

Sarala Birla University Ranchi



CURRICULUM FOR UNDERGRADUATE DEGREE COURSE

Bachelor of Business Administration

BBA – Semester I

(Based on UGC- CBCS)

Effective from 2019-20

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Structure of BBA Course for 3 years

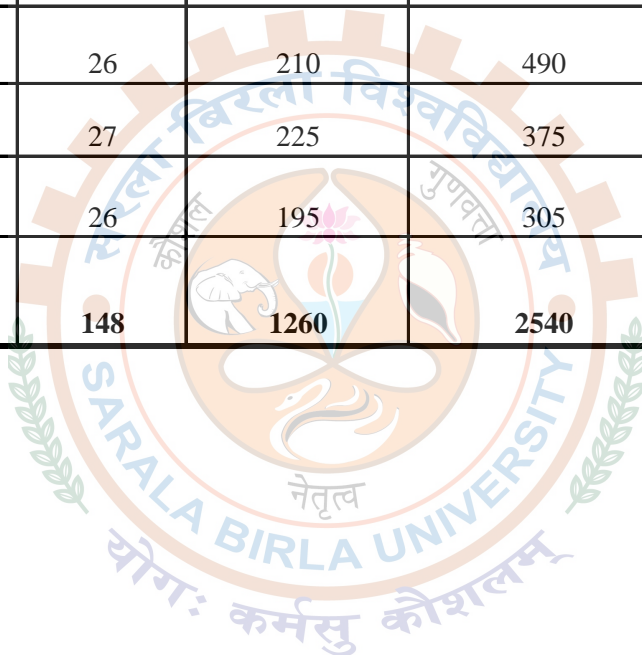
S.No.	Type of Subject	Total Credits
1	Ability-Enhancement Compulsory Course (AECC)	6
2	Skill-Enhancement Elective Course (SEC)	29
3	Core Course	66
4	Discipline Specific Elective (DSE)	24
5	Generic Elective (GE)	15
Total		140
Total Credits during Semester I		21
Total Credits during Semester II		21
Total Credits during Semester III		25
Total Credits during Semester IV		26
Total Credits during Semester V		25
Total Credits during Semester VI		22
Total Credits during 3 years		140

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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 External Assessment Marks	Total Marks
1	I	21	22	210	440	650
2	II	21	22	210	440	650
3	III	25	25	210	490	700
4	IV	26	26	210	490	700
5	V	25	27	225	375	600
6	VI	22	26	195	305	500
TOTAL		140	148	1260	2540	3800



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BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- I

Course Code	Course Title	Course Type	Course				Classes per week
			Lecture	Tutorial	Practical	Total	
BBA-101	Principles of Management	Core	3	1	0	4	4
BBA-102	Business Accounting	Core	3	1	0	4	4
BBA-103	Managerial Economics	Core	3	1	0	4	4
BBA-104	Business Communication -1	SEC	3	1	0	4	4
BBA-105	English	SEC	2	0	0	2	2
BBA-106	Business Awareness	SEC	1	1	0	2	2
LAB / PRACTICAL							
BBA-107P	IT Tools for Business – I Lab	SEC	0	0	1	1	2
			15	5	1	21	22
Total Credits [Semester -I]			21				
Total Lecture per week			15				
Total Tutorial per week			5				
Total Lab/Practical			2				
Total Classes per week [Semester I]			22				

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BBA [UGC - CBCS Scheme]

Programme Structure [Semester- I]

Course Code	Course Title	Course Credit	Course Type	Marks			Duration Hrs
				IA	EA	Total	
Theory							
BBA-101	Principles of Management	4	Core	30	70	100	3
BBA-102	Business Accounting	4	Core	30	70	100	3
BBA-103	Managerial Economics	4	Core	30	70	100	3
BBA-104	Business Communication -1	4	SEC	30	70	100	3
BBA-105	English	2	SEC	30	70	100	3
BBA-106	Business Awareness	2	SEC	30	70	100	3
LAB / PRACTICAL							
BBA-107P	IT Tools for Business – I Lab	1	SEC	30	20	50	
		21		210	440	650	
Total Credits [Semester -I]		21					
Core Course		12					
Skill-Enhancement Elective Course (SEC)		9					

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BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- II

