

Program Structure And Syllabus

Bachelor of Business Administration (BBA) (Scheme - 2020-2023)



Sarala Birla University

Birla Knowledge City, Village - Ara, P.O. - Mahilong,
P.S. - Tatisilwai, Dist - Ranchi - 835103 Jharkhand

www.sbu.ac.in

Sarala Birla University, Ranchi

Our Vision

To build an egalitarian global society based on national integrity, equality, social justice, secularism, freedom & fraternity, international understanding and scientific approach to the problems of the society, as enshrined in the constitution of India through various modes of teaching-learning process and supported by curricular and co-curricular activities.

Our Mission

To Develop Well-Motivated Global Leaders Who Will Be Intellectually Competent, Morally Upright, Socially Committed, Spiritually Inspired And 'स्वान्तः सुखाय' To Propagate The Philosophy Of 'वसुधैव कुटुम्बकम्'.

Faculty of Commerce & Management

Vision

To become a center of excellence with global presence by producing recognized ethical leaders

Mission

To develop and sustain excellence in the area of teaching and research and to inspire and empower the students to become socially responsible entrepreneurs, academicians and worthy management professionals.

Sarala Birla University Ranchi



CURRICULUM FOR UNDERGRADUATE DEGREE COURSE

Bachelor of Business Administration

(Based on UGC- CBCS)

Effective from 2020-23

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Structure of BBA Programme for 3 years

S.No.	Types of Courses	Total Credits
1	Ability-Enhancement Compulsory Course (AECC)	13
2	Skill-Enhancement Course (SEC)	14
3	Core Course	81
4	Discipline Specific Elective (DSE)	16
5	Generic Elective (GE)	12
6	Non Teaching Credit Course	6
Total		142
Total Credits during Semester I		22
Total Credits during Semester II		22
Total Credits during Semester III		24
Total Credits during Semester IV		25
Total Credits during Semester V		24
Total Credits during Semester VI		25
Total Credits during 3 years		142

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Marks Structure of BBA for 3 Years

S.No	Semester	Total Credits	Total Classes per week	Total Internal Assessment Marks	Total ExternalAssesment Marks	Total Marks
1	I	22	26	270	380	650
2	II	22	26	270	380	650
3	III	24	27	280	420	700
4	IV	25	28	280	420	700
5	V	24	23	270	380	650
6	VI	25	24	280	420	700
TOTAL		142	154	1650	2400	4050

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Programme Structure [Semester- I]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hrs
				IA	EA	Total	
Theory							
BBA-101	Management Principles and Organizational Behaviour	4	Core	30	70	100	3
BBA-102	Financial Accounting	4	Core	30	70	100	3
BBA-103	Micro Economics	4	GE	30	70	100	3
BBA-104	Business Communications-I	3	AECC	30	70	100	3
BBA-105	Statistics for Business Decisions	4	Core	30	70	100	3
BBA-106	Basic Computer Applications	2	SEC	30	70	100	3
Lab/ Practical							
BBA-107P	Basic Computer Applications Lab	1	SEC	30	20	50	
Non Credit Mandatory Course							
BBA-108	Personality Development Programme-I	0	Non Credit	-	-	-	-
				210	440	650	
Total Credits [Semester -I]		22					
Core Course		12					
Skill-Enhancement Course (SEC)		3					
Ability Enhancement - Compulsory Course (AECC)		3					
Generic Elective (GE)		4					

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- I

Course Code	Course Title	Course Type	Course Credits				Classes per week
			Lecture	Tutorial	Practical	Total	
Theory							
BBA-101	Management Principles and Organizational Behaviour	Core	3	1	0	4	4
BBA-102	Financial Accounting	Core	3	1	0	4	4
BBA-103	Micro Economics	GE	3	1	0	4	4
BBA-104	Business Communications-I	AECC	2	1	0	3	3
BBA-105	Statistics for Business Decisions	Core	3	1	0	4	4
BBA-106	Basic Computer Applications	SEC	2	0	0	2	2
Lab/ Practical							
BBA-107P	Basic Computer Applications Lab	SEC	0	0	1	1	2
Non Credit Mandatory Course							
BBA-108	Personality Development Programme-I	Non Credit	-	-	-	-	3
			16	5	-	22	26
Total Credits [Semester -I]			22				
Total Lecture per week			19				
Total Tutorial per week			5				
Total Lab/Practical per week			2				
Total Classes per week [Semester I]			26				

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BBA [UGC - CBCS Scheme]

