



M.C.E. Society's
Abeda Inamdar Senior College
Of Arts, Science & Commerce, (Autonomous) Azam Campus,
Camp, Pune-1.
Affiliated to Savitribai Phule Pune University

FACULTY OF COMMERCE & MANAGEMENT

Program Structure

For the Award of
Bachelor of Business Administration (BBA)
(2021 Pattern)

For Choice-Based Credit System (CBCS) Under Autonomy
(Semester Pattern)

With effect from June 2021

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1. Program Overview

BBA is a three year degree program spread over 6 semesters. The course is designed to provide the students with a wide range of management skills. The objective of this course is to make the student familiar with the different angles relating to accounting, finance, banking, business management and economics. Through this program a student gains a comprehensive view of the functioning of an organisation and also cultivates good communication skills.

Program objectives:

1. To empower students to take up the responsibilities in various functional areas in an organisation.
2. To impart experiential learning to provide practical exposure on the subjects.
3. To develop business skills among students that satisfies the requirements of business and industry.
4. To develop social and ethical values for good business practices and employability through entrepreneurial skills.
5. To prepare students to pursue higher education and build their professional qualification.

2. DEFINITIONS OF KEY CONCEPTS

2.1 **Academic Year:** The duration of two consecutive (one odd and one even) semesters constitutes an academic year.

2.2 **Choice Based Credit System (CBCS):** The CBCS provides choice for students to select from the prescribed courses (core courses, discipline specific electives, ability enhancement compulsory courses, skill enhancement courses, mandatory non-CGPA courses etc.).

2.3 **Program:** An educational program leading to Award of a degree.

2.4 Course: Usually referred to, as ‘paper’ is a component of a program. Each course should define learning objectives and learning outcomes. A course may be designed to comprise lectures, field work, outreach activities, project work, vocational training, viva, seminars, term papers, assignments, presentations, self-study etc. or a combination of some of these.

2.5 Credit(C): A unit by which the course work is measured. It determines the number of hours of teaching/ instruction required per week.

2.6 To earn 1 credit minimum 15 hours of teaching/ instruction is required.

A 3 credits theory course requires a minimum duration of 45 hours of teaching in a semester (15hrs*3= 45hours).

A 2 credits theory course requires a minimum duration of 30 hours of teaching in a semester

A 1 credit practical course requires a minimum duration of 15 hours of practical work in a semester

2.7 Letter Grade: It is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P and F. The Letter Grades, Grade Points and scale of UGC are adopted. Grading is done using Letter Grades as qualitative measure of achievement in each Course like: O (Outstanding), A+ (Excellent), A (Very Good), B+ (Good), B (Above Average), C (Average), P (Pass), F (Fail) and Ab (Absent), based on the percentage (%) of marks scored in (CIE+SEE) of the Course and conversion to Grade.

2.8 Grade Point (GP): It is a numerical weight allotted to each letter grade on a 10-point UGC scale viz. O=10, A+=09, A=08, B+=07, B=06, C=05, P=04, F=00 & Ab=00.

2.9 Credit Point (CP): The numerical value obtained by multiplying the grade point (GP) by the no. of credit(C) of the respective course i.e. CP= GP X C.

- 2.10 **Cumulative Grade Point Average (CGPA):** It is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.
- 2.11 **Semester Grade Point Average (SGPA):** It is a measure of performance of work done in a semester. It is the ratio of total credit points (CPs) secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.
- 2.12 **Semester:** Each semester shall consist of 15-18 weeks of academic work equivalent to 90/100 actual teaching days. The odd semesters may be scheduled from June to December and even semesters from January to May.
- 2.13 **Transcript:** Based on the grades earned, a transcript shall be issued to all the registered students after every semester. The transcript shall display the course details (code, title, no. of credits, grades secured) along with SGPA of that semester and CGPA earned till that semester at the end of each academic year. The students shall be issued transcript for each semester and a consolidated transcript indicating the performance in all the semesters at the completion of the program.
- 2.14 **Absolute Grading:** Under the absolute grading, the marks are converted to grades based on pre-determined class intervals.
- 2.15 **Continuous Internal Evaluation (CIE) and Semester End Examinations (SEE)** are two key assessment methods. For all theory courses/papers, the ratio of CIE & SEE is 40:60. Thus a course of 100 Marks shall have 40 CIE + 60 SEE which includes 20 marks for Courses having tutorial/projects.