Course Code	Course Title	Course Type	Course				Classes per week
			Lecture	Tutorial	Practical	Total	
BBA-108	Organisation Behaviour	Core	3	1	0	4	4
BBA-109	Business Statistics	Core	3	1	0	4	4
BBA-110	Human Resource Management	Core	3	1	0	4	4
BBA-111	Environmental Studies	AECC	3	1	0	4	4
BBA-112	Entrepreneurship Development	Core	1	1	0	2	2
BBA-113	IT Tools for Business	SEC	2	0	0	2	2
LAB / PRACTICAL							
BBA-113P	IT Tools for Business – II Lab	SEC	0	0	1	1	2
Total Credits [Semester -II]			15	5	1	21	22
Total Lecture per week			15				
Total Tutorial per week			5				
Total Lab/Practical Classes per week			2				
Total Classes per week [Semester II]			22				

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BBA [UGC - CBCS Scheme]

Programme Structure [Semester- II]

Course Code	Course Title	Course Credit	Course Type	Marks			Duration Hrs
				IA	EA	Total	
Theory							
BBA-108	Organisation Behaviour	4	Core	30	70	100	3
BBA-109	Business Statistics	4	Core	30	70	100	3
BBA-110	Human Resource Management	4	Core	30	70	100	3
BBA-111	Environmental Studies	4	AECC	30	70	100	3
BBA-112	Entrepreneurship Development	2	Core	30	70	100	3
BBA-113	IT Tools for Business	2	SEC	30	70	100	3
LAB / PRACTICAL							
BBA-113P	IT Tools for Business – II Lab	1	SEC	30	20	50	
		21		210	440	650	
Total Credits [Semester -II]		21					
Ability Enhancement Compulsory Course(AECC)		4					
Core Course		14					
Skill-Enhancement Elective Course (SEC)		3					

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BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- III

Course Code	Course Title	Course Type	Course				Classes per week
			Lecture	Tutorial	Practical	Total	
BBA-201	Business Law	GE	3	1	0	4	4
BBA-202	Financial Management	Core	3	1	0	4	4
BBA-203	Marketing Management	Core	3	1	0	4	4
BBA-204	Quantitative Techniques of Management	Core	3	1	0	4	4
BBA-205	E-Commerce	Core	3	1	0	4	4
BBA-206	Foreign Language-I	SEC	1	1	0	2	2
BBA-207	Introduction to Multi Media and Information Technology	SEC	2	1	0	3	3
Total Credits [Semester -III]			18	7	0	25	25
Total Lecture per week			18				
Total Tutorial per week			7				
Total Classes per week [Semester III]			25				

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BBA [UGC - CBCS Scheme]

Programme Structure [Semester- III]

Course Code	Course Title	Course Credit	Course Type	Marks			Duration Hrs
				IA	EA	Total	
Theory							
BBA-201	Business Law	4	GE	30	70	100	3
BBA-202	Financial Management	4	Core	30	70	100	3
BBA-203	Marketing Management	4	Core	30	70	100	3
BBA-204	Quantitative Techniques of Management	4	Core	30	70	100	3
BBA-205	E-Commerce	4	Core	30	70	100	3
BBA-206	Foreign Language-I	2	SEC	30	70	100	3
BBA-207	Introduction to Multi Media and Information Technology	3	SEC	30	70	100	3
Total Credits [Semester -III]		25		210	490	700	
Core Course		16					
Generic Elective (GE)		4					
Skill-Enhancement Elective Course (SEC)		5					

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BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- IV

Course Code	Course Title	Course Type	Course				Classes per week
			Lecture	Tutorial	Practical	Total	
BBA-208	Cost & Management Accounting	Core	3	1	0	4	4
BBA-209	Indian Diversity and Business	GE	3	1	0	4	4
BBA-210	Productions and Operation Management	Core	3	1	0	4	4
BBA-211	Global Business Management	Core	3	1	0	4	4
BBA-212	Business and Marketing Research	Core	3	1	0	4	4
BBA-213	Business Communication -II	SEC	3	1	0	4	4
BBA-214	Foreign Language – II	SEC	2	0	0	2	2
			20	6	0	26	26

Summer Internship

Total Credits [Semester -IV]	26
Total Lecture per week	20
Total Tutorial per week	6
Total Classes per week [Semester IV]	26

