BBA program?

Ans: Yes, sure. The government of India approves the online mode of education and has allowed distinct universities to offer education virtually. Hence, pursuing an online Bachelor of Business Administration degree from a recognized university is acceptable and acknowledged at UPSC examination or any competitive examinations.

3. What are the job options available for BBA graduates?

BBA is for a career in management. It is popular among the students who seek jobs post their graduation. Companies, big or small, choose BBA graduates for distinct administrative/managerial roles. You can work for finance, sales and marketing, industrial, and any other business sector, having a BBA degree. You can also pursue roles such as Management Trainee, Marketing Executive, Financial Analyst, HR Executive, or Sales Manager, gaining expertise in business operations, strategy, and leadership.

4. Is a Bachelor of Business Administration (BBA) a good career option?

BBA is a career-building course. After qualifying the degree candidates can work at an administrative/managerial position with an organization established in any sector.

5. Is online BBA worth it?

Online BBA is a full-time course. It differs from the regular only in terms of the mode. The course structure, assessments, project works, and evaluations are likewise. An online degree obtained from an accredited institution validates its worth.

6. How are the classes conducted, what if I miss a live session, and how can I interact with instructors and classmates?

Classes are conducted through live online sessions and recorded lectures, ensuring flexibility for all learners. If you miss a live class, the recorded session will be available on the student portal for you to access anytime & anywhere. You can also interact with Lecturer and classmates through live counselling sessions held in the evening from 4:00 PM to 7:00 PM. Wherein you can clarify all your queries and doubts.

7. How do I access lecture videos and is there a deadline for watching them?

Lecture videos are available on the student portal, where you can log in and watch them

anytime. There is no deadline, but staying on schedule is recommended to keep up with assignments and discussions.

8. Are assignments mandatory, and how do I submit them? Will I receive feedback?

Yes, assignments are mandatory as they help reinforce learning and track progress. They must be submitted through the learning portal by the specified deadline. Lecturers will provide personalized feedback to help improve understanding and performance.

9. Will there be quizzes or exams?

Yes, periodic quizzes and exams assess your understanding and progress.

10. What if I face technical issues?

Our technical support team is available via email and the helpdesk on the student portal to assist you.