3) INTRODUCTION:

The B.B.A Degree Course (2021 pattern) will be introduced in the following order:

- | | |
|-----------------------|-----------|
| a. First Year B.B.A. | 2021-2022 |
| b. Second Year B.B.A. | 2022-2023 |
| c. Third Year B.B.A. | 2023-2024 |

- ✓ B.B.A. Degree Course will consist of six semesters divided into three Years.
- ✓ The first year (Semester I and II), Second Year (Semester III and IV) and Third Year (Semester V and VI) Choice Based Credit System Examination will be held at the Semester end examination.

4) ELIGIBILITY:

- a) A candidate shall be admitted to the First Year of the B.B.A. Degree Course (**2021 pattern**) if he/she has passed the Higher Secondary School Certificate Examination from any stream of the Maharashtra State Board of Higher Secondary Education Board or equivalent or University with minimum 40% of marks and with English as a passing Course.

5) A.T.K.T. Rules :

- A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than four subjects of total number of subjects of the First-Year examination, which consist of First & Second Semesters.
- A student shall be allowed to keep term for the Third Year, if he/she has no backlog of First year & if he/she has a backlog of not more than four subjects of total number of subjects of the Second-year examination, which consist of Third & Fourth Semesters.

- ATKT rules are applicable to 2nd and 4th semesters.

6) COURSES CARRYING TUTORIALS/ PROJECTS:

- a) There will be Tutorials for F.Y.B.B.A for core courses - Business Communication & Business Demography (Semester I) and Business Organisation and System & Fundamentals of Computer (Semester II)
- b) There will be tutorial/ project and viva voce examinations for the Specialization Courses (Discipline Specific Elective) at S.Y.B.B.A level (Semester III and IV) and at T.Y.B.B.A level (Semester V & VI)
- c) A Student must offer the same Specialization Course at T.Y.B.B.A. (Semester V & VI) which he/she has offered at S.Y.B.B.A. (Semester III and IV)

7) LIST OF COURSES HAVING TUTORIALS *

*** Tutorials will carry 20 marks as a part of evaluation in addition to the Internal Assessment. A small project work consisting of Hands-on experience / Field Studies / Mini-Research Project (by an individual student or a group of students)/ Assignments/Case-studies etc. that equip the students with the required skills can be assigned.**

Semester	Type of Course	Name of the Course
I	Subject Core Course	a. Business Communication b. Business Demography
II	Subject Core Course	a. Business Organisation and System b. Fundamentals of Computers
III	Discipline Specific Electives	Specialization Course a. Management Accounting b. Consumer Behaviour & Sales Management

			c. Organisational Behaviour
IV	Discipline Electives	Specific	Specialization Course a. Business Taxation b. Advertising and Promotion Management c. Human Resource Management Functions & Practices
V	Discipline Elective	Specific	Specialization Course a. Analysis of Financial Statements b. Marketing Environment Analysis and Strategies c. Cross Cultural HR & Industrial Relations
VI	Discipline Elective	Specific	Specialization Course a. Financial Management b. International Brand Management c. Global Human Resource Management

8) LIST OF COURSES HAVING PROJECTS AND VIVA VOCE:

Semester	Type of Course	Name of Course
III	Discipline Electives	Specific Specialization Course a. Banking and Finance b. Retail Management c. Legal Aspects in Human Resources
IV	Discipline Electives	Specific Specialization Course a. Financial Services. b. Digital Marketing c. Employee Recruitment & Record Management
V	Discipline Electives	Specific Specialization Course a. Legal Aspects of Finance & Security Laws b. Legal Aspects in Marketing Management

		c. Cases in Human Resource Management
VI	Discipline Electives	Specific Specialization Course a. Cases in Finance + Project b. Cases in Marketing + Project c. Recent Trends & HR Accounting + Project

9) MEDIUM OF INSTRUCTION:

The medium of instruction for B.B.A Degree course shall be English except for languages.

10) DURATION:

- The course shall be a full-time course and the duration of the course shall be for three years (divided in six semesters). The program's maximum time for completion shall be: Duration of Program (3 yrs.) plus additional two 2 years
- If the student fails to complete the Program within the period of 5 years, his registration to the Program stands cancelled and the credits earned will be lost.
- In case if the student intends to pursue the program, he/she will have to start afresh from the First Year again.