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BBA [UGC - CBCS Scheme]

Programme Structure [Semester- IV]

Course Code	Course Title	Course Credit	Course Type	Marks			Duration Hrs
				IA	EA	Total	
Theory							
BBA-208	Cost & Management Accounting	4	Core	30	70	100	3
BBA-209	Indian Diversity and Business	4	GE	30	70	100	3
BBA-210	Productions and Operation Management	4	Core	30	70	100	3
BBA-211	Global Business Management	4	Core	30	70	100	3
BBA-212	Business and Marketing Research	4	Core	30	70	100	3
BBA-213	Business Communication - II	4	SEC	30	70	100	3
BBA-214	Foreign Language – II	2	SEC	30	70	100	3
		26		210	490	700	
Summer Internship							
Total Credits [Semester -IV]		26					
Core Course		16					
Generic Elective (GE)		4					
Skill-Enhancement Elective Course (SEC)		6					

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BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- V

Course Code	Course Title	Course Type	Course				Classes per week
			Lecture	Tutorial	Practical	Total	
BBA-301	Macro Economics	GE	3	1	0	4	4
BBA-302	Management and Control of Cost	Core	3	1	0	4	4
BBA-303	Hospitality Management	GE	3	0	0	3	3
Annexure-1	Discipline Specific Elective- I (Any one course from Group I)	DSE	4	2	0	6	6
Annexure-1	Discipline Specific Elective- II (Any one course from Group I)	DSE	4	2	0	6	6
BBA-P304	Project Feasibility Report	SEC	0	0	2	2	4
Total Credits [Semester -V]			17	6	2	25	27
Total Lecture per week			17				
Total Tutorial per week			6				
Total Lab/Practical per week			4				
Total Classes per week [Semester V]			27				

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BBA [UGC - CBCS Scheme]							
Programme Structure [Semester- V]							
Course Code	Course Title	Course Credit	Course Type	Marks			Duration Hrs
				IA	EA	Total	
Theory							
BBA-301	Macro Economics	4	GE	30	70	100	3
BBA-302	Management and Control of Cost	4	Core	30	70	100	3
BBA-303	Hospitality Management	3	GE	30	70	100	3
Annexure- 1	Discipline Specific Elective- I (Any one course from Group I)	6	DSE	30	70	100	3
Annexure- 1	Discipline Specific Elective- II (Any one course from Group I)	6	DSE	30	70	100	3
BBA-P304	Project Feasibility Report	2	SEC	75	25	100	
Total Credits [Semester -V]		25		225	375	600	
Core Course					4		
Discipline Specific Elective (DSE)					12		
Generic Elective (GE)					7		
Skill-Enhancement Elective Course (SEC)					2		

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BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- VI

Course Code	Course Title	Course Type	Course				Classes per week
			Lecture	Tutorial	Practical	Total	
BBA-305	Business Policy & Strategy	Core	3	1	0	4	4
BBA-306	Value and Ethics	AECC	2	0	0	2	2
Annexture-1	Discipline Specific Elective-III(Any one course from Group II)	DSE	4	2	0	6	6
Annexture-1	Discipline Specific Elective- IV(Any one course from Group II)	DSE	4	2	0	6	6
BBA-P307	Minor Project	SEC	0	0	4	4	8
Total Credits [Semester -VI]			13	5	4	23	26
Total Lecture per week			13				
Total Tutorial per week			5				
Total Lab/Practical per week			8				
Total Classes per week [Semester VI]			26				

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BBA [UGC - CBCS Scheme]

Programme Structure [Semester- VI]

Course Code	Course Title	Course Credit	Course Type	Marks			Duration Hrs
				IA	EA	Total	
Theory							
BBA-305	Business Policy & Strategy	4	Core	30	70	100	3
BBA-306	Value and Ethics	2	AECC	30	70	100	3
Annexure- 1	Discipline Specific Elective-III(Any one course from Group II)	6	DSE	30	70	100	3
Annexure- 1	Discipline Specific Elective-IV(Any one course from Group II)	6	DSE	30	70	100	3
BBA-P307	Minor Project	4	SEC	75	25	100	
Total Credits [Semester -VI]		22		195	305	500	
Core Course				4			
Discipline Specific Elective (DSE)				12			
Skill-Enhancement Elective Course (SEC)				4			
Ability Enhancement Compulsory Course (AECC)				2			

