

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

BBA – Semester I -VI Bachelor of Business Administration

(Based on UGC- CBCS)

Effective from 2018-2019

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)	27
3	Core Course	66
4	Discipline Specific Elective (DSE)	24
5	Generic Elective (GE)	15
Total		138
Total Credits during Semester I		20
Total Credits during Semester II		20
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		138

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 External Assessment Marks	Total Marks
1	I	20	20	180	420	600
2	II	20	20	180	420	600
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		138	144	1200	2500	3700

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	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-I	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
Total Credits [Semester -I]		20		180	420	600	
Core Course		12					
Skill-Enhancement Course (SEC)		8					

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- I

Course Code	Course Title	Course Type	Credits				Classes per week
			Lecture	Tutorial	Practical	Total	
Theory							
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-I	SEC	3	1	0	4	4
BBA-105	English	SEC	2	0	0	2	2
BBA-106	Business Awareness	SEC	2	0	0	2	2
Total Credits [Semester -I]			16	4	0	20	20
Total Lecture per week			16				
Total Tutorial per week			4				
Total Classes per week [Semester I]			20				

SARALA BIRLA UNIVERSITY

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-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
Total Credits [Semester -II]		20		180	420	600	
Ability Enhancement Compulsory Course (AECC)		4					
Core Course		14					
Skill-Enhancement Course (SEC)		2					

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- II

Course Code	Course Title	Course Type	Credits				Classes per week
			Lecture	Tutorial	Practical	Total	
Theory							
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
Total Credits [Semester -II]			15	5	0	20	20
Total Lecture per week			15				
Total Tutorial per week			5				
Total Classes per week [Semester II]			20				

SARALA BIRLA UNIVERSITY

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	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 Course (SEC)			5				

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- III

Course Code	Course Title	Course Type	Credits				Classes per week
			Lecture	Tutorial	Practical	Total	
Theory							
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				

SARALA BIRLA UNIVERSITY

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-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
Total Credits [Semester -IV]		26		210	490	700	
Summer Internship							
Core Course			16				
Generic Elective (GE)			4				
Skill-Enhancement Course (SEC)			6				

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- IV

Course Code	Course Title	Course Type	Credits				Classes per week
			Lecture	Tutorial	Practical	Total	
Theory							
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
Total Credits [Semester -IV]			20	6	0	26	26
Summer Internship							
Total Lecture per week			20				
Total Tutorial per week			6				
Total Classes per week [Semester IV]			26				

SARALA BIRLA UNIVERSITY

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	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 Course (SEC)		2					

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- V

Course Code	Course Title	Course Type	Credits				Classes per week
			Lecture	Tutorial	Practical	Total	
Theory							
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- VI]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam 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 Course (SEC)		4					
Ability Enhancement Compulsory Course (AECC)		2					

SARALA BIRLA UNIVERSITY

BBA [UGC - CBCS Scheme]

Distribution of Credits & Total Classes per week

Semester- VI

Course Code	Course Title	Course Type	Credits				Classes per week
			Lecture	Tutorial	Practical	Total	
Theory							
BBA-305	Business Policy & Strategy	Core	3	1	0	4	4
BBA-306	Value and Ethics	AECC	2	0	0	2	2
Annexure-1	Discipline Specific Elective-III (Any one course from Group II)	DSE	4	2	0	6	6
Annexure-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				

SARALA BIRLA UNIVERSITY

BBA

Discipline Specific Elective (DSE) Courses

ANNEXURE-1

5th 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

6th Semester (Any two)

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

Marketing

5th Semester (Any two)

BBA-M321	Advertising Management
BBA-M322	Retail Management
BBA-M323	Personal Selling and Sales Force Management

BBA-M324	Marketing of Services
6th 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	
5th 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

SARALA BIRLA UNIVERSITY

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

SARALA BIRLA UNIVERSITY

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

SARALA BIRLA UNIVERSITY

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-113	IT Tools for Business	II	SEC	2
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				27

SARALA BIRLA UNIVERSITY

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