

## 17) Structure of Courses under BBA / BBA(IB) / BBA(CA) programme and Evaluation Pattern

### 17A) First Year BBA Semester – I (w.e.f. 2021- 22)

Course Code	Title of /Course / Paper	Nature of Course	Theory / Project/ Practical	No of Credits	Continuous Internal Evaluation (Marks 40)		Project / Practical Exam (Marks)	Semester End Examination (Marks)	Total Marks
					Various Internal Examinations (Marks)	Mid-Sem Examination (Marks)			
B B2-21/101	Principles of Management	Core Course	The Theory	33	20	20	-	60	100
B2-21/102	Business Communication Skills	Core Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
B2-21/103	Business Accounting	Core Course	Theory	3	20	20	-	60	100
B2-21/104	Business Economics-Micro	Core Course	Theory	3	20	20	-	60	100
B2-21/105	Business Mathematics	Core Course	Theory	3	20	20	-	60	100

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
B2-21/106	Business Demography	Core Course Practical	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
B2-21/107	ICT-I (Compulsory Add-On Course)	Skill Enhancement Course	Theory + Practical	2	-	-	-	-	50
B2-21/108	Physical Education	Skill Enhancement Course	Theory + Practical	1	-	-	-	-	25

**First Year BBA Semester – II w.e.f. 2021- 22**

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
B2-21/201	Business organization and System	Core Course	Theory	3	20	20	-	60	100
B2-21/202	Principles of Marketing	Core Course Practical	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
B2-21/203	Principles of Finance	Core Course	Theory	3	20	20	-	60	100
B2-21/204	Fundamentals of Cost Accounting	Core Course Practical	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
B2-21/205	Business Statistics	Core Course	Theory	3	20	20	-	60	100
B2-21/206	Business Economics- Micro	Core Course	Theory	3	20	20	-	60	100

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
B2-21/207	ICT-II (Compulsory Add-On Course)	Skill Enhancement Course		2					50
B2-21/208	Physical Education	Skill Enhancement Course		1					25

**Second Year BBA Semester – III (w.e.f. 2022- 23)**

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
B2-21/301	Principles of HRM and OB	Core Course	Theory	3	20	20	-		
B2-21/302	Production and Operations Management	Core Course	Theory	3	20	20	-	60	100

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
B2-21/303	Global Competencies and Personality Development	Core Course	Theory	3	20	20	-	60	100
B2-21/304	Fundamentals of Sustainable Development	Core Course	Theory	3	20	20	-	60	100
B2-21/305A	Consumer Behavior and Sales Management	Discipline Specific Elective Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
	Or								
B2-21/305B	Management Accounting	Discipline Specific Elective Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
	Or								
B2-21/305C	Organizational Behaviour	Discipline Specific	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and	100

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
		Elective Course						converted into 40 marks)	
B2-21/306A	Retail Management	Discipline Specific Elective Course	Theory + Project	2+2	-	-	50	50	100
	Or								
B2-21/306B	Banking and Finance	Discipline Specific Elective Course	Theory + Project	2+2	-	-	50	50	100
	Or								
B2-21/306C	Recent Trends in HR	Discipline Specific Elective Course	Theory + Project	2+2	-	-	50	50	100
B2-21/307	EVS (Environment Awareness)	Ability Enhancement Course		2					50

**Second Year BBA Semester – IV( w.e.f. 2022- 23)**

<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Continuous Internal Evaluation (Marks 40)</b>		<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
					<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>			
B2-21/401	Entrepreneurship and Start-up Management	Core Course	Theory	3	20	20	-		
B2-21/402	Supply Chain Management	Core Course	Theory	3	20	20	-	60	100
B2-21/403	Fundamentals of Business Analytics	Core Course	Theory	3	20	20	-	60	100
B2-21/404A Or B2-21/404B	International Business Management Or Consumer Affaires	Generic Elective Course	Theory	3	20	20	-	60	100
B2-21/405A	Advertising and Promotion Management	Discipline Specific Elective Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
	Or								
B2-21/405B	Business Taxation	Discipline Specific Elective Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
	Or								
B2-21/405C	Functions and Practices of HRM	Discipline Specific Elective Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
B2-21/406A	Digital Marketing	Discipline Specific Elective Course	Theory + Project	2+2	-	-	50	50	100
	Or								
B2-21/406B	Financial Services	Discipline Specific Elective Course	Theory + Project	2+2	-	-	50	50	100
	Or								