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BBA

Discipline Specific Elective (DSE) Courses

ANNEXURE-1

5 th Semester (Any two)

Finance

Course Code	Course Title
BBA-F311	Banking Concepts and Practice
BBA-F312	Strategic Corporate Finance
BBA-F313	Investment Analysis and Portfolio Management
BBA-F314	Project Appraisal

6 th Semester (Any two)

BBA-F315	Financial Modelling & Derivatives
BBA-F316	International Finance
BBA-F317	Business Policy & Strategy
BBA-F318	International Trade Policy & Strategy

Marketing

5 th Semester (Any two)

BBA-M321	Advertising Management
BBA-M322	Retail Management
BBA-M323	Personal Selling and Sales Force Management
BBA-M324	Marketing of Services

6 th Semester (Any two)

BBA-M325	Consumer Behaviour
BBA-M326	Brand Management
BBA-M327	International Marketing
BBA-M328	Distribution and Supply Chain Management

Human Resource Management

5 th Semester (Any two)

BBA-H331	Training and Development
BBA-H332	Management of Industrial Relationship
BBA-H333	Performance and Compensation Management
BBA-H334	HRD Systems and Strategies

6 th Semester (Any two)

BBA-H335	Cross Cultural Human Resource Management
BBA-H336	Manpower Planning
BBA-H337	Counselling and Negotiation Skills
BBA-H338	Talent and Knowledge Management



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BBA [UGC - CBCS Scheme]

LIST OF GENERIC ELECTIVE COURSES [GE]

GENERAL ELECTIVE

Course Code	Course Title	Course Type	Course Credits
3rd Semester			
BBA-201	Business Law	GE	4
4th Semester			
BBA-209	Indian Diversity and Business	GE	4
5th Semester			
BBA-301	Macro Economics	GE	4
BBA-303	Hospitality Management	GE	3
6th Semester			
TOTAL			15

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BBA [UGC - CBCS Scheme]

LIST OF CORE COURSES

Course Code	Course Title	Semester	Course Type	Course Credits
BBA-101	Principles of Management	I	Core	4
BBA-102	Business Accounting	I	Core	4
BBA-103	Managerial Economics	I	Core	4
BBA-108	Organisation Behaviour	II	Core	4
BBA-109	Business Statistics	II	Core	4
BBA-110	Human Resource Management	II	Core	4
BBA-112	Entrepreneurship Development	II	Core	2
BBA-202	Financial Management	III	Core	4
BBA-203	Marketing Management	III	Core	4
BBA-204	Quantitative Techniques of Management	III	Core	4
BBA-205	E-Commerce	III	Core	4
BBA-208	Cost & Management Accounting	IV	Core	4
BBA-210	Productions and Operation Management	IV	Core	4

BBA-211	Global Business Management	IV	Core	4
BBA-212	Business and Marketing Research	IV	Core	4
BBA-302	Management and Control of Cost	V	Core	4
BBA-305	Business Policy & Strategy	VI	Core	4
TOTAL				66



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BBA [UGC - CBCS Scheme]

LIST OF SKILL ENHANCEMENT COURSES [SEC]

Course Code	Course Title	Semester	Course Type	Course Credits
BBA-104	Business Communication -1	I	SEC	4
BBA-105	English	I	SEC	2
BBA-106	Business Awareness	I	SEC	2
BBA-107P	IT Tools for Business-I Lab	I	SEC	1
BBA-113	IT Tools for Business	II	SEC	2
BBA-113P	IT Tools for Business-II Lab	II	SEC	1
BBA-206	Foreign Language-I	III	SEC	2
BBA-207	Introduction to Multi Media and Information Technology	III	SEC	3
BBA-213	Business Communication -II	IV	SEC	4
BBA-214	Foreign Language – II	IV	SEC	2
BBA-P304	Project Feasibility Report	V	SEC	2
BBA-P307	Minor Project	VI	SEC	4
TOTAL				29

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BBA [UGC - CBCS Scheme]

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)

Course Code	Course Title	Semester	Course Type	Course Credits
BBA-111	Environmental Studies	II	AECC	4
BBA-306	Value and Ethics	VI	AECC	2
TOTAL				6

