

**Bachelor of Business Administration (BBA) Scheme of Curriculum
(Batch 2020-21)**

Course Code	Course Name	L	T	P	Credits
Semester I					
07990101	Principles of Management	4	2	0	6
07020101	Business Accounting	4	2	0	6
07000101	English Communication	4	0	0	4
07120101	Environmental Studies	4	0	0	4
07050101	Introduction to Digital Marketing	4	0	0	4
	TOTAL	20	4	0	24
Semester II					
07990201	Business Economics	4	2	0	6
07990202	Business Mathematics	4	2	0	6
07000201	Soft Skills and Personality Development	4	0	0	4
07120201	Disaster Management	4	0	0	4
07990203	Event Management	4	0	0	4
	TOTAL	20	4	0	24
Semester III					
07990301	Business Statistics	4	2	0	6
07990302	Principles of Marketing	4	2	0	6
07020301	Financial Accounting	4	2	0	6
07000301	Academic Writing	4	0	0	4
07000302	Computational Skills for Business	2	0	4	4
07040301	Intellectual Property Rights	4	0	0	4
	TOTAL	22	6	4	30
Semester IV					
07010401	Human Resource Management	4	2	0	6
07020401	Financial Management	4	2	0	6
07990401	Research Methods for Business	4	2	0	6
07000401	Public Speaking and Corporate Communication	4	0	0	4
07000402	Industrial Visit Report	0	0	8	4
07010402	Income Tax	4	0	0	4
	TOTAL	20	6	8	30
Semester V					
07010501	Business Law	4	2	0	6
07010502	Organizational Behaviour	4	2	0	6
07020501	Investment Banking & Financial Services	4	2	0	6
07010503	Counselling & Negotiation Skills for Managers	4	2	0	6
	TOTAL	16	8	0	24

Semester VI

07990601	Basics of Strategic Management	4	2	0	6
07990602	Quantitative Techniques	4	2	0	6
07030601	Basics of Social Media Marketing	4	2	0	6
07000601	Project Report	0	0	12	6
	TOTAL	12	6	12	24