11) ATTENDANCE:

No candidate shall be admitted to the semester end examinations unless he/ she has satisfactorily completed 75% of attendance for both the semesters.

12) COLLEGE TERMS:

The dates for the commencement and conclusion of the first and the second terms shall be as determined by the College Authorities. Only duly admitted students can keep the terms. The present relevant ordinances pertaining to grant of terms will be applicable.

13) VERIFICATION AND REVALUATION:

The candidate may apply for verification and revaluation of result through Principal of the College which will be done by the college as per ordinances framed in this behalf.

Verification and revaluation rule will not be applicable for tutorial/ project courses.

14) STANDARD OF PASSING:

- A student must obtain a minimum of 40% marks (i.e., 16 marks out of 40 marks) in Continuous Internal Evaluation (CIE), and minimum 40% marks (i.e., 24 marks out of 60 marks) in Tutorials/Project and Semester End Examination.
- Passing separately in Internal Assessment, Tutorials/Project and Semester End Examination is compulsory.
- Student who fails in CIE of any Semester can reappear for the same in next immediate semester (e.g., student who fails in semester I can reappear in Semester II only).

15) METHODS OF EVALUATION, PASSING, AND EVALUATION CRITERIA:

The evaluation of students will be done on three parameters: -

- a. Continuous Internal Evaluation (CIE)
- b. Tutorial/Project (**List of Courses having tutorials/project is given in Sr. No. 7 and 8**)
- c. Semester End Examination

For Semester End Examination, question papers will be set of the following marks for 2^{1/2}-hour duration:

- i) **For Generic Core Courses (without Tutorial/Projects) – 60 marks**
- ii) **For Subjects Core Courses (with Tutorial/Projects) and For Discipline Specific Electives (having projects and viva voce) - 40 marks (60 converted into 40)**

For Continuous Internal Evaluation (CIE), Evaluation will be done continuously. Internal assessment will be of **40** marks.

These 40 marks are divided as follows:

Component	Marks
CIE I: Online MCQ Test (Conducted out of 20 Marks scaled down to out of 10 Marks)	10
CIE II: Mid Semester Examination (Conducted out of 20 Marks scaled down to out of 10 Marks)	10
CIE III: Students' Active Participation in Classroom	05
CIE IV: Refer Note below	15

CIE IV: Course teacher will adopt any three out of the following methods for internal assessment under CIE IV, each carrying 5 marks.

- a. Quiz
 - b. Presentations
 - c. Projects
 - d. Assignments
 - e. Oral examination, etc
- Courses mentioned in **Sr. No. 7 (Subjects with Tutorial)** will have a compulsory tutorial for **20 marks**.
 - Courses mentioned in **Sr. No. 8 (Discipline Specific Electives)** will have a compulsory project report + Viva voce for **60 marks which would be converted into 20 marks**.

16) STRUCTURE OF TRANSCRIPT:

Conversion of percentage into credit(s) and grade(s): The following illustrations could be taken as an example for computing SGPA and CGPA from percentage to credits for Honours courses in all disciplines, degree program courses in Science subjects and degree Program courses in humanities, Social Sciences and Commerce subjects:

1. Percentage to Grades and Grade Points

The following formula may be used to convert (%) into letter grades.

Let \bar{A} = mean of % age marks of all student appeared in the paper.

σ = Standard deviation

m = % of marks obtained

Letter Grade	Numerical Grade	Formula
O (Outstanding)	10	$m \geq \bar{A} + 2.5\sigma$
A+ (Excellent)	9	$\bar{A} + 2.0\sigma \leq m < \bar{A} + 2.5\sigma$
A (Very Good)	8	$\bar{A} + 1.5\sigma \leq m < \bar{A} + 2.0\sigma$
B+ (Good)	7	$\bar{A} + 1.0\sigma \leq m < \bar{A} + 1.5\sigma$
B (Above Average)	6	$\bar{A} \leq m < \bar{A} + \sigma$
C (Average)	5	$\bar{A} - 0.5\sigma \leq m < \bar{A}$
D (Pass)	4	$\bar{A} - \sigma \leq m < \bar{A} - 0.5\sigma$
F (Fail)	0	$m < \bar{A} - \sigma$
Ab (Absent)	0	

- 1) Minor variations may be adjusted by the individual institution.
- 2) A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.
- 3) For non-credit courses 'Satisfactory' or 'unsatisfactory' shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.
- 4) The universities can decide on the or percentage of marks required to pass in a course and also the CGPA required to qualify for a degree taking into consideration the recommendations of the statutory professional councils such as AICTE, MCI, BCI, NCTE etc.

