

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME EDUCATIONAL OBJECTIVES:

PEO1	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context
PEO2	Graduates will be able to apply frameworks and tools to arrive at informed decisions in profession and practice, striking a balance between business and social dimensions.
PEO3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, M. Phil, Ph.D as well as research.
PEO4	Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
PEO5	Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.

PROGRAMME OUT COMES:

At the end of the programme the learner will be able to

PO1	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
PO2	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
PO3	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyse and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
PO4	Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.
PO5	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills , coping skills and human values.

GRADUATE ATTRIBUTES:

GA1	Sound Knowledge of the discipline
GA2	Independent and Critical thinking
GA3	Effective and confident communicators
GA4	Investigative, Resourceful, and Responsible
GA5	Ethically and Socially aware.
GA6	Entrepreneuership & Intrapreneuership
GA7	Life Skills

PROGRAMME STRUCTURE:**SEMESTER-I**

Course Code	Course Type	Course Name	Credit Value
BBA101	GC	Management Fundamentals	6
BBA102	GC	Statistics for Business decisions	6
BBA103	GE	Foreign Language- German	6
BBA104	AECC	English	2
BBA105	FOUC	MS Word	1
BBA106	AUDC	Soft Skills - I	1
BBA107	AUDC	Analysis of movies from different countries	1
BBA108	AUDC	Perspectives on Indian Constitution	1
BBA109	GICE	Any one Course form the List approved by the BoS	1
BBA101	GC	Management Fundamentals	6

SEMESTER-II

Course Code	Course Type	Course Name	Credit Value
BBA201	GC	Micro Economics	6
BBA202	GC	Business Accounting	6
BBA203	GE	Generic Elective - II	6
BBA204	AECC	EVS / MIL	2

BBA205	FOUC	MS Power Point	1
BBA206	AUDC	Soft Skills - II	1
BBA207	AUDC	Reading the Classics - Book Review	1
BBA208	AUDC	Current Affairs Seminar	1
BBA209	GICE	Any one Course form the List approved by the BoS	1

SEMESTER-III

Course Code	Course Type	Course Name	Credit Value
BBA301	GC	Macro Economics	6
BBA302	GC	Principles of Marketing	6
BBA303	GC	Management Accounting	6
BBA304	GE	Generic Elective - III	3
BBA305	SECE	Business Communication	2
BBA306	FOUC	MS Excel	1
BBA307	AUDC	Magic language of numbers	1
BBA308	AUDC	Ethical & Moral Debates in Indian Society	1
BBA309	AUDC	Politics & Governance	1
BBA310	GICE	Any one Course form the List approved by the BoS	1

SEMESTER-IV

Course Code	Course Type	Course Name	Credit Value
BBA401	GC	Organization Behavior	6
BBA402	GC	Quantitative Techniques for Management	6
BBA403	GC	Financial Management	6
BBA404	GE	Generic Elective-IV	3
BBA405	SECE	Selling & Negotiation Skills	2
BBA406	FOUC	Basics of Data Intrepretation	1
BBA407	AUDC	Technology Clinic	1
BBA408	AUDC	Leadership in Society - Past and Present	1

BBA409	AUDC	Corporations, NGOs & Civil societies	1
BBA410	GICE	Any one Course form the List approved by the BoS	1

SEMESTER-V

Course Code	Course Type	Course Name	Credit Value
BBA501	GC	HRM	6
BBA502	DSE	Discipline Specific Elective - I	6
BBA503	DSE	Discipline Specific Elective - II	6
BBA504	GE	Generic Elective-V	3
BBA505	SECE	Spreadsheet Applications	2
BBA506	FOUC	Financial Reporting & Analysis	2
BBA507	AUDC	Technical Writing	1
BBA508	AUDC	Design Thinking	1
BBA509	AUDC	Critical Ideas of 20th Century	1
BBA510	GICE	Any one Course form the List approved by the BoS	1

SEMESTER-VI

Course Code	Course Type	Course Name	Credit Value
BBA601	GC	Legal Aspects of Business	6
BBA602	DSE	Discipline Specific Elective - III	6
BBA603	DSE	Discipline Specific Elective - IV	6
BBA604	GE	Generic Elective-V	3
BBA605	SECE	Project	2
BBA606	FOUC	Entrepreneurship & B Plan	2
BBA607	AUDC	Interview Techniques	1
BBA608	AUDC	Event Management	1

