

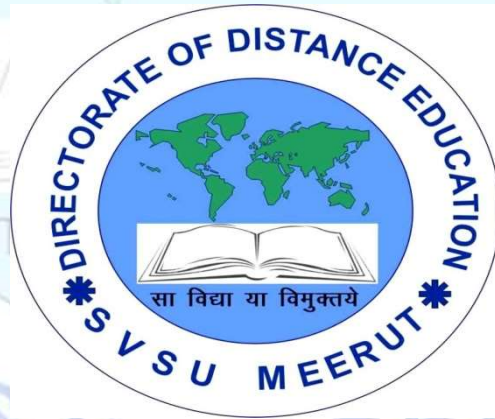
Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut

DIRECTORATE OF DISTANCE EDUCATION

Syllabus

For

BACHELOR OF BUSINESS ADMINISTRATION
(2020-21)



Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut

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Swami Vivekanand Subharti University
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Syllabus of BBA

Semester I

Course Code	Course Name	Course Type	Teaching Load Per Week				EVALUATION				SUBJECT TOTAL
			L	T	P	Total	Internal Continuous Assessment			ESE	
AEC-1	English Communication (Theory)	Ability Enhancement Course	2			2	5	5	5	35	50
AEC-1-P	English Communication (Practical)	Ability Enhancement Course	2			2	5	5	5	35	50
BBA-101	Principals of Management and Organizational Structure	Core Course	4	1		5	15	10	10	70	100
BBA-102N	Principles of Economics	Core Course	3	1		4	15	10	10	70	100
BBA-103	Cyber Crimes and Law	General Elective	3	1		4	15	10	10	70	100
Total			17								400

Semester II

Course Code	Course Name	Course Type	Teaching Load Per Week				EVALUATION				SUBJECT TOTAL
			L	T	P	Total	Internal Continuous Assessment			ESE	
							Tests	GA/P/CT	ATT		
AEC-2	Environmental Science	Ability Enhancement Course	4	-		4	15	10	10	70	100
BBA-201N	Business Statistics	Core Course	4	1		5	15	5	10	70	100
BBA-202	Financial Accounting	Core Course	4	1		5	15	5	10	70	100
BBA-203	Insurance & Risk Management	General Elective	3	1		4	15	5	10	70	100
Total			18								400

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Non-Credit Course in Any Year (to be taught in any Semester)

HVE-01	Human Values and Professional Ethics	Non-Credit Course	(Passing this subject compulsory)	Candidate will be awarded satisfactory grade in mark sheet for passing this subject else he/she shall be awarded Unsatisfactory grade
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2nd Year (III and IV Semester)

Semester III

Course Code	Course Name	Course Type	Teaching Load Per Week				EVALUATION				SUBJECT TOTAL
							Internal Continuous Assessment			ESE	
			Tests	GA/P/CT	ATT	L	T	P	Total		
BBA-301	Macroeconomics	Core Course	3	1		4	15	5	10	70	100
BBA-302	Principles of Marketing	Core Course	3	1		4	15	5	10	70	100
BBA-303	Computer Applications in Business Management	Core Course	3	1		4	15	5	10	70	100
BBA-304	Tax Planning	Core Course	3	1		4	15	5	10	70	100
SEC-01	Personality Development and Communication Skills	Core Course	3			3	15	5	10	70	100
Total			19								500

Semester IV

Course Code	Course Name	Course Type	Teaching Load Per Week				EVALUATION				SUBJECT TOTAL
							Internal Continuous Assessment			ESE	
			Tests	GA/P/CT	ATT	L	T	P	Total		
BBA-401	Business Research	Core Course	4	1		5	15	5	10	70	100
BBA-402	Human Resource Management	Core Course	3	1		4	15	5	10	70	100
BBA-403	Cost and Management Accounting	Core Course	4	1		5	15	5	10	70	100
BBA-404	Indian Economy	Core Course	3	1		4	15	5	10	70	100
SEC-04	Commodity and Stock Market	Skill Enhancement Course	3			3	15	5	10	70	100
Total			21								500

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After 4th semester a student will have to do **Summer Internship of four to six weeks and submit report in 5th Semester which will be internally evaluated.**

3rd Year (V and VI Semester)

