

Department of Management

Humanities & Social science courses

Program Name: BBA


BoS Approval date: 21 NOV 2020

S.No.	Couse Name	L	T	P	C
1	Human Values and Business Ethics	2	0	0	2
2	Environmental Science	2	0	0	2
3	Industry Readiness	0	0	2	2
Total:		4	0	0	6


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Faculty of Management (BBA)
Curriculum Analysis (Course Category)

Regulation: 2020

Category	L	T	P	C
AECC (Ability Enhancement Competency Course)	0	0	0	4
Skill Enhancement Elective (SEE)	17	5	4	24
Discipline Specific Course (DSC)	0	0	0	0
GENRIC Elective Course (GEC)	21	7	0	28
Cross Cutting Course (CCC)	0	0	2	2
Discipline Specific Electives (DSE)	96	32	0	128

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AECC COURSES LIST

Regulation: 2020

Course Name	L	T	P	C
BBA 595 Summer Internship Project & Viva	0	0	0	4
TOTAL	0	0	0	4

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Skill Specific Elective Courses/Skill Enhancement Courses List

Regulation: 2020

Course Name	L	T	P	C
BBA 222 MS- Office for Managers	2	0	2	4
BBA 223 Computer Fundamentals	3	1	2	4
BBA 555 E- Commerce	3	1	0	4
BBA 556 Hacking and Cyber Security	3	1	0	4
BBA 666 Fundamental of Digital Marketing	3	1	0	4
BBA 667 Business Documentation	3	1	0	4
TOTAL	17	5	4	24

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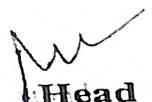
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Discipline Specific Course List

Regulation: 2020

Course Name	L	T	P	C
nil				
TOTAL				


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Generic Elective Courses List


Regulation: 2020

Course Name	L	T	P	C
BBA 112 Basics of Management	3	1	0	4
BBA 113 Business Law	3	1	0	4
BBA 114 Fundamental of Marketing	3	1	0	4
BBA 331 Fundamental of Business Analytics	3	1	0	4
BBA 332 Fundamental of Finance	3	1	0	4
BBA 333 Family Business & Entrepreneurship Management	3	1	0	4
BBA 334 Fundamental of Human Resource Management	3	1	0	4
Total	21	7	0	28


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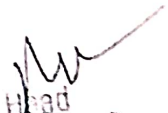
Cross Cutting Courses List

Regulation: 2020

Course Name	L	T	P	C
BBA 495 Industry Readiness	0	0	2	2
TOTAL	0	0	2	2


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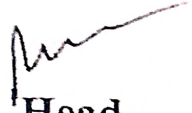
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Faculty of Management (BBA)
Discipline Specific Elective List (Marketing)

Regulation: 2020

COURSE Name	L	T	P	C
BBA511 Service Marketing	3	1	0	4
BBA512 Sales & Distribution Management	3	1	0	4
BBA513 Customer Relationship Management	3	1	0	4
BBA514 Advertisement Management	3	1	0	4
BBA611 Rural Marketing	3	1	0	4
BBA612 Retail Management	3	1	0	4
BBA613 International Marketing	3	1	0	4
BBA614 Product & Brand Management	3	1	0	4
TOTAL	24	8	0	32


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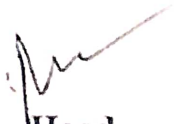
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Faculty of Management (BBA)
Discipline Specific Elective List (Human Resource Management)

Regulation: 2020

Course Name	L	T	P	C
BBA531 Cross Cultural Management	3	1	0	4
BBA532 Performance Management	3	1	0	4
BBA533 Recruitment & Selection	3	1	0	4
BBA534 Conflict Management	3	1	0	4
BBA631 Industrial Relations	3	1	0	4
BBA632 Organizational Development & Change	3	1	0	4
BBA633 Compensation & Reward Management	3	1	0	4
BBA634 International HRM	3	1	0	4
Total	24	8	0	32


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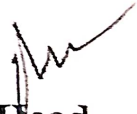
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Faculty of Management (BBA)
Discipline Specific Elective List (FINANCE)

Regulation: 2020

Course Name	L	T	P	C
BBA521 Indian Financial Management	3	1	0	4
BBA522 Fundamentals of Stock Market	3	1	0	4
BBA523 Working Capital Management	3	1	0	4
BBA524 Banking & Insurance	3	1	0	4
BBA621 Goods & Services Tax (GST)	3	1	0	4
BBA622 Security & Investment Management	3	1	0	4
BBA623 Marketing of Financial Products	3	1	0	4
BBA624 Personal Finance Planning	3	1	0	4
TOTAL	24	8	0	32


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Discipline Specific Elective List (Hospitality & Tourism
Management)

Regulation: 2020

Lab Name	L	T	P	C
BBA541 Emerging Trends in Hospitality Industry	3	1	0	4
BBA542 Legal & Social Practices in Hospitality	3	1	0	4
BBA543 Hospitality Marketing & Sales	3	1	0	4
BBA544 Strategic Hospitality Management	3	1	0	4
BBA641 Tourism & Travel Management	3	1	0	4
BBA642 Hotel & Catering Management	3	1	0	4
BBA643 Leisure Management	3	1	0	4
BBA644 Health & Wellness Management	3	1	0	4
TOTAL	24	8	0	32


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