

INSTITUTE OF ENGINEERING & MANAGEMENT
and
UNIVERSITY OF ENGINEERING & MANAGEMENT

BBA(H) COURSE STRUCTURE

A. THEORY								
Year	Semester	Paper Code	Paper	Contact hour/week				Credits
1 st	1 st			L	T	P	TOTAL	
		BBA - 101	English	2	0	1	3	3
		BBA -102	Business Mathematics - I	3	1	0	4	4
		BBA -103	Business Statistics - I	3	1	0	4	4
		BBA - 104	Micro Economics	4	0	0	4	4
		BBA -105	Computer Applications	2	0	2	4	4
		BBA-106	Essential Studies for Professionals -I	2	0	0	2	2
Total of theory								21
B. SESSIONAL								
		BBA - 111	Skill Development Programme-I	1	0	0	1	1
		BBA - 112	Business Analytics – I	1	0	1	2	1
		BBA-113	Project-I	1	0	0	1	1
Total Sessional								3
TOTAL SEMESTER								24

A. THEORY

Year	Semester	Paper Code	Paper	Contact hour/week				Credits
1 st	2 nd			L	T	P	TOTAL	
		BBA - 201	Business Communication	2	0	1	3	3
		BBA - 202	Business Mathematics - II	3	1	0	4	4
		BBA - 203	Business Statistics - II	3	1	0	4	4
		BBA - 204	Macro Economics	4	0	0	4	4
		BBA - 205	Organizational Behaviour	4	0	0	4	4
		BBA- 206	Essential Studies for Professionals -II	2	0	0	2	2
Total of Theory								21

B. SESSIONAL

		BBA - 211	Skill Development Programme-II	1	0	0	1	1
		BBA - 212	Business Analytics – II	1	0	1	2	1
		BBA-213	Project-II	1	0	0	1	1
Total Sessional								3
TOTAL SEMESTER								24

A. THEORY

Year	Semester	Paper Code	Paper	Contact hour/week				Credits
2 nd	3 rd			L	T	P	TOTAL	
		BBA - 301	Principles of Management	4	0	0	4	4
		BBA - 302	Operations and Supply Chain Management	4	0	0	4	4
		BBA - 303	Business Laws	4	0	0	4	4
		BBA - 304	Financial Accounting and Tally	3	0	1	4	4
		BBA - 305	Business Environment	3	0	0	3	3
		BBA - 306	Essential Studies for Professionals – III	2	0	0	2	2
Total of theory								21
B. SESSIONAL								
		BBA - 311	Skill Development programme-III	1	0	0	1	1
		BBA - 312	Business Analytics – III	1	0	1	2	1
		BBA - 313	AI - I	2	0	0	2	1
		BBA - 314	Project III	0	0	2	2	1
Total Sessional								4
TOTAL SEMESTER								25

A. THEORY								
Year	Semester	Paper Code	Paper	Contact hour/week				Credits
2 nd	4 th			L	T	P	TOTAL	
		BBA - 401	Strategic Management	4	0	0	4	4
		BBA - 402	Marketing Management	4	0	0	4	4
		BBA - 403	Human Resource Management	4	0	0	4	4
		BBA - 404	Cost Accounting	3	1	0	4	4
		BBA - 405	Decision Science & Management Information Systems	2	1	0	3	3
		BBA - 406	Essential Studies for Professionals - IV	2	0	0	2	2
Total of theory								21
B. SESSIONAL								
		BBA - 411	Skill Development Programme-IV	1	0	0	1	1
		BBA - 412	Business Analytics – IV	1	0	1	2	1
		BBA - 413	AI - II	2	0	0	2	1
		BBA - 414	Project IV	0	0	2	2	1
Total Sessional								4
TOTAL SEMESTER								25

Year	Semester	Paper Code	Paper	Contact hour/week				Credits
2 nd	4 th			L	T	P	TOTAL	
		BBA - 401	Strategic Management	4	0	0	4	4
		BBA - 402	Marketing Management	4	0	0	4	4
		BBA - 403	Human Resource Management	4	0	0	4	4
		BBA - 404	Cost Accounting	3	1	0	4	4
		BBA - 405	Decision Science & Management Information Systems	2	1	0	3	3
		BBA - 406	Essential Studies for Professionals - IV	2	0	0	2	2
Total of theory								21
B. SESSIONAL								
		BBA - 411	Skill Development Programme-IV	1	0	0	1	1
		BBA - 412	Business Analytics – IV	1	0	1	2	1
		BBA - 413	AI - II	2	0	0	2	1
		BBA - 414	Project IV	0	0	2	2	1
Total Sessional								4
TOTAL SEMESTER								25