BBA609	AUDC	Emerging Trends Seminar	1
BBA610	GICE	Any one Course form the List approved by the BoS	1

GENERIC ELECTIVES:

Course Code	GE Track	Course Name	Credit Value
BBA103-A	GE Track-I	Project Management	6
BBA203-A	GE Track-I	Operations Management	6
BBA304-A	GE Track-I	Supply Chain Management	3
BBA404-A	GE Track-I	Information Systems for Management	3
BBA103-B	GE Track-II	Socio Political Environment in India	6
BBA203-B	GE Track-II	Global Environment of Business	6
BBA304-B	GE Track-II	Business Ethics	3
BBA404-B	GE Track-II	Business Simulation	3
BBA103-C	GE Track-III	Foreign Language- I	6
BBA203-C	GE Track-III	Foreign Language- II	6
BBA304-C	GE Track-III	Foreign Language- III	3
BBA404-C	GE Track-III	Foreign Language- IV	3
BBA504-C	GE Track-III	Research Methods	3
BBA604-C	GE Track-III	Business Policy & Strategy	3

DISCIPLINE SPECIFIC ELECTIVES:

Course Code	GE Track	Course Name	Credit Value
BBA502-A	DSE Track-I	Consumer Behaviour	6
BBA503-A	DSE Track-I	Sales & Distribution Management	6

BBA602-A	DSE Track-I	Customer Relationship Management	6
BBA603-A	DSE Track-I	Advertising & Brand Management	6
BBA502-B	DSE Track-II	Financial Markets & Institutions	6
BBA503-B	DSE Track-II	Banking Operations	6
BBA602-B	DSE Track-II	Investment Analysis & Portfolio Management	6
BBA603-B	DSE Track-II	Financial Planning & Wealth Management	6
BBA502-C	DSE Track-III	Market Analysis & Value Creation	6
BBA503-C	DSE Track-III	Total Quality Management	6
BBA602-C	DSE Track-III	Negotiation & Conflict Resolution	6
BBA603-C	DSE Track-III	Compliances & Governance Aspects of Business	6
BBA502-D	DSE Track-IV	Training & Development	6
BBA503-D	DSE Track-IV	Performance Management Systems	6
BBA602-D	DSE Track-IV	Compensation & Benefits Management	6
BBA603-D	DSE Track-IV	Employee Relations	6
BBA502-E	DSE Track-V	Global Business Environment	6
BBA503-E	DSE Track-V	International Marketing	6
BBA602-E	DSE Track-V	International Joint Ventures, Mergers & Acquisitions	6
BBA603-E	DSE Track-V	International Accounting & Reporting System	6
BBA502-F	DSE Tracks-VI	Descriptive Analytics	6
BBA503-F	DSE Tracks-VI	Direct & Digital Marketing	6
BBA602-F	DSE Tracks-VI	Predictive Analytics	6
BBA603-F	DSE Tracks-VI	Analytics Project	6

GENERAL INTEREST COURSES:

1. General Interest Courses are audit courses.
2. These are compulsory courses and do not carry any grades / marks.

3. Learners shall be evaluated as "Satisfactory" (S) or "Non-Satisfactory" (NS).
4. Learners shall complete one General Interest Course per semester.
5. The guidelines for General Interest Courses shall be announced by the Board of Studies before the commencement of each semester.
6. For further details Learners should contact the Programme Coordinator.

TEACHING LEARNING METHOD:

The method of instruction (pedagogy or teaching-learning processes) shall be determined by the requirements of a course, the learning objectives, learning outcomes & the learner's context. However, the following methods of instruction shall be commonly used: Case Method, Class Discussions, Field Work, Group Exercises, Lecture Sessions, MOOCs, Projects, Role-plays, Self-Learning Materials (SLMs), Self-study, Seminars, Simulations, Study Tours, Training Programmes, Workshops.

EXPERIENTIAL LEARNING:

During the elective courses students are encouraged to take up live projects in an industry to align their theoretical knowledge and its application. For example, CSR project can be opted in lieu of a GE course or a project/ dissertation can be opted in lieu of a DSE course. Also project work is added as a separate subject in SECE course. Industry based live projects allow students to gain valuable work experience while they're still studying in college. They pave way for self-empowerment through skill building and hands-on-training.