Programme Structure [Semester- II]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hrs
				IA	EA	Total	
Theory							
BBA-109	Business Environment	4	Core	30	70	100	3
BBA-110	Human Resource Management	4	Core	30	70	100	3
BBA-111	Macro Economics	4	GE	30	70	100	3
BBA-112	Financial Management	4	Core	30	70	100	3
BBA-113	Environmental Studies-I	2	AECC	30	70	100	3
BBA-114	Business Communications-II	3	AECC	30	70	100	3
Lab/ Practical							
BBA-115P	IT Tools for Business Lab	1	SEC	30	20	50	
Non Credit Mandatory Course							
BBA-116	Personality Development Programme-II	0	Non Credit	-	-	-	-
		22		210	440	650	
Total Credits [Semester -II]		22					
Ability Enhancement Compulsory Course(AECC)		5					
Core Course		12					
Skill-Enhancement Course (SEC)		1					
Generic Elective (GE)		4					

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BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- II

Course Code	Course Title	Course Type	Course Credits				Classes per week
			Lecture	Tutorial	Practical	Total	
Theory							
BBA-109	Business Environment	Core	3	1	0	4	4
BBA-110	Human Resource Management	Core	3	1	0	4	4
BBA-111	Macro Economics	GE	3	1	0	4	4
BBA-112	Financial Management	Core	3	1	0	4	4
BBA-113	Environmental Studies-I	AECC	2	0	0	2	2
BBA-114	Business Communications-II	AECC	2	1	0	3	3
Lab/ Practical							
BBA-115P	IT Tools for Business Lab	SEC	0	0	1	1	2
Non Credit Mandatory Course							
BBA-116	Personality Development Programme-II	Non Credit	-	-	-	-	3
			16	5	1	22	26
Total Credits [Semester -II]			22				
Total Lecture per week			19				
Total Tutorial per week			5				
Total Lab/Practical Classes per week			2				
Total Classes per week [Semester II]			26				

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BBA [UGC - CBCS Scheme]

Programme Structure [Semester- III]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hrs
				IA	EA	Total	
Theory							
BBA-201	Business Law	4	GE	30	70	100	3
BBA-202	Cost and Management Accounting	4	Core	30	70	100	3
BBA-203	Marketing Management	4	Core	30	70	100	3
BBA-204	Business Ethics and Corporate Governance	4	Core	30	70	100	3
BBA-205	Management Information System	4	Core	30	70	100	3
BBA-206	Environmental Studies - II	2	AECC	30	70	100	3
BBA-207	Foreign Language - 1	2	SEC	30	70	100	3
Non Credit Mandatory Course							
BBA-208	Personality Development Programme-III	0	Non Credit	-	-	-	-
		24		210	490	700	
Total Credits [Semester -III]		24					
Core Course		16					
Generic Elective (GE)		4					
Skill-Enhancement Course (SEC)		2					
Ability Enhancement Compulsory Course		2					

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BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- III

Course Code	Course Title	Course Type	Course Credits				Classes per week
			Lecture	Tutorial	Practical	Total	
Theory							
BBA-201	Business Law	GE	3	1	0	4	4
BBA-202	Cost and Management Accounting	Core	3	1	0	4	4
BBA-203	Marketing Management	Core	3	1	0	4	4
BBA-204	Business Ethics and Corporate Governance	Core	3	1	0	4	4
BBA-205	Management Information System	Core	3	1	0	4	4
BBA-206	Environmental Studies-II	AECC	2	0	0	2	2
BBA-207	Foreign Language-I	SEC	2	0	0	2	2
Non Credit Mandatory Course							
BBA-208	Personality Development Programme-III	Non Credit	-	-	-	-	3
			19	5	0	24	27
Total Credits [Semester -III]			24				
Total Lecture per week			22				
Total Tutorial per week			5				
Total Classes per week [Semester III]			27				

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BBA [UGC - CBCS Scheme]

Programme Structure [Semester- IV]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hrs
				IA	EA	Total	
Theory							
BBA-209	Corporate and Cyber Law	4	Core	30	70	100	3
BBA-210	Production and Operation Management	4	Core	30	70	100	3
BBA-211	Market Research	4	Core	30	70	100	3
BBA-212	Income Tax Laws and Practice	4	Core	30	70	100	3
BBA-213	Quantitative Techniques for Managers	4	Core	30	70	100	3
BBA-214	Foreign Language-II	2	SEC	30	70	100	3
BBA-215	E-Commerce	3	AECC	30	70	100	3
Non Credit Mandatory Course							
BBA-216	Personality Development Programme-IV	0	Non Credit	-	-	-	-
		25		210	490	700	
Summer Internship							
Total Credits [Semester -IV]		25					
Core Course		20					
Ability Enhancement Compulsory Course (AECC)		3					
Skill-Enhancement Course (SEC)		2					

