

SCHEME OF TEACHING AND EXAMINATIONS
Of
Under Graduate Course in Bachelor of Business Administration (BBA)
1st to 6th Semesters



Department of Management Studies Visvesvaraya Technological University, Belagavi

w.e.f.: 2026-2027

For University Departments, Constituent & Affiliated Colleges

Bachelor of Business Administration -Scheme Template (AICTE)

Semester - I												
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching & Learning scheme					Examination			Credits
				Teaching Hours			TW & SL	TH / S	CIE Marks	SEE Marks	Total Marks	
				L	T	P						
1	3BBA101	Principles of Management	DSC	56	0	0	64	120	50	50	100	04
2	3BBA102	Fundamentals of Accounting	DSC	56	0	0	64	120	50	50	100	04
3	3BBA103	Statistics for Business Decisions	DSC	56	0	0	64	120	50	50	100	04
4	3BBA184	Indian Business Environment	MDEC / OEC	28	0	0	32	60	50	50	100	02
5	3BBA105	Business Ethics	VAC	28	0	0	32	60	50	50	100	02
6	3BBA156	Business Communication - I	AEC	28	0	0	32	60	50	50	100	02
7	3BBA157	Samskrutika Kannada/ Balake Kannada	AEC	28	0	0	32	60	50	50	100	02
Sub–Total								600	350	350	700	20

Semester - II												
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching and Learning scheme					Examination			Credits
				Teaching Hours			TW & SL	TH / S	CIE Marks	SEE Marks	Total Marks	
				L	T	P						
1	3BBA201	Organizational Behaviour	DSC	56	0	0	64	120	50	50	100	04
2	3BBA202	Financial Management	DSC	56	0	0	64	120	50	50	100	04
3	3BBA203	Managerial Economics	DSC	56	0	0	64	120	50	50	100	04
4	3BBA284	Global Business Environment	MDEC/OEC	28	0	0	32	60	50	50	100	02
5	3BBA205	Corporate Governance	VAC	28	0	0	32	60	50	50	100	02
6	3BBA256	IT in Business	SEC	28	0	0	32	60	50	50	100	02
7	3BBA257	Soft Skills and Personality Development	AEC	28	0	0	32	60	50	50	100	02
Sub–Total								600	350	350	700	20

Bachelor of Business Administration -Scheme Template (AICTE)

<p>TW & SL- Term Work & Self Learning, TH/S- Total Hours per Semester DSC – Discipline-Specific Core Course, MDEC/OEC - Multidisciplinary Elective Course/Open Elective Course, AEC-Ability Enhancement Course, SEC- Skill Enhancement Courses, VAC- -Value Added Course</p>

(40 credits) EXIT OPTION WITH CERTIFICATION – with the ability to solve well-defined problems

Semester-III												
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching and Learning scheme					Examination			Credits
				Teaching Hours			TW & SL	TH/S	CIE Marks	SEE Marks	Total Marks	
				L	T	P						
1	3BBA301	Human Resource Management	DSC	56	0	0	64	120	50	50	100	04
2	3BBA302	Marketing Management	DSC	56	0	0	64	120	50	50	100	04
3	3BBA303	Production and Operations Management	DSC	56	0	0	64	120	50	50	100	04
4	3BBA384	Design Thinking and Innovation	MDEC / OEC	28	0	0	32	60	50	50	100	02
5	3BBA305	Indian Constitution	VAC	28	0	0	32	60	50	50	100	02
6	3BBA356	Advance Excel Skills for Business	SEC	28	0	0	32	60	50	50	100	02
7	3BBA357	Sustainable Development Goals	SEC	28	0	0	32	60	50	50	100	02
8	3BBA358	Yoga/NSS/Sport/NCC/Culture/Music	MNC	1	0	3			100		100	PP
Sub–Total								600	450	350	800	20

Bachelor of Business Administration -Scheme Template (AICTE)