A. THEORY								
Year	Semester	Paper Code	Paper	Contact hour/week				Credits
3 rd	5 th			L	T	P	TOTAL	
		BBA - 501	Entrepreneurship Development & Corporate Social Responsibility	4	0	0	4	4
		BBA - 502	Public Systems Management	3	0	0	3	3
		BBA - 503	Essential Studies for Professionals - V	2	0	0	2	2
Elective I (Marketing Specialization)								
		BBA(MM) - 503	Consumer Behaviour	4	0	0	4	4
		BBA(MM) - 504	Sales & Distribution Management	4	0	0	4	4
		BBA(MM) - 505	Brand & Retail Management	4	0	0	4	4
Elective II (HR Specialization)								
		BBA(HR) - 503	Human Resources Planning	4	0	0	4	4
		BBA(HR) - 504	Human Resource Development	4	0	0	4	4
		BBA(HR) - 505	Employment Compensation & Administration	4	0	0	4	4
Elective III (Finance Specialization)								
		BBA(FM) - 503	Direct and Indirect Taxation	4	0	0	4	4
		BBA(FM) - 504	Financial Statement Analysis	4	0	0	4	4
		BBA(FM) - 505	Security Analysis & Portfolio Management	4	0	0	4	4
Total of theory								21
B. SESSIONAL								
		BBA - 511	Skill Development programme -V	1	0	0	1	1
		BBA - 512	Business Analytics – V	1	0	1	2	1
		BBA - 513	AI - III	2	0	0	2	1
		BBA - 514	Project V	0	0	2	2	1
Total Sessional								4
TOTAL SEMESTER								25

B. SESSIONAL								
		BBA - 511	Skill Development programme -V	1	0	0	1	1
		BBA - 512	Business Analytics – V	1	0	1	2	1
		BBA - 513	AI - III	2	0	0	2	1
		BBA - 514	Project V	0	0	2	2	1
Total Sessional								4
TOTAL SEMESTER								25

TOTAL SEMESTER	25
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A. THEORY								
Year	Semester	Paper Code	Paper	Contact hour/week				Credits
3 rd	6 th			L	T	P	TOTAL	
		BBA - 601	Total Quality Management	3	0	0	3	3
		BBA -602	Essential Studies for Professionals - VI	2	0	0	2	2
		BBA - 603	Thesis Paper & Grand Viva	0	0	0	0	4
Elective I (Marketing Specialization)								
		BBA(MM) - 603	Advertising & Sales Promotion	4	0	0	4	4
		BBA(MM) - 604	Services Marketing	4	0	0	4	4
		BBA(MM) - 605	Rural Marketing	4	0	0	4	4
Elective II (HR Specialization)								
		BBA(HR) - 603	Organizational Development	4	0	0	4	4
		BBA(HR) - 604	Industrial Relations & Labour Laws	4	0	0	4	4
		BBA(HR) - 605	HRM Practices	3	0	1	4	4
Elective III (Finance Specialization)								
		BBA(FM) - 603	Corporate Finance	4	0	0	4	4
		BBA(FM) - 604	Financial Institutions and Markets	4	0	0	4	4
		BBA(FM) - 605	Derivatives & Risk Management	4	0	0	4	4
Total of theory								21
B. SESSIONAL								
		BBA - 611	Skill Development Programme - VI	1	0	0	1	1
		BBA - 612	Business Analytics – VI	1	0	1	2	1
		BBA - 613	AI - IV	2	0	0	2	1
		BBA - 614	Project-VI	0	0	2	2	1
Total Sessional								4

B. SESSIONAL								
		BBA - 611	Skill Development Programme - VI	1	0	0	1	1
		BBA - 612	Business Analytics – VI	1	0	1	2	1
		BBA - 613	AI - IV	2	0	0	2	1
		BBA - 614	Project-VI	0	0	2	2	1
Total Sessional								4

TOTAL SEMESTER	25
TOTAL DEGREE COURSE	148