					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
B2-21/406C	Employee Recruitment and Record Management	Discipline Specific Elective Course	Theory + Project	2+2	-	-	50	50	100
B2-21/407	Yoga and Wellness	Skill Enhancement Course		2					50

**Third Year BBA Semester – V (w.e.f. 2023- 24)**

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
B2-21/501	Research Methodology	Core Course	Theory	3	20	20	-	60	100
B2-21/502	Business Law and Contract	Core Course	Theory	3	20	20	-	60	100

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
	Management								
B2-21/503	Business Ethics and Corporate Governance	Core Course	Theory	3	20	20	-	60	100
B2-21/504	Corporate Social Responsibility and Sustainable Development	Core Course	Theory	3	20	20	-	60	100
B2-21/505A	Marketing Environment Analysis and Strategy	Discipline Specific Elective Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
	Or								
B2-21/505B	Analysis of Financial Statements	Discipline Specific Elective Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
	Or								
B2-21/505C	Cross Cultural HR and Industrial Relations	Discipline Specific Elective Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
								marks)	
B2-21/506A	Legal Aspects in Marketing Management	Discipline Specific Elective Course	Theory + Project	2+2	-	-	50	50	100
	Or								
B2-21/506B	Legal Aspects in Finance and Security Law	Discipline Specific Elective Course	Theory + Projects	2+2	-	-	50	50	100
	Or								
B2-21/506C	Legal Aspect in HRM	Discipline Specific Elective Course	Theory + Projects	2+2	-	-	50	50	100

**Third Year BBA Semester – VI w.e.f. 2023- 24**

Course Code	Title of /Course / Paper	Nature of Course	Theory / Project/ Practical	No of Credits	Continuous Internal Evaluation (Marks 40)		Project / Practical Exam (Marks)	Semester End Examination (Marks)	Total Marks
					Various Internal Examinations (Marks)	Mid-Sem Examination (Marks)			
B2-21/601	E-Commerce Technology	Core Course	Theory	3	20	20	-	60	100
B2-21/602	Management Information System	Core Course	Theory	3	20	20	-	60	100
B2-21/603	Business Project Management	Core Course	Theory	3	20	20	-	60	100
B2-21/604	Global Business Environment	Core Course	Theory	3	20	20	-	60	100
B2-21/605A	International Brand Management	Discipline Specific Elective Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
	Or								
B2-21/605B	Financial Management	Discipline Specific Elective Course	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and converted into 40 marks)	100
	Or								
B2-21/605C	Global Human Resource	Discipline Specific	Theory + Practical	3+1	20	20	20	40 (Paper will be for 60 marks and	100

					<b>Continuous Internal Evaluation (Marks 40)</b>				
<b>Course Code</b>	<b>Title of /Course / Paper</b>	<b>Nature of Course</b>	<b>Theory / Project/ Practical</b>	<b>No of Credits</b>	<b>Various Internal Examinations (Marks)</b>	<b>Mid-Sem Examination (Marks)</b>	<b>Project / Practical Exam (Marks)</b>	<b>Semester End Examination (Marks)</b>	<b>Total Marks</b>
	Management	Elective Course						converted into 40 marks)	
B2-21/606A	Cases in Marketing	Discipline Specific Elective Course	Theory + Project	2+2	-	-	50	50	100
	Or								
B2-21/606B	Cases in Finance	Discipline Specific Elective Course	Theory + Project	2+2	-	-	50	50	100
	Or								
B2-21/606C	Cases in HR	Discipline Specific Elective Course	Theory + Project	2+2	-	-	50	50	100
B2-21/607	Internship + Project Viva	Skill Enhancement Course	Project	2+2	-	-	50 (Project)	50 (Viva)	100