Semester-IV												
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching and Learning scheme					Examination			Credits
				Teaching Hours			TW & SL	TH / S	CIE	SEE	Total Marks	
				L	T	P						
1	3BBA401	Management Accounting	DSC	56	0	0	64	120	50	50	100	04
2	3BBA402	Business Strategy	DSC	56	0	0	64	120	50	50	100	04
3	3BBA403	Entrepreneurship Development	DSC	56	0	0	64	120	50	50	100	04
4	3BBA404	Business Research Methods	DSC	28	0	0	32	60	50	50	100	02
5	3BBA405	Environmental Science and Sustainability	VAC	28	0	0	32	60	50	50	100	02
6	3BBA456	Enterprise Resource Planning	SEC	28	0	0	32	60	50	50	100	02
7	3BBA457	Digital Marketing	SEC	28	0	0	32	60	50	50	100	02
8	3BBA458	Yoga/NSS/Sport/NCC/Culture/Music	MNC	1	0	3			100	-	100	PP
Sub–Total								600	500	400	900	20
TW & SL- Term Work & Self Learning, TH/S- Total Hours per Semester DSC – Discipline-Specific Core Course, VAC--Value Added Course, SEC-Skill Enhancement Courses, MNC - Mandatory Non-Credit Course												

(80 credits) **EXIT OPTION WITH DIPLOMA–Ability to solve broadly defined problems**

Bachelor of Business Administration -Scheme Template (AICTE)

Semester-V												
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching and Learning scheme					Examination			Credits
				Teaching Hours			TW & SL	TH / S	CIE marks	SEE Marks	Total Marks	
				L	T	P						
1	3BBA501	Cost Accounting	DSC	56	0	0	64	120	50	50	100	04
2	3BBA502	Logistics and SCM	DSC	56	0	0	64	120	50	50	100	04
3	3BBA553	Elective-1(PAPER1)	DSEC	56	0	0	64	120	50	50	100	04
4	3BBA554	Elective-2(PAPER1)	DSEC	56	0	0	64	120	50	50	100	04
5	3BBA585	Societal / Industry Internship (To be carried between IV semester and V semester for 02 weeks duration)	SEC					120	50	50	100	04
Sub–Total								600	250	250	500	20
TH/S- Total Hours per Semester, TW & SL- Term Work & Self Learning DSC – Discipline-Specific Core Course, DSEC- Discipline Specific Elective Course, SEC- Skill Enhancement Course												

(DSEC) Discipline-Specific Elective Course–V Semester (Paper-1)

Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retailing	Logistics And Supply Chain Management
Paper-1	Advanced Financial Management	Consumer Behavior	Recruitment and Selection	Financial Analytics	Retail Operations Management	Freight Transport Management

NOTE: Students shall continue with the same elective group in V and VI semesters, however, he/she may change the elective group in VII semester, but shall continue in the same group in VIII semester.

Bachelor of Business Administration -Scheme Template (AICTE)

Semester-VI												
				Teaching and Learning scheme					Examination			
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours			TW & SL	TH / S	CIE Marks	SEE marks	Total Marks	Credits
				L	T	P						
1	3BBA601	Business Law	DSC	42	0	0	48	90	50	50	100	03
2	3BBA602	Total Quality Management	DSC	42	0	0	48	90	50	50	100	03
3	3BBA653	Elective-1(PAPER 2)	DSEC	56	0	0	64	120	50	50	100	04
4	3BBA654	Elective-2(PAPER 2)	DSEC	56	0	0	64	120	50	50	100	04
5	3BBA685	Project Work + Seminar (To be carried between V semester and VI semester for 04 weeks duration)	SEC					180	50	50	100	06
Sub-Total								600	250	250	500	20
TW & SL- Term Work & Self Learning, TH/S- Total Hours per Semester DSC – Discipline-Specific Core Course, DSEC- Discipline Specific Elective Course, SEC- Skill Enhancement Course												

Discipline Specific Electives Course – VI Semester (Paper-2)						
Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retailing	Logistics And Supply Chain Management
Paper-2	Security Analysis and Portfolio Management	Integrated Marketing Communication	Compensation and Performance Management	Marketing Analytics	Strategic Brand Management	Sourcing for Logistics and SCM

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