17) IMPROVEMENT OF CLASS:

- 1) A Candidate will be allowed to re-appear for the examination for improvement of Class or grade within a period of 2 years from the date of his/her passing bachelors degree examination. Only 1 attempt for improvement will be allowed, according to the syllabus in existence at the time of improvement.
- 2) A Candidate shall have to reappear for minimum 1/3rd and or maximum all the theory courses at a time on which the class is awarded.
- 3) A Candidate will not be allowed to appear for tutorial and project examination for improvement of class.
- 4) A Candidate who has appeared for improvement of class and fails to improve his/her class, his/her performance of reappearances shall be ignored.
- 5) A Candidate appearing for the improvement of Class grade shall not be entitled to be in the list of Rank holders/ Merit holders.
- 6) Improved Candidate will have to surrender the degree, Statement of marks, passing certificate in original, after the declaration of their results of the concerned improved class. After surrendering the above documents in original new certificate will be issued in due course of time as in usual process.

18) SCHEME OF CREDITS (Academic/CGPA):

Total credits for three years B.B.A. Course (2021 pattern) is as follows:

Sr. No.	Semester No.	No of Courses	Lecture Hours			Credit for Generic Core Course (A)	Credit for Subject Core Course and DSE (B)	Credit for Add on course (C)	Lecture Hours for Add on Courses	Total Credits (A+B+C)
			GC	SC	DSE					
1	I	6	45 Hrs *4 Courses	60 Hrs * 2 Courses	-	3 credits * 4 courses	4 credits *2 courses	2	30 Hrs * 1 Course	12+8+2=22
2	II	6	45 Hrs *4 Courses	60 Hrs * 2 Courses	-	3 credits * 4 courses	4 credits *2 courses	2	30 Hrs * 1 Course	12+8+2=22
3	III	6	45 Hrs *4 Courses	-	60 Hrs * 2 Courses	3 credits * 4 courses	4 credits *2 courses	2	30 Hrs * 1 Course	12+8+2=22
4	IV	6	45 Hrs *4 Courses	-	60 Hrs * 2 Courses	3 credits * 4 courses	4 credits *2 courses	2	30 Hrs * 1 Course	12+8+2=22
5	V	6	45 Hrs *4 Courses	-	60 Hrs * 1 Course & 90 Hrs * 1 Course	3 credits * 4 courses	4 credits *1 course & 6 credits * 1 course	-	-	12+4+6=22
6	VI	6	45 Hrs *4 Courses	-	60 Hrs * 1 Course & 90 Hrs * 1 Course	3 credits * 4 courses	4 credits *1 course & 6 credits * 1 course	-	-	12+4+6=22
Total No. of Credits										132

(* Add on courses include Ability Enhancement Credit Course (AECC) and Skill Enhancement Course (SEC),
Duration (30 hours)- for 2 credits

CGPA Add On courses

Sr. No.	Course Title	Course Type	Class	Semester	Credit
1	a. Introductory Course in Disaster Management	SEC	F.Y.B.B.A	I	2
	b. Tally and Computer Based Accounting	SEC	F.Y.B.B.A	II	2
2	Basic course in Environmental Awareness	AECC	S.Y.B.B.A	III	2
3	Personality and Soft Skills Development	SEC	S.Y.B.B.A	IV	2
	Total				8

19) COURSEWISE CLASSIFICATION OF CGPA/ACADEMIC CREDITS:

Total credits for three years B.B.A. Course (2021 pattern) is as follows: -

Sr. No.	Nature of Courses	Semesters (Credits)						Total (Credits)
		I	II	III	IV	V	VI	
1	Ability Enhancement Compulsory Course	--	--	2		--	--	2
2	Skill Enhancement Course	2	2	--	2	--	--	6
3	Generic Core Course	12	12	12	12	12	12	72
4	Subject Core Course	8	8	--	--	--	--	16
5	Discipline Specific Elective	--	--	8	8	10	10	36
Sub Total		22	22	22	22	22	22	132 (Grand Total)

20) SCHEME OF CREDITS (NON-CGPA):

In addition to the compulsory credits of 132, the student has to earn additional 08 credits from the following groups by taking/participating/conducting respective activities. These extra credits will not be considered for GPA calculation; however, these are mandatory for the completion and award of B.B.A Degree.

