

BACHELOR OF BUSINESS ADMINISTRATION (REGULAR)
COURSE STRUCTURE
SEMESTER SCHEME OF EXAMINATION
CORE SUBJECTS

LANGUAGES

Sem No	Title of the Paper	Lecture Hrs per week	Marks		Total Marks	Grade/Credits
			CIA	ESE		
I	Kannada	03	30	70	100	02
	Hindi	03	30	70	100	02
	Additional English	03	30	70	100	02
	General English	03	30	70	100	02
	Total	06	60	140	200	04
II	Kannada	03	30	70	100	02
	Hindi	03	30	70	100	02
	Additional English	03	30	70	100	02
	General English	03	30	70	100	02
	Total	06	60	140	200	04

CIA – Continuous Internal Assessment

ESE – End Semester Exam

FOUNDATION COURSES

Sem. No	Title of the Paper	Lecture Hrs per week	Grade/Credits
I	Holistic Development (Life Skills)	1	1
II	Holistic Development (Life Skills)	1	1
II	Indian Constitution	1	2

SEMESTER-1

Title of the Paper	Lecture Hrs per week	Marks		Total Marks	Grade/Credits
		CIA	ESE		
General English	03	30	70	100	02
Language	03	30	70	100	02
Perspectives in Management	04	30	70	100	03
Organizational Behaviour	04	30	70	100	03
Business Mathematics & Statistics	04	30	70	100	03
Micro Economics	04	30	70	100	03
Total	22	180	420	600	16

SEMESTER -2

Title of the Paper	Lecture Hrs per week	Marks		Total Marks	Grade/Credits
		CIA	ESE		
General English	03	30	70	100	02
Language	03	30	70	100	02
Business Environment	04	30	70	100	03
Marketing Management	04	30	70	100	03
Fundamental of Accounting	04	30	70	100	03
Macro Economics	04	30	70	100	03
Total	22	180	420	600	16

SEMESTER-3

Title of the Paper	Lecture Hrs per week	Marks		Total Marks	Grade/Credits
		CIA	ESE		
Corporate Accounting	04	30	70	100	03
Financial Management	04	30	70	100	03
Human Resource Management	04	30	70	100	03
Production and Operations Management	04	30	70	100	03
Fundamentals and Application of E-Commerce	04	30	70	100	03
Allied Option*	04	30	70	100	03
Total	24	180	420	600	18

SEMESTER -4

Title of the Paper	Lecture Hrs per week	Marks		Total Marks	Grade/Credits
		CIA	ESE		
Cost Accounting	04	30	70	100	03
Business Law	04	30	70	100	03
Entrepreneurship Development	04	30	70	100	03
Project Management	04	30	70	100	03
Research Methodology	04	30	70	100	03
Allied Option*	04	30	70	100	03
Total	24	180	420	600	18

SEMESTER -5

Title of the Paper	Lecture Hrs per week	Marks		Total Marks	Grade/Credits
		CIA	ESE		
Costing for Business Decisions	04	30	70	100	03
Income Tax-I	04	30	70	100	03
Quantitative Techniques	04	30	70	100	03
Elective Paper-1	04	30	70	100	04
Elective Paper-2	04	30	70	100	04
Elective - Skilled Based Paper	04	30	70	100	04
Total	24	180	420	600	21

SEMESTER -6

Title of the Paper	Lecture Hrs per week	Marks		Total Marks	Grade/Credits
		CIA	ESE		
Management Accounting	04	30	70	100	03
Income Tax-II	04	30	70	100	03
Strategic Management	04	30	70	100	03
Business Ethics	04	30	70	100	03
Elective-3	04	30	70	100	04
Elective-4	04	30	70	100	04
Total	24	180	420	600	20

Allied Option's

Sl. No	Title of the Paper
1.	Accounting and Finance for Non-Profit Organisations
2.	Corporate Governance and Ethics
3.	Essentials of Public Relations
4.	Event Management
5.	Financial Markets and Services
6.	Gender and Leadership
7.	International Financial Reporting Standards
8.	Mergers, Acquisitions and Restructuring
9.	Operations Research
10.	Perspectives of Micro Finance
11.	Production and Operation management
12.	Real Estate Management
13.	Research Methodology
14.	Service Management
15.	Strategic Brand Management
16.	Travel Agency and Tour Management

GROUP OF ELECTIVES

ELECTIVE- I: ACCOUNTANCY		
❖	PAPER I	Advanced Corporate Reporting I
❖	PAPER II	Advanced Corporate Reporting II
❖	PAPER III	Audit and Assurance
❖	PAPER IV	Contemporary Accounting and Reporting Developments
❖	PAPER V*	Accounting Information System

ELECTIVE- II: FINANCE		
❖	PAPER I	Advanced Financial Management
❖	PAPER II	Financial Institutions and Markets
❖	PAPER III	International Finance
❖	PAPER IV	Security Analysis & Portfolio Management
❖	PAPER V*	Finance Systems- Applications- Products (SAP) - Financial Accounting & Controlling (FICO)/ Financial Modeling.

ELECTIVE- III: HUMAN RESOURCE MANAGEMENT		
❖	PAPER I	Employee Relation Laws in India
❖	PAPER II	Human Resource Development
❖	PAPER III	Performance and Compensation Management
❖	PAPER IV	International Human Resource Management
❖	PAPER V*	Human Capital Management (SAP-HCM)/ Human Resource Skills.
ELECTIVE- IV: MARKETING MANAGEMENT		
❖	PAPER I	Consumer Behavior
❖	PAPER II	Retail and Logistics Management
❖	PAPER III	Integrated marketing Communication
❖	PAPER IV	Digital Marketing
❖	PAPER V*	Customer Relationship Management (SAP)/ Marketing Skills.

ELECTIVE- V: INTERNATIONAL BUSINESS		
❖	PAPER I	Fundamentals in International Relations
❖	PAPER II	International Business
❖	PAPER III	Global Financial Management
❖	PAPER IV	International Marketing
❖	PAPER V*	French/Spanish Language

ELECTIVE- VI: ECONOMICS		
❖	PAPER I	Indian Economy
❖	PAPER II	International Economics
❖	PAPER III	Economics Of Money, Banking And Public Finance
❖	PAPER IV	Developmental Economics
❖	PAPER V*	Basic Econometrics

ELECTIVE- VII: BANKING AND INSURANCE		
❖	PAPER I	Bank Management
❖	PAPER II	Principles and Practice of Insurance
❖	PAPER III	Risk management
❖	PAPER IV	Bank Technology Management
❖	PAPER V*	Banking Skills SAP

PAPER V* in each elective refers to the skill based paper

BBA Twinning (Swansea University only)

In addition to the 1st and 2nd semester papers Of BBA, students who have opted for the BBA International Twinning Program with Swansea university will have to study the following subjects in place of languages :-

1. Management Accounting I
2. Management Accounting II
3. Management Information systems
4. Quantitative Techniques.