

BBA (CBCS) SYLLABUS

ACULTY OF MANAGEMENT DEPARTMENT OF BUSINESS MANAGEMENT

SEMESTER-I

COURSE CODE	COURSE TITLE	MAX. MARKS
ELS 1	ENGLISH(1 ST LANG)-1	80 U+20 I
SL 1	2 ND LANG-1	80 U+20 I
AECC 1	ENVIRONMENTAL STUDIES	40 U+10 I
DSC 101	PRINCIPLES OF MANAGEMENT	80 U+20 I
DSC 102	BASIC MARKETING	80 U+20 I
DSC 103	BUSINESS ECONOMICS	80 U+20 I

SEMESTER-II

COURSE CODE	COURSE TITLE	MAX. MARKS
ELS2	ENGLISH (FIRST LANGUAGE)	80U+20I
SLS2	SECOND LANGAGE	80U+20I
AECC2	a)BASIC COMPUTER SKILLS	40U+10I
DSC201	ORGANIZATIONAL BEHAVIOUR	80U+20I
DSC202	BUSINESS STATSTICS	80U+20I
DSC203	FINANCIAL ACCOUNTING	50T+35P+15I

II-YEAR SEMESTER-III

COURSE CODE	COURSE TITLE	MAX. MARKS
ELS 3	ENGLISH(1 ST LANG)-3	80 U+20 I
SL 3	SECOND ND LANG-3	80 U+20 I
SEC 1	a)COMMUNICATION SKILLS b)PROFESSIONAL SKILLS	40 U+10 I
SEC 2	a) BASIC QUALITY MANAGMENTb)ADVANCED COMPTER SKILLS	80 U+20 I
DSC 301	HUMAN RESOURCE MANGMENT	80 U+20 I
DSC 302	INTODUCTION TO INFORMATION TECHNOLOGY	80 U+20 I
DSC 303	FINANCIAL MANGMENT	80U+20I

SEMESTER-IV

COURSE CODE	COURSE TITLE	MAX. MARKS
ELS 4	ENGLISH(1 ST LANG)-4	80 U+20 I
SL 4	SECOND ND LANG-4	80 U+20 I
SEC 3	a)LEADERSHIP AND MANGMENT SKILLS b)UNIVERSAL HUMAN VALUE	40 U+10 I
SEC 4	a) START OPPURTUNITY AND FEASIBILITY b)BUSINESS POLICY AND STRATGEY	80 U+20 I
DSC 401	BUSINESS LAW AND ETHICS	80 U+20 I
DSC 402	MARKETING RESEARCH	80 U+20 I
DSC 403	MANGMENT SCIENCE	80U+20I

SEMESTER -V

COURSE CODE	COURSE TITLE	MAX. MARKS
ELS 5	ENGLISH(1 ST LANG)-5	80 U+20 I
SL 5	SECOND ND LANG-5	80 U+20 I
GE 501	a)ENTREPRENEURSHIP DEVELOPMENT b)BUSINESS ANALYTICS	40 U+10 I
DSE 502	a) FINANCIAL MARKET AND SERVICES (F) b) BRAND MANAGEMENT (M) (c)ORGANIZATIONAL DEVELOPMENT (HR) (D)FUNDAMENTALS OF RETAIL MANAGEMENT (RM)	80 U+20 I
DSE 503	a)ANALYSIS OF INVESTMENT IN FINANCIAL ASSETS (F) (b)RETAIL MARKETING(M) (c)PERFORMANCE APPRAISAL AND COUNSELLING(HR) (d)RETAIL MALL MANGMENT (RM)	80 U+20 I

SEMESTER -VI

COURSE CODE	COURSE TITLE	MAX. MARKS
ELS 6	ENGLISH(1 ST LANG)-6	80 U+20 I
SL 6	SECOND ND LANG-6	80 U+20 I
DSE 601	a)SUPPLY CHAIN Management)BUSINESS INTELLIGENCE AND DATA VISUALIZATION	40 U+10 I
DSE 602	a) BANKING (F)b)BUYER BEHAVIOUR (M) (C)LEADERSHIP AND CHANGE MANGMENT (HR) (d)GLOBAL RETAILING AND MERCHANDIZING (RM)	80 U+20 I
DSE 603	a)INSURANCE (F) (b)CUSTOMER RELATIONSHIP AND MANGMENT (C)COMPENSATION MANGMENT (HR) (d)RETAIL STORE OPERATIONS AND PRICING (RM)	80 U+20 I
PR 601	PROECT REPORT	GRADE
CV 601	VIVA VOICE	GRADE