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BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- IV

Course Code	Course Title	Course Type	Course Credits				Classes per week
			Lecture	Tutorial	Practical	Total	
Theory							
BBA-209	Corporate and Cyber Law	Core	3	1	0	4	4
BBA-210	Production and Operation Management	Core	3	1	0	4	4
BBA-211	Market Research	Core	3	1	0	4	4
BBA-212	Income Tax Laws and Practice	Core	3	1	0	4	4
BBA-213	Quantitative Techniques for Managers	Core	3	1	0	4	4
BBA-214	Foreign Language-II	SEC	2	0	0	2	2
BBA-215	E-Commerce	AECC	2	1	0	3	3
Non Credit Mandatory Course							
BBA-216	Personality Development Programme-IV	Non Credit	-	-	-	-	3
			19	6	0	25	28
Summer Internship							
Total Credits [Semester -IV]			25				
Total Lecture per week			22				
Total Tutorial per week			6				
Total Classes per week [Semester IV]			28				

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BBA [UGC - CBCS Scheme]

Programme Structure [Semester- V]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hrs
				IA	EA	Total	
Theory							
BBA-301	Entrepreneurship Development	3	Core	30	70	100	3
BBA-302	Total Quality Management	4	Core	30	70	100	3
BBA-303	Retail Management	4	Core	30	70	100	3
See Annexure-I	Discipline Specific Electives - I	4	DSE	30	70	100	3
See Annexure-I	Discipline Specific Electives - II	4	DSE	30	70	100	3
LAB/ PRACTICAL							
BBA-304P	Advanced Excel	2	SEC	30	20	50	
INTERNSHIP/ PROJECT							
BBA-P305	Summer Training Project Report	3	PROJECT	75	25	100	
				255	395	650	
Total Credits [Semester -V]		24					
Core Course		11					
Discipline Specific Elective (DSE)		8					
Skill-Enhancement Course (SEC)		2					
Non Teaching Credit Course		3					

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- V

Course Code	Course Title	Course Type	Course Credits				Classes per week
			Lecture	Tutorial	Practical/ Project	Total	
Theory							
BBA-301	Entrepreneurship Development	Core	2	1	0	3	3
BBA-302	Total Quality Management	Core	3	1	0	4	4
BBA-303	Retail Management	Core	3	1	0	4	4
See Annexure I	Discipline Specific Electives - I	DSE	3	1	0	4	4
See Annexure I	Discipline Specific Electives - II	DSE	3	1	0	4	4
Lab/ Practical							
BBA-304P	Advanced Excel	SEC	0	0	2	2	4
Internship/ Project							
BBA-P305	Summer Training Project Report	NTCC	-	-	3	3	-
			14	5	5	24	23
Total Credits [Semester -V]			24				
Total Lecture per week			14				
Total Tutorial per week			5				
Total Lab/Practical per week			4				
Total Classes per week [Semester V]			23				

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BBA [UGC - CBCS Scheme]

Programme Structure [Semester- VI]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hrs
				IA	EA	Total	
Theory							
BBA-306	Insurance and Risk Management	4	Core	30	70	100	3
BBA-307	Digital Marketing	3	Core	30	70	100	3
BBA-308	International Business Management	3	Core	30	70	100	3
See Annexure 1	Discipline Specific Electives - III	4	DSE	30	70	100	3
See Annexure 1	Discipline Specific Electives - IV	4	DSE	30	70	100	3
BBA-309	Goods and Services Tax	4	SEC	30	70	100	3
Internship/ Project							
BBA-P310	Minor Project	3	NTCC	75	25	100	
Non Credit Mandatory Course							
BBA-311	Values and Ethics	0	Non Credit	-	-	-	-
				255	445	700	
Total Credits [Semester -VI]		25					
Core Course		10					
Discipline Specific Elective (DSE)		8					
Skill-Enhancement Course (SEC)		4					
Non Teaching Credit Course		3					

