

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

The college diversified within the same faculty viz, Commerce by starting BBA in 2007. A large number of small, medium and big business ventures inhabit the location of the college. Hence, a number of students of our college necessarily belong to such families. To offer to them a platform to understand, build and grow their business in a more systematic and scientific manner and even to offer them a platform to pursue MBA thereafter our institute introduced BBA.

THE ADMISSION PROCESS

Admission is given to the students on first come first served basis. The intake capacity of BBA is 80.

DURATION OF THE COURSE

The BBA course will be of three years' duration consisting of two semesters each year and total of 6 semesters. Each Semester there will be six papers of 100 marks each.

Semester	Generic Core	Subject Core	Discipline specific electives	Ability enhancement compulsory courses	Total Credits
	Group - I		Group - II	Group - III	
1	12	08	00	02	22
2	12	08	00	02	22
3	12	00	08	02	22
4	12	00	08	02	22
5	12	00	10	00	22
6	12	00	10	00	22
Total credits					132

ELIGIBILITY

A candidate from any stream who has passed HSC with a minimum 40% of marks and English as a passing subject is eligible or any other candidate who fits into the other criteria led down by the University (SPPU) from time to time.

STANDARD OF PASSING

Separate passing in internal and external examination with 40% marks is mandatory.

THE COURSE STRUCTURE

BBA courses are classified into three groups. The core courses in-group – I. The specialization courses in-group – II and Skill courses in Group – III. The core courses are mandatory course, which students must complete. The second group offers electives to the students. Our college offers two electives viz, Marketing and Finance. Student can choose between the two.

SEMESTER - I

Compulsory paper	Principles of Management	Business Communication Skills	Business Accounting	Business Economics – Micro	Business Mathematics	Business Demography
Nature of the course	Generic Core	Special Core	Generic Core	Generic Core	Generic Core	Special Core
Credits	3	4	3	3	3	4
Internal evaluation						
Continuous	30	30	30	30	30	30
Practical	00	20	00	00	00	20
External evaluation						
External (SPPU) Examination	70	50	70	70	70	50

SEMESTER - II

Compulsory paper	Business Organization and System	Principles of Marketing	Principles of Finance	Basics of Cost Accounting	Business Statistics	Fundamentals of Computers
Nature of the course	Special Core	Generic Core	Generic Core	Generic Core	Generic Core	Special Core
Credits	4	3	3	3	3	4
Internal evaluation						
Continuous	30	30	30	30	30	30
Practical	20	00	00	00	00	20
External evaluation						
External (SPPU) Examination	50	70	70	70	70	50

SEMESTER – III

Compulsory Papers

Compulsory paper	Principles of Human Resource Management	Supply Chain Management	Global Competencies & Personality Development	Fundamentals of Rural Development
Nature of the course	Generic Core	Generic Core	Generic Core	Generic Core
Credits	3	3	3	3
Internal Evaluation				
Continuous	30	30	30	30
Practical	00	00	00	00
External Evaluation				
External (SPPU) Examination	70	70	70	70

Special Papers

Optional paper	Marketing		Finance	
	Consumer Behavior & Sales Management	Retail Management + Business Exposure	Management Accounting	Banking & Finance + Business Exposure
Nature of the course	Special Core	Special Core	Special Core	Special Core
Credits	4	4	4	4
Internal Evaluation				
Continuous	30	00	30	00
Practical	20	50	20	50
External Evaluation				
External (SPPU) Examination	50	50	50	50

SEMESTER – IV

Compulsory Papers

Compulsory paper	Entrepreneurship and Small Business Management	Productions and Operations Management	Decision Making and Risk Management	International Business Management
Nature of the course	Generic Core	Generic Core	Generic Core	Generic Core
Credits	3	3	3	3
Internal Evaluation				
Continuous	30	30	30	30
Practical	00	00	00	00
External Evaluation				
External (SPPU) Examination	70	70	70	70

Semester – IV Special Papers

Optional paper	Marketing		Finance	
	Advertising & Promotion Management	Digital Marketing + (prescribed computer course or online course)	Business Taxation	Financial Services +Computer course (prescribed course or online course)
Nature of the course	Special Core	Special Core	Special Core	Special Core
Credits	4	4	4	4
Internal Evaluation				
Continuous	30	00	30	00
Practical	20	50	20	50
External Evaluation				
External (SPPU) Examination	50	50	50	50

SEMESTER – V

Compulsory Papers

Compulsory paper	Research Methodology	Database Administration and Data Mining	Business Ethics	Management of Corporate Social Responsibility
Nature of the course	Generic Core	Generic Core	Generic Core	Generic Core
Credits	3	3	3	3
Internal Evaluation				
Continuous	30	30	30	30
Practical	00	00	00	00
External Evaluation				
External (SPPU) Examination	70	70	70	70

Special Papers

Optional paper	Marketing		Finance	
	Marketing Environment Analysis and Strategies	Legal Aspects in Marketing Management + Project & Viva	Analysis of Financial Statements	Legal Aspects of Finance & Security Laws + Project & Viva
Nature of the course	Special Core	Special Core	Special Core	Special Core
Credits	4	6	4	6
Internal Evaluation				
Continuous	30	00	30	00
Practical	20	50	20	50
External Evaluation				
External (SPPU) Examination	50	50	50	50

SEMESTER – VI

Compulsory papers

Compulsory paper	Essentials of E - Commerce	Management Information System	Business Project Management	Management Of Innovations & Sustainability
Nature of the course	Generic Core	Generic Core	Generic Core	Generic Core
Credits	3	3	3	3
Internal Evaluation				
Continuous	30	30	30	30
Practical	00	00	00	00
External Evaluation				
External (SPPU) Examination	70	70	70	70

Special Papers

Optional paper	Marketing		Finance	
	International Brand Management	Cases in Marketing + Project + Project & Viva	Financial Management	Cases in Finance + Project + Project & Viva
Nature of the course	Special Core	Special Core	Special Core	Special Core
Credits	4	6	4	6
Internal Evaluation				
Continuous	30	00	30	00
Practical	20	50	20	50
External Evaluation				
External (SPPU) Examination	50	50	50	50

VALUE ADDED COURSES

As a part of the syllabus, the students need to complete one value added course in each semester of each year. Completion of this course is mandatory and each course carries 30 marks.

Year	Name of the course	Name of the Course
F.Y.B.B.A (Semester 1 & 2)	Communication Skills for Managers	Personality and Soft skills Development
S.Y.B.B.A (Semester 3 & 4)	Basic course in Environmental awareness.	International Etiquettes and Mannerism
T.Y.B.B.A (Semester 5 & 6)		