

Semester Wise Course Structure & Evaluation Scheme
For BBA in Department of Management Studies
(Effective from Session 2024-25)

BAS : Basic & Applied Sciences Course

ESC : Engineering Science Course

PEC : Program Elective Course

OEC : Open Elective Course

PCC : Program Core Course

HSS : Humanities & Social Sciences Course

I Semester

S. No.	Course Type	Course Title	Subject Code	Credits	Periods			Sessional Marks				ESE	Total Marks
					L	T	P	MSE	TA*	Lab	Total		
1	PCC	Principles of Management	NBA 101	4	3	1	0	30	20	-	50	50	100
2	PCC	Business Economics	NBA 103	4	3	1	0	30	20	-	50	50	100
3	PCC	Financial Accounting	NBA 105	4	3	1	0	30	20	-	50	50	100
4	PCC	IT Applications in Management	NBA 107	4	3	1	0	30	20	-	50	50	100
5	PCC	Business Communication	NBA 109	4	2	0	2	15	20	15	50	50	100
6	PCC	Indian Constitution	NBA 113	3	3	0	0	30	20		50	50	100
		Total		23									600

*TA = Assignment (10) + Quiz (05) + Participation in Lab / Classes (05)

II Semester

S. No.	Course Type	Course Title	Subject Code	Credits	Periods			Sessional Marks				ESE	Total Marks
					L	T	P	MSE	TA	Lab	Total		
1	PCC	Organizational Behavior	NBA 102	4	3	1	0	30	20	-	50	50	100
2	PCC	Macro Economics	NBA 104	4	3	1	0	30	20	-	50	50	100
3	PCC	Management Accounting	NBA 106	4	3	1	0	30	20	-	50	50	100
4	PCC	Business Statistics	NBA 108	4	3	1	0	30	20	-	50	50	100
5	PCC	Business Environment	NBA 110	4	3	1	0	30	20	-	50	50	100
6	PCC	Managing Equality And Diversity	NBA 114	3	3	0	0	30	20	-	50	50	100
		Total		23									600

*TA = Assignment (10) + Quiz (05) + Participation in Lab / Classes (05)

BBA in Department of Management Studies

III Semester

S. No.	Course Type	Course Title	Subject Code	Credits	Periods			Sessional Marks				ESE	Total Marks
					L	T	P	MSE	TA	Lab	Total		
1	PCC	Human Resource Management	NBA 201	4	3	1	0	30	20	-	50	50	100
2	PCC	International Economics	NBA 203	4	3	1	0	30	20	-	50	50	100
3	PCC	Financial Management	NBA 205	4	3	1	0	30	20	-	50	50	100
4	PCC	Marketing Management	NBA 207	4	3	1	0	30	20	-	50	50	100
5	PCC	Business Law	NBA 209	4	3	1	0	30	20	-	50	50	100
6	BAS	Business Mathematics	NMA 209	4	3	1	0	30	20	-	50	50	100
7	HSS	Communication Skills	NBA 211	3	2	0	2	15	20	15	50	50	100
		Total		27									700

*TA = Assignment (10) + Quiz (05) + Participation in Lab / Classes (05)

End Sem Viva Voce / Presentation

IV Semester

S. No.	Course Type	Course Title	Subject Code	Credits	Periods			Sessional Marks				ESE	Total Marks
					L	T	P	MSE	TA	Lab	Total		
1	PCC	Production & Operations Management	NBA 202	4	3	1	0	30	20	-	50	50	100
2	PCC	Introduction to Business Analytics	NBA 204	4	3	1	0	30	20	-	50	50	100
3	PCC	Business Research Methods	NBA 206	4	3	1	0	30	20	-	50	50	100
4	PCC	Entrepreneurship and Innovation Management	NBA 208	3	3	0	0	30	20	-	50	50	100
5	BAS	Operations Research	NMA 210	4	3	1	0	30	20	-	50	50	100
6	HSS	Professional Skills	NBA 212	3	2	0	2	15	20	15	50	50	100
		Total		22									600

*TA = Assignment (10) + Quiz (05) + Participation in Lab / Classes (05)

End Sem Viva Voce / Presentation

BBA in Department of Management Studies

V Semester

S. No.	Course Type	Course Title	Subject Code	Credits	Periods			Sessional Marks				ESE	Total Marks
					L	T	P	MSE	TA	Lab	Total		
1	PCC	Business Ethics and Corporate Governance	NBA 303	4	3	1	0	30	20	-	50	50	100
2	PCC	Design Thinking	NBA 305	3	3	0	0	30	20	-	50	50	100
3	HSS	Leadership and Management Skills	NBA 307	3	2	0	2	15	20	15	50	50	100
4	PEC	Elective XX1 Specialization Group	NBA XXX	3	3	0	0	30	20	-	50	50	100
5	PEC	Elective XX3 Specialization Group	NBA XXX	3	3	0	0	30	20	-	50	50	100
6	PEC	Elective XX5 Specialization Group	NBA XXX	3	3	0	0	30	20	-	50	50	100
7	PCC	Summer Internship Project Report	NBA 309	6	0	0	12	50				50 #	100
		Total		25									700

*TA = Assignment (10) + Quiz (05) + Participation in Lab / Classes (05)

Summer Internship Project Report Viva Voce/ Presentation (Project evaluation shall be done internally 50 marks as well as externally 50 marks through open presentation/ Viva method.