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- VI

Course Code	Course Title	Course Type	Course Credits				Classes per week
			Lecture	Tutorial	Practical/Project	Total	
Theory							
BBA-306	Insurance and Risk Management	Core	3	1	0	4	4
BBA-307	Digital Marketing	Core	2	1	0	3	3
BBA-308	International Business Management	Core	2	1	0	3	3
See Annexure 1	Discipline Specific Electives - III	DSE	3	1	0	4	4
See Annexure 1	Discipline Specific Electives - IV	DSE	3	1	0	4	4
BBA-309	Goods and Services Tax	SEC	3	1	0	4	4
Internship/ Project							
BBA-P310	Minor Project	NTCC	0	0	3	3	0
Non Credit Mandatory Course							
BBA-311	Values and Ethics	Non Credit	-	-	-	-	2
			16	6	3	25	24
Total Credits [Semester -VI]			25				
Total Lecture per week			18				
Total Tutorial per week			6				
Total Lab/Practical per week			0				
Total Classes per week [Semester VI]			24				

SARALA BIRLA UNIVERSITY

BBA

Discipline Specific Elective (DSE) Courses

ANNEXURE-1

Finance

5th Semester (Any two)

Course Code	Course Title
BBA-F301	Banking Concepts and Practices
BBA-F302	Investment Analysis and Portfolio Management
BBA-F303	Managing Personal Finance
BBA-F304	Project Appraisal

6th Semester (Any two)

Marketing

5th Semester (Any two)

6th Semester (Any two)

Human Resource Management

5th Semester (Any two)

6th Semester (Any two)

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

LIST OF GENERIC ELECTIVE COURSES [GE]

GENERIC ELECTIVE

Course Code	Course Title	Semester	Course Type	Course Credits
BBA-103	Micro Economics	1st	Generic Elective Course	4
BBA-111	Macro Economics	2nd	Generic Elective Course	4
BBA-201	Business Law	3rd	Generic Elective Course	4
TOTAL				12

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

LIST OF CORE COURSES

Course Code	Course Title	Semester	Course Type	Course Credits
BBA-101	Management Principles and Organizational Behaviour	1st	Core Course	4
BBA-102	Financial Accounting	1st	Core Course	4
BBA-105	Statistics for Business Decisions	1st	Core Course	4
BBA-109	Business Environment	2nd	Core Course	4
BBA-110	Human Resource Management	2nd	Core Course	4
BBA-112	Financial Management	2nd	Core Course	4
BBA-202	Cost and Management Accounting	3rd	Core Course	4
BBA-203	Marketing Management	3rd	Core Course	4
BBA-204	Operation Research	3rd	Core Course	4
BBA-205	Management Information System	3rd	Core Course	4
BBA-209	Corporate and Cyber Law	4th	Core Course	4
BBA-210	Production and Operation Management	4th	Core Course	4
BBA-211	Market Research	4th	Core Course	4
BBA-212	Income Tax Laws and Practice	4th	Core Course	4
BBA-213	Business Ethics and Corporate Governance	4th	Core Course	4
BBA-301	Entrepreneurship Development	5th	Core Course	3
BBA-302	Total Quality Management	5th	Core Course	4
BBA-303	Retail Management	5th	Core Course	4
BBA-306	Insurance and Risk Management	6th	Core Course	4
BBA-307	Digital Marketing	6th	Core Course	3
BBA-308	International Business Management	6th	Core Course	3
				81

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BBA [UGC - CBCS Scheme]

LIST OF SKILL ENHANCEMENT COURSES [SEC]

Course Code	Course Title	Semester	Course Type	Course Credits
BBA-106	Basic Computer Applications	1st	SEC	2
BBA-107P	Basic Computer Applications Lab	1st	SEC	1
BBA-115	IT Tools for Business Lab	2nd	SEC	1
BBA-207	Foreign Language-I	3rd	SEC	2
BBA-214	Foreign Language-II	4th	SEC	2
BBA-304P	Advanced Excel	5th	SEC	2
BBA-309	Goods and Services Tax	6th	SEC	4
				14

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BBA [UGC - CBCS Scheme]

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)

Course Code	Course Title	Semester	Course Type	Course Credits
BBA-104	Business Communications-I	1st	AECC	3
BBA-113	Environmental Studies-I	2nd	AECC	2
BBA-114	Business Communications-II	2nd	AECC	3
BBA-206	Environmental Studies-II	3rd	AECC	2
BBA-215	E Commerce	4th	AECC	3
TOTAL				13

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BBA [UGC - CBCS Scheme]

Non Teaching Credit Course

Course Code	Course Title	Semester	Course Type	Course Credits
BBA-P305	Summer Training Project Report	5th	NTCC	3
BBA-P310	Minor Project	6th	NTCC	3
TOTAL				6