

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.: 2024-25
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 Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	BBA101	Principles of Management	DSC	3+2+0	50	50	100	04
2	BBA102	Fundamentals of Accounting	DSC	3+2+0	50	50	100	04
3	BBA103	Statistics for Business Decisions	DSC	3+2+0	50	50	100	04
4	BBA184	Indian Business Environment	MDEC /OEC	1+2+0	50	50	100	02
5	BBA105	Business Ethics	VAC	1+2+0	50	50	100	02
6	BBA156	Business Communication - I	AEC	1+2+0	50	50	100	02
7	BBA157	Sanskrutika Kannada/ Balake Kannada	AEC	1+2+0	50	50	100	02
Sub–Total					350	350	700	20

Semester-II								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	BBA201	Organizational Behaviour	DSC	3+2+0	50	50	100	04
2	BBA202	Financial Management	DSC	3+2+0	50	50	100	04
3	BBA203	Managerial Economics	DSC	3+2+0	50	50	100	04
4	BBA284	Global Business Environment	MDEC /OEC	1+2+0	50	50	100	02
5	BBA205	Corporate Governance	VAC	1+2+0	50	50	100	02
6	BBA256	IT in Business	SEC	1+2+0	50	50	100	02
7	BBA257	Soft Skills and Personality Development	AEC	1+2+0	50	50	100	02
Sub–Total					350	350	700	20

DSC – Discipline-Specific Core Course, MDEC/OEC - Multidisciplinary Elective Course/Open Elective Course, AEC- Ability Enhancement Course, SEC- Skill Enhancement Courses, VBC- -Value Based Course, MNC: Mandatory Non-Credit course

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

Bachelor of Business Administration -Scheme Template (AICTE)

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

Semester-IV								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	BBA401	Management Accounting	DSC	3+2+0	50	50	100	04
2	BBA402	Business Strategy	DSC	3+2+0	50	50	100	04
3	BBA403	Entrepreneurship Development	DSC	2+2+0	50	50	100	04
4	BBA404	Business Research Methods	DSC	1+2+0	50	50	100	02
5	BBA405	Environmental Science and Sustainability	VAC	1+2+0	50	50	100	02
6	BBA456	Enterprise Resource Planning	SEC	1+2+0	50	50	100	02
7	BBA457	Digital Marketing	SEC	1+2+0	50	50	100	02
8	BBA458	Yoga/NSS/Sport/NCC/Culture/Music	MNC	1+0+2/ 0+0+4	100	-	100	PP
Sub–Total					500	400	900	20
<p>DSC – Discipline-Specific Core Course, MDEC/OEC - Multidisciplinary Elective Course/Open Elective Course, AEC-Ability Enhancement Course, SEC-Skill Enhancement Courses, VBC--Value Based Course, MNC - Mandatory Non Credit Course</p>								

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

Semester-V								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	BBA501	Cost Accounting	DSC	3+2+0	50	50	100	04
2	BBA502	Logistics and SCM	DSC	3+2+0	50	50	100	04
3	BBA553	Elective-1(PAPER1)	DSEC	3+2+0	50	50	100	04
4	BBA554	Elective-2(PAPER1)	DSEC	3+2+0	50	50	100	04
5	BBA585	Societal / Industry Internship (To be carried between IV semester and V semester for 02 weeks duration)	SEC		50	50	100	04
Sub-Total					250	250	500	20

(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.

Semester-VI								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	BBA601	Business Law	DSC	2+2+0	50	50	100	03
2	BBA602	Total Quality Management	DSC	2+2+0	50	50	100	03
3	BBA653	Elective-1(PAPER 2)	DSEC	3+2+0	50	50	100	04
4	BBA654	Elective-2(PAPER 2)	DSEC	3+2+0	50	50	100	04
5	BBA685	Project Work + Seminar (To be carried between V semester and VI semester for 04 weeks duration)	SEC		50	50	100	06
Sub-Total					250	250	500	20

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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

NOTE: Student 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.