

**Syllabus for  
Bachelor of Business Administration with Research**

Year	Sem.	Subject	Paper Code	Paper Name	Credit
1	I	Block 1	BBA 101	Business Economics	3
			BBA 102	Basic Accounting	3
	I	Block 2	BBA 103	Business Statistics	3
			BBA 104	Principles of Management	3
	I	Block 3	BBA 105	Business Ethics and Governance	3
			BBA 106	Computer Fundamentals	3
1	II	Block 4	BBA 201	Organisational Behaviour	3
			BBA 202	Business Finance	3
	II	Block 5	BBA 203	Human Resource Management	3
			BBA 204	Marketing Theory and Practices	3
	II	Block 6	BBA 205	Business Mathematics	3
			BBA 206	Production and Operations Management	3
2	III	Block 7	BBA 301	Management & Cost Accounting	3
			BBA 302	Business Law	3
	III	Block 8	BBA 303	Advertising Management	3
			BBA 304	Introduction to Business Analytics	3
	III	Block 9	BBA 305	Business Communication	3
			BBA 306	Business Environment	3
2	IV	Block 10	BBA 401	Supply Chain Management	3
			BBA 402	Research Methodology	3
	IV	Block 11	BBA 403	Performance Management and Compensation Management	3
			BBA 404	Entrepreneurship Development	3
	IV	Block 12	BBA 405	Investment Analysis & Portfolio Management	3
			BBA 406	Retail Management	3
3	V	Block 13	BBA 501	Direct and Indirect Tax	3
			BBA 502	Marketing Communication	3
	V	Block 14	BBA 503	Small business management	3
			BBA 504	Sales management	3
	V	Block 15	BBA 505	Industrial Relations & Labour Laws	3
			BBA 506	Working Capital Management	3
3	VI	Block 16	BBA 601	Project Management	3
			BBA 602	Marketing of Services	3
	VI	Block 17	BBA 603	Agricultural and Rural Marketing	3
			BBA 604	International Business	3
	VI	Block 18	BBA 605	Strategic Management	3
			BBA 606	Training and Development	3
4	<b>Option 1: Marketing Management</b>				
	VII	Block 19	BBA 701	Consumer Behaviour	3
			BBA 702	International Marketing	3
	VII	Block 20	BBA 703	Brand Management	3
			BBA 704	Digital Marketing	3
	VII	Block 21	BBA 705	Sales and Distribution Management	3
			BBA 706	Agri-business Management	3
	<b>Option 2: Financial Management</b>				
	VII	Block	BBA 711	Advance Accounting	3

### Year-wise Structure of BBA with Research

		Subject I	Subject II	Subject III	Subject IV	Vocational	Co-Curricular	Industrial Training/ Survey/ Project	Credits		Total Credits
		Major	Major	Major	Minor/ Elective	Minor	Minor	Major			
		4/5/6 Credits	4/5/6 Credits	4/5/6 Credits	0/4/5/6 Credits	3 Credits	2 Credits	3/6/8 Credits			
Year	Sem.	Own Faculty	Own Faculty	Own Faculty	Other Faculty	Vocational Faculty	Co-Curricular Course	Inter/Intra Faculty related to main Subject	Total	Semester (year)	
1	I	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)	1 (0/4/5/6)	1 (3)	(2)		18+(0/4/5/6)+3+2	23	46 Certificate in Business Administration
	II	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)		1 (3)	(2)		18+(0/4/5/6)+3+2	23 (46)	
2	III	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)	1 (0/4/5/6)	1 (3)	(2)		18+(0/4/5/6)+3+2	23	92 Diploma in Business Administration
	IV	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)		1 (3)	(2)		18+(0/4/5/6)+3+2	23 (46)	
3	V	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)			(2)	Summer Training (3)	18+2+3	23	138 Bachelor of Business Administration
	VI	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)			(2)	Winter Training (3)	18+2+3	23(46)	
4	VII	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)	Th-1(6) or Th-1(4)+ Pract-1(2)	1 (0/4/5/6)		(2)	Dissertation Proposal (3)	18+2+3	23	194 Bachelor with Research in Business Administration
	VIII	Marketing Research/ Human Resource Research/ Financial Research (6)	Marketing Research/ Human Resource Research/ Financial Research (6)	Marketing Research/ Human Resource Research/ Financial Research (6)		Workshop in SPSS, R and LateX. (2)	(2)	Dissertation Project (8)	18+(0/4/5/6)+3+2+3	33 (56)	

		22	BBA 712	Investment Decision Making	3
VII	Block 23		BBA 713	Security Analysis and Portfolio Management	3
			BBA 714	International Financial Management	3
VII	Block 24		BBA 715	Merchant Banking and Investment Banking	3
			BBA 716	Financial Derivatives	3
<b>Option 3: Human Resource Management</b>					
VII	Block 25		BBA 721	Human Resource Development	3
			BBA 722	Performance Management	3
VII	Block 26		BBA 723	Legal Framework for Governing Human Relations	3
			BBA 724	Performance Management	3
VII	Block 27		BBA 725	Compensation Management	3
			BBA 726	Global Human Resource Management	3
<b>Option 4: Operations and Supply Chain Management</b>					
4	VII	Block 28	BBA 731	Advanced strategies in Operations and Supply Chain Management	3
			BBA 732	Supply Chain Analytics and Strategic planning	3
	VII	Block 29	BBA 733	Demand and Revenue Analytics	3
			BBA 734	Digital Supply Chain Management	3
	VII	Block 30	BBA 735	Circular Economy and Sustainable Material Planning	3
			BBA 736	Agile Systems and Lean Management	3
VIII	Block 31	BBA 737	Dissertation Report	6	