- Courses in Sr. No. 1 and in Sr. No. 2, are compulsory (02 Credits each).
- A student has to earn the remaining 04 Credits through participation in the various activities from in Sr. No. 3 to Sr. No.32

- A student is encouraged to earn a maximum of 04 credits in a year.

Sr. No	Activity	Code	Credits
1	Democracy, Elections and Good Governance	21CDG12M2	02
2	Physical Education	21CPE11M2	02
3	Sports Representation at College Level	21SRCO1	1
4	Sports Representation at University Level	21SRUO2	2
5	Sports Representation at State Level	21SRSO2	2
6	Sports Representation at National Level	21SRNO3	3
7	Sports Representation at International Level	21SRIO3	3
8	National Social Service Scheme (participation in Camp)	21NSSO1	1
9	N.C.C. (with participation in annual camp)	21NCCAO1	1
10	N. C. C. (with B certificate/C certificate award)	21NCCCO2	2
11	N.S.S./N.C.C. Republic Day parade participation	21RDPO4	4
12	Extension	21EAO1	1
13	Avishkar participation	21APO1	1
14	Avishkar selection at university/state level	21ASO2	2
15	Avishkar prize winner at university/state level	21AAO4	4
16	Research paper presentation at State Level	21RPSO2	1
17	Research paper presentation at National Level	21RPNO2	1
18	Research paper presentation at International Level	21RPIO3	2

19	Participation in Summer School	21SSO2	2
20	Short Term Program (Not less than 1-week duration)	21STPO2	2
21	Survey - Scientific / Societal.	21SVO2	2
22	Internships of 1 month	21IOMO2	2
23	Internships of 2 month	21ITMO4	4
24	Study tours - Field / Industrial Visits	21STO1	1
25	Participation in curricular: co-curricular & Extra-curricular competitions at college minimum two events	21PECO1	1
26	Participation in curricular: co-curricular & Extra-curricular competitions at Intercollegiate level	21PECO2	2
27	Online Certificate Courses/ MOOC Courses/ Career Advancement Course 10 hours	21CC01	1
28	Online Certificate Courses/ MOOC Courses/ Career Advancement Course 20 hours	21CC02	2
29	Online Certificate Courses/ MOOC Courses/ Career Advancement Course 30 hours	21CC03	3
30	Online Certificate Courses/ MOOC Courses/ Career Advancement Course 40 hours	21CC04	4
31	Department / Faculty courses at College: 1. Event Management 2. Entrepreneurship Development	21CVADO2	2
32	Interdisciplinary courses at College	21CVAIO2	2

21) SCHEME OF NO. OF COURSES:

Scheme of No. of Courses for three years B.B.A Course (2021 pattern) is as follows: -

Sr. No.	Nature of Courses	Semesters						Total
		I	II	III	IV	V	VI	
1	Ability Enhancement Compulsory Course	--	--	1	--	--	--	1
2	Skill Enhancement Course	1	1	--	1	--	--	3
3	Generic Core Course	4	4	4	4	4	4	24
4	Subject Core Course	2	2	--	--	--	--	4
5	Discipline Specific Elective	--	--	2	2	2	2	8
Sub Total		7	7	7	7	6	6	40 (Grand Total)

**Revised Marks Structure of Choice Based Credit System Course
First Year B.B.A Semester – I w.e.f. 2021- 22**

Course	Course /	Course	No. of	No of	Continuous Internal	Semester End	Total
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Code	Title of Paper		lectures	Credits	Evaluation (Marks 40)				Assessment (60 marks)		marks
					CIE I- Online MCQ test	CIE II – Mid semester exam	CIE III - Students Active Participation	CIE IV	Tutorial/ Project	Semester End Examination	
21CBBA111	Principles of Management	Core Course	54	3	10	10	05	15	--	60	100
21CBBA112	Business Communication Skills	Core Course with Tutorial	72	4	10	10	05	15	20	40	100
21CBBA113	Business Accounting	Core Course	54	3	10	10	05	15	--	60	100
21CBBA114	Business Economics – Micro	Core Course	54	3	10	10	05	15	--	60	100
21CBBA115	Business Mathematics	Core Course	54	3	10	10	05	15	--	60	100
21CBBA116	Business Demography and Environmental studies	Core Course with Tutorial	72	4	10	10	05	15	20	40	100

