

BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years) Eligibility: 12th Pass

COURSE STRUCTURE OF BBA SEMESTER Ist

Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3MBFE101	Ability Enhancement	Fundamental of Entrepreneurship	50	25	08	10	04	15	06	1	-	1	2
3MBBA102	Core Course	Principles of Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA103	Core Course	Business Math	100	50	17	20	7	30	12	4	-	-	4
3MBBA104	Core Course	Business Environment	100	50	17	20	7	30	12	4	-	-	4
3MBBA105	Core Course	Managerial Economics	100	50	17	20	7	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sessional					
3MBBA104	Practical	Business Environment	50	25	08	-	-	25	10	-	-	2	2
3MBBA105	Practical	Managerial Economics	50	25	08	-	-	25	10	-	-	2	2
Grand Total			550										22

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

L- Lectures T- Tutorials P- Practical

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Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3HBHL101	Ability Enhancement	हिन्दी भाषा और संरचना	50	25	8	10	4	15	6	2	-	-	2
3MBBA202	Core Course	Organizational Behavior	100	50	17	20	7	30	12	4	-	-	4
3MBBA203	Core Course	Business Communication	100	50	17	20	7	30	12	4	-	-	4
3MBBA204	Core Course	Introduction to Accountancy	100	50	17	20	7	30	12	4	-	-	4
3MBBA205	Core Course	Macro Economics	100	50	17	20	7	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sessional					
3MBBA202	Practical	Organizational Behavior	50	25	08	-	-	25	10	-	-	2	2
3MBBA203	Practical	Business Communication	50	25	08	-	-	25	10	-	-	2	2
Skill Course								Sessional					
*	Skill Enhancement	Skill Enhancement Elective Course-I	50	-	-	-	-	50	20	1	-	1	2
Grand Total			600										24

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P- Practical

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective I – Any other course being offered in this semester as per the list given at the end of course structure.

BACHELOR OF BUSINESS ADMINISTRATION

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COURSE STRUCTURE OF BBA SEMESTER IIIrd

Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3HBEL402	Ability Enhancement	English Language and Scientific Temper	50	25	8	10	4	15	6	2	-	-	2
3MBBA302	Core Course	Business Statistics	100	50	17	20	7	30	12	4	-	-	4
3MBBA303	Core Course	Business Law	100	50	17	20	7	30	12	4	-	-	4
3MBBA304	Core Course	Business Ethics and CSR	100	50	17	20	7	30	12	4	-	-	4
3MBBA305	Core Course	Retail Management	100	50	17	20	7	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sessional					
3MBBA304	Practical	Business Ethics and CSR	50	25	08	-	-	25	10	-	-	2	2
3MBBA305	Practical	Retail Management	50	25	08	-	-	25	10	-	-	2	2
Skill Course								Sessional					
*	Skill Enhancement	Skill Enhancement Elective Course-II	50	-	-	-	-	50	20	1	-	1	2
Grand Total			600										24

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P- Practical

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective II – Any other course being offered in this semester as per the list given at the end of course structure.

BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years) Eligibility: 12th Pass

COURSE STRUCTURE OF BBA SEMESTER IVth

Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3HBEL501	Ability Enhancement	Introduction to soft skill & Team Building	50	25	8	10	4	15	6	2	-	-	2
3MBBA402	Core Course	Financial Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA403	Core Course	Marketing Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA404	Core Course	Production & Operation Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA405	Core Course	Human Resource Management	100	50	17	20	7	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sessional					
3MBBA403	Practical	Marketing Management	50	25	08	-	-	25	10	-	-	2	2
3MBBA405	Practical	Human Resource Management	50	25	08	-	-	25	10	-	-	2	2
Grand Total			550										22

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

L- Lectures T- Tutorials P- Practical

BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years) Eligibility: 12th Pass

COURSE STRUCTURE OF BBA SEMESTER Vth

Course Details				External Assessment		Internal Assessment				Credit Distribution			Allocated Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3HBHP401	Ability Enhancement	Human Values & Ethics	50	25	8	10	4	15	6	2	-	-	2
3MBBA502	Core Course	Public Relation & Corporate Image	100	50	17	20	7	30	12	4	-	-	4
3MBBA503	Core Course	Case Study Analysis	100	50	17	20	7	30	12	4	-	-	4
#	Core Course	Discipline Specific Elective-I	100	50	17	20	7	30	12	4	-	-	4
#	Core Course	Discipline Specific Elective-II	100	50	17	20	7	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sessional					
3MBBA502	Practical	Public Relation & Corporate Image	50	25	08	-	-	25	10	-	-	2	2
3MBBA503	Practical	Case Study Analysis	50	25	08	-	-	25	10	-	-	2	2
Skill Course								Sessional					
*	Skill Enhancement	Skill Enhancement Elective Course-III	50	-	-	-	-	50	20	1	-	1	2
Grand Total			600										24

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory Exam / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective III – Any other course being offered in this semester as per the list given at the end of course structure.