Semester V

Course Code	Course Name	Course Type	Teaching Load Per Week				EVALUATION				SUBJECT TOTAL
			L	T	P	Total	Internal Assessment		ESE		
							Tests	GA/P/CT		ATT	
BBA-501	Quantitative Techniques	Core Course	4	1		5	15	5	10	70	100
BBA-502	Legal Aspects of Business	Core Course	3	1		4	15	5	10	70	100
BBA-503	Summer Training Report and Comprehensive Viva Voce	Core Course			6	6				100	100
BBA MK01/MK02/ FM01/FM02/ HR01/HR02/	Elective – I	Discipline Elective	3	1		4	15	5	10	70	100
BBA MK03/MK04/ FM03/FM04/ HR03/HR04/	Elective – II	Discipline Elective	3			3	15	5	10	70	100
Total			23								500

Semester VI

Course Code	Course Name	Course Type	Credits				EVALUATION				SUBJECT TOTAL
			L	T	P	Total	Internal Continuous Assessment		ESE		
							Tests	GA/P/CT		ATT	
BBA-601	Business Policy & Strategy	Core Course	3	1		4	15	5	10	70	100
BBA-602	Financial Management	Core Course	4	1		5	15	5	10	70	100
BBA-603	Business Environment	Core Course	3	1		4	15	5	10	70	100
BBA MK05/MK06/ FM05/FM06/ HR05/HR06/	Elective – III	Discipline Elective	3	1		4	15	5	10	70	100
BBA MK07/MK08/ FM07/FM08/ HR07/HR08/	Elective – IV	Discipline Elective	4	1		5	15	5	10	70	100
Total			22								500
TOTAL CREDITS			120				G TOTAL				2800

AEC = Ability Enhancement Course CC = Core Course DSE = Discipline Specific Elective GA= Group Assignment, CT=Class Test, P=Presentation

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3.6 List of all Courses under different categories for BBA Programme

Course Type		Course Code	Course Name	
Core Course	1 st Semester	BBA-101	Principals of Management and Organizational Structure	
		BBA-102N	Principles of Economics	
	2 nd Semester	BBA-201N	Business Statistics	
		BBA-202	Financial Accounting	
		BBA-301	Macroeconomics	
	3 rd Semester	BBA-302	Principles of Marketing	
		BBA-303	Computer Applications in Business Management	
		BBA-401	Business Research	
	4 th Semester	BBA-402	Human Resource Management	
		BBA-403	Cost and Management Accounting	
		BBA-501	Quantitative Techniques	
	5 th Semester	BBA-502	Legal Aspects of Business	
		BBA-503	Summer Training Report and Comprehensive Viva Voce	
		BBA-601	Business Policy & Strategy	
	6 th Semester	BBA-602	Financial Management	
BBA-603		Business Environment		
Discipline Specific Elective :		BBAFM 01	International Finance	
A student can choose any ONE group from FOUR groups.	Finance	Any 2 in V semester	BBAFM 02	Investment Banking and Financial Services
			BBA FM 03	Investment analysis and portfolio management
			BBA FM 04	Project Management and Appraisal
			BBA FM 05	Working Capital Management
		Any 2 in VI semester	BBA FM 06	Financial Markets and Institutions
			BBA FM 07	Strategic Corporate Finance
			BBA FM 08	Research Project
			Marketing	
	Any 2 in V semester	BBAMK02	Sales and Distribution Management	
		BBA MK03	Advertising and Brand Management	
		BBA MK04	Retail Management	
		BBA MK05	Digital Marketing	
	Any 2 in VI semester	BBA MK06	Marketing of Services	
		BBA MK07	International Marketing	
BBA MK08		Research Project		

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Human Resource	Any 2 in V semester	BBA HR01	Organizational Theory Design and Development
		BBAHR02	Management of Industrial Relations
		BBA HR03	Industrial Relations and Labour Law
		BBA HR04	Group and Team in Organization
	Any 2 in VI semester	BBA HR05	Talent and Knowledge Management
		BBA HR06	Training and Development
		BBA HR07	Counseling and Negotiation
		BBA HR08	Research Project
Ability Enhancement Course		AEC-1	English Communication (Theory)
		AEC-1-P	English Communication (Practical)
		AEC-2	Environmental Science
Non-Credit Compulsory Course		HVE-01	Human Values and Professional Ethics

Non-Credit NPTEL based Add-On Course/Certificates (Optional)

- Soft Skills for Business Negotiations and Marketing Strategies
- Supply Chain Analytics
- E-Business
- Innovation, Business Model & Entrepreneurship
- Knowledge Management
- Leadership
- Management of Inventory Systems
- Management of New Products and Services
- Managing Services
- Financial Statement Analysis and Reporting