Note: Students will be offered **single specialization**. Each student shall take only one specialization. Same specialization should be opted in V and VI semester respectively.

VI Semester

S. No.	Course Type	Course Title	Subject Code	Credits	Periods			Sessional Marks				ESE	Total Marks
					L	T	P	MSE	TA	Lab	Total		
1	PCC	Strategic Management	NBA 302	4	3	1	0	30	20	-	50	50	100
2	HSS	Universal Human Values	NBA 304	3	3	0	0	30	20	-	50	50	100
3	PCC	Managing E-Commerce and Digital Communication	NBA 306	3	3	0	0	30	20	-	50	50	100
4	PEC	Elective XX2 Specialization Group	NBA XXX	3	3	0	0	30	20	-	50	50	100
5	PEC	Elective XX4 Specialization Group	NBA XXX	3	3	0	0	30	20	-	50	50	100
6	PEC	Elective XX6 Specialization Group	NBA XXX	3	3	0	0	30	20	-	50	50	100
7	PCC	Research Project Report	NBA 308	5	0	0	10	50				50 #	100
		Total		24									700

*TA = Assignment (10) + Quiz (05) + Participation in Lab / Classes (05)

End Sem Viva Voce/ Presentation (Project evaluation shall be done internally 50 marks as well as externally 50 marks through open presentation/ Viva method.)

Note: Students will be offered **single specialization**. Each student shall take only one specialization. Same specialization should be opted in V and VI semester respectively.

BBA in Department of Management Studies**List of Electives****Marketing Elective**

S. No.	Course Type	Subject Code	Course Title	Credits (LTP)	Sessional Marks				ESE	Total Marks
					MSE	TA	Lab	Total		
1	PEC-I	NBA 321	Consumer's Buying Behaviour	3 (3-0-0)	30	20	-	50	50	100
2	PEC-II	NBA 322	Retail Management	3 (3-0-0)	30	20	-	50	50	100
3	PEC-III	NBA 323	Sales and Distribution Management	3 (3-0-0)	30	20	-	50	50	100
4	PEC-IV	NBA 324	Digital Marketing	3 (3-0-0)	30	20	-	50	50	100
5	PEC-V	NBA 325	International Marketing	3 (3-0-0)	30	20	-	50	50	100
6	PEC-VI	NBA 326	Marketing Analytics	3 (3-0-0)	30	20	-	50	50	100

Finance Elective

S. No.	Course Type	Subject Code	Course Title	Credits (LTP)	Sessional Marks				ESE	Total Marks
					MSE	TA	Lab	Total		
1	PEC-I	NBA 331	Financial Markets and Institutions	3 (3-0-0)	30	20	-	50	50	100
2	PEC-II	NBA 332	Essentials of Financial Investments	3 (3-0-0)	30	20	-	50	50	100
3	PEC-III	NBA 333	Fundamentals of Stock Trading	3 (3-0-0)	30	20	-	50	50	100
4	PEC-IV	NBA 334	Digital Finance	3 (3-0-0)	30	20	-	50	50	100
5	PEC-V	NBA 335	Personal Finance	3 (3-0-0)	30	20	-	50	50	100
6	PEC-VI	NBA 336	Corporate Finance	3 (3-0-0)	30	20	-	50	50	100

Human Resource Management Elective

S. No.	Course Type	Subject Code	Course Title	Credits (LTP)	Sessional Marks				ESE	Total Marks
					MSE	TA	Lab	Total		
1	PEC-I	NBA 341	Leadership and Team Effectiveness	3 (3-0-0)	30	20	-	50	50	100
2	PEC-II	NBA 342	Human Resource Development	3 (3-0-0)	30	20	-	50	50	100
3	PEC-III	NBA 343	HR Analytics	3 (3-0-0)	30	20	-	50	50	100
4	PEC-IV	NBA 344	Training and Development Practices in Organization	3 (3-0-0)	30	20	-	50	50	100
5	PEC-V	NBA 345	Industrial Relations & Labour Laws	3 (3-0-0)	30	20	-	50	50	100
6	PEC-VI	NBA 346	Negotiation & Conflict Management	3 (3-0-0)	30	20	-	50	50	100

Business Analytics Elective

S. No.	Course Type	Subject Code	Course Title	Credits (LTP)	Sessional Marks				ESE	Total Marks
					MSE	TA	Lab	Total		
1	PEC-I	NBA 351	Excel for Business Applications	3 (3-0-0)	30	20	-	50	50	100
2	PEC-II	NBA 352	Descriptive Business Analytics	3 (3-0-0)	30	20	-	50	50	100
3	PEC-III	NBA 353	Predictive Business Analytics	3 (3-0-0)	30	20	-	50	50	100
4	PEC-IV	NBA 354	Data Analysis Using R Programming	3 (3-0-0)	30	20	-	50	50	100
5	PEC-V	NBA 355	Statistical Data Analysis Using SPSS	3 (3-0-0)	30	20	-	50	50	100
8	PEC-VI	NBA 356	Business Intelligence and Data Visualization	3 (3-0-0)	30	20	-	50	50	100