L- Lectures T- Tutorials P- Practical

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COURSE STRUCTURE OF BBA SEMESTER VIth													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3MBBA601	Core Course	Business Research	100	50	17	20	6	30	12	4	-	-	4
3MBBA602	Core Course	Corporate Strategy	100	50	17	20	6	30	12	4	-	-	4
#	Core Course	Discipline Specific Elective-I	100	50	17	20	6	30	12	4	-	-	4
#	Core Course	Discipline Specific Elective-II	100	50	17	20	6	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sessional					
3MBBA603	Project/ Dissertation / Internship	Entrepreneurial Project Work & Viva Voce	100	50	17	-	-	50	20	-	-	4	4
3MBBA601	Practical	Business Research	50	25	08	-	-	25	10	-	-	2	2
Grand Total			550										22

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory Exam/ Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Compulsory Project/Dessertation with choice in any Disciplinary specific elective. Compulsory one paper presentation certificate in related dicipl

L- Lectures T- Tutorials P- Practical

Discipline Specific Elective For Vth Semester – Choose any two group from the following:

Marketing Group	3MBBA504	Consumer Behaviour
	3MBBA505	Advertising and Sales Management
	3MBBA506	Retail & Rural Marketing
HR Group	3MBBA507	Management Training and Development
	3MBBA508	Human Resource Planning and Development
	3MBAA509	Legal Framework Governing Human Relation
Finance Group	3MBBA510	Security Analysis and Portfolio Management
	3MBBA511	Financial Institution & Services
	3MBBA512	Tax Management & Planning
Retail Group	3MBBA513	Brand Management
	3MBBA514	Retail Techniques & Skills
	3MBBA515	Retail Marketing
Production Group	3MBBA516	Technology Management
	3MBBA517	Productivity
	3MBBA518	Material Management

Discipline Specific Elective For VIth Semester – Choose any two group from the following:

Marketing Group	3MBBA604	Service Marketing
	3MBBA605	Digital Marketing
	3MBBA606	International Marketing
HR Group	3MBBA607	Management of Industrial Relations
	3MBBA608	Organizational Change and Intervention Strategies
	3MBBA609	International Human Resource Management
Finance Group	3MBBA610	Working Capital Management
	3MBBA611	Financial Derivatives
	3MBBA612	Banking & Finance
Retail Group	3MBBA613	Supply Chain Management
	3MBBA614	Mall & Risk Management
	3MBBA615	Customer Relationship Management
Production Group	3MBBA616	Quality Management & ISO
	3MBBA617	Process Planning and Control
	3MBBA618	Process Reengineering

SKILL ENHANCEMENT ELECTIVE COURSES

Non-Technical			
Elective No.	Department/ Faculty Name		
	Faculty of Information Technology		
I	SCIT 201	Data Entry Operation	2(1+0+1)
II	SCIT 301	Multimedia	2(1+0+1)
III	SCIT 501	Web Designing with HTML	2(1+0+1)
IV	SCMIT 201	Web Development	2(1+0+1)
V	SCMIT 301	LINUX	2(1+0+1)
	Faculty of Management		
I	SMGT 201	Briefing and Presentation Skills	2(1+0+1)
II	SMGT 301	Resolving Conflicts and Negotiation Skills	2(1+0+1)
III	SMGT 802	Entrepreneurship Development	2(1+0+1)
	Faculty of Commerce		
I	SCOM 201	Tally ERP 9	2(1+0+1)
II	SCOM 302	Multimedia	2(1+0+1)
III	SCOM 803	Data Analyst	2(1+0+1)
	Faculty of Humanities		
I	SHBA 301	Pursuing Happiness	2(1+0+1)
II	SHBA302	Communication Skill and Personality Development	2(1+0+1)
III	SHMA301	Tourism in M.P	2(1+0+1)
	Faculty of Science		
I	SSBI 301	Mushroom Cultivation	2(1+0+1)
II	SSPH 301	House Hold Wiring	2(1+0+1)
III	SSPH 301	Basic Instrumentation	2(1+0+1)
IV	SSPH 301	DTP Operator	2(1+0+1)
V	SSCH 301	Graphic Designing	2(1+0+1)
	Faculty of Education		
I	SCBE 403	Understanding of ICTC (Information Communication Technology)	2(1+0+1)
II	SCPE 201	Yoga Education	2(1+0+1)