First Year B.B.A Semester – II w.e.f. 2021-22

Course Code	Course / Title of Paper	Course	No. of lectures	No of Credits	Continuous Internal Evaluation (Marks 40)				Semester End Assessment (60 marks)		Total marks
					CIE I- Online MCQ test	CIE II – Mid semester exam	CIE III - Students Active Participation	CI E IV	Tutorial/ Project	Semester End Examination	
21CBBA1 21	Business Organisations and Systems	Core Course with Tutorial	72	4	10	10	05	15	20	40	100
21CBBA1 22	Principles of Marketing	Core Course	54	3	10	10	05	15	--	60	100
21CBBA1 23	Principles of Finance	Core Course	54	3	10	10	05	15	--	60	100
21CBBA1 24	Basics of cost accounting	Core Course	54	3	10	10	05	15	--	60	100
21CBBA1 25	Business Statistics	Core Course	54	3	10	10	05	15	--	60	100
21CBBA1 26	Fundamentals of Computers	Core Course with Tutorial	72	4	10	10	05	15	20	40	100

Second Year B.B.A Semester – III w.e.f. 2022- 23

Course Code	Course / Title of Paper	Course	No. of lectures	No of Credits	Continuous Internal Evaluation (Marks 40)				Semester End Assessment (60 marks)		Total marks
					CIE I-	CIE II – Mid	CIE III - Students	CI E	Tutorial/ Project	Semester End	

					Online MCQ test	semester exam	Active Participation	IV		Examination	
21CBBA231	Principles of Human Resource Management	Core Course	54	3	10	10	05	15	--	60	100
21CBBA232	Supply Chain Management	Core Course	54	3	10	10	05	15	--	60	100
21CBBA233	Global Competencies and Personality Development	Core Course	54	3	10	10	05	15	--	60	100
21CBBA234	Fundamentals of Rural Development	Core Course	54	3	10	10	05	15	--	60	100
21CBBA235 (A)	Special Course Paper (Any One) a) Management Accounting	Discipline Specific	72	4	10	10	05	15	20	40	100
21CBBA235 (B)	b) Consumer Behaviour & Sales Management	Elective									
21CBBA235	c) Organisational										

(C)	Behaviour										
21CBBA236 (A)	Special Course Paper(Any One) a) Banking & Finance	Discipline Specific									
21CBBA236(B)	b) Retail Management	Elective	72	4	10	10	05	15	20	40	100
21CBBA236(C)	c) Legal Aspects in Human Resources										

Second Year B.B.A Semester – IV w.e.f. 2022- 23

Course Code	Course / Title of Paper	Course	No. of lectures	No of Credits	Continuous Internal Evaluation (Marks 40)	Semester End Assessment	Total marks
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									(60 marks)		
					CIE I- Online MCQ test	CIE II – Mid semester exam	CIE III - Students Active Participatio n	CI E IV	Tutorial/ Project	Semester End Examinati on	
21CBBA241	Entrepreneurs hip and Small Business Management	Core Course	54	3	10	10	05	15	--	60	100
21CBBA242	Production and Operation Management	Core Course	54	3	10	10	05	15	--	60	100
21CBBA243	Decision Making and Risk Management	Core Course	54	3	10	10	05	15	--	60	100
21CBBA244	International Business Management	Core Course	54	3	10	10	05	15	--	60	100
21CBBA245 (A)	Special Course Paper(Any One) a) Business Taxation	Disciplin e Specific Elective	72	4	10		05	15	20	40	100
21CBBA245 (B)	b) Advertising and Promotion Management										
21CBBA245 (C)	c) Human Resource Management Functions& Practices										

	Special Course Paper(Any One)										
21CBBA246 (A)	a) Financial Services.	Discipline Specific Elective	72	4	10	10	05	15	20	40	100
21CBBA246(B)	b) Digital Marketing										
21CBBA246 (C)	c) Employee Recruitment & Record Management										

Third Year B. B.A Semester – V w.e.f. 2023- 24

Course Code	Course / Title of Paper	Course	No. of lectures	No of Credits	Continuous Internal Evaluation (Marks 40)	Semester End Assessment	Total marks
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					(60 marks)						
					CIE I- Online MCQ test	CIE II – Mid semester exam	CIE III - Students Active Participatio n	CI E IV	Tutorial/ Project	Semester End Examinati on	
21CBBA351	Research Methodology	Core Course	54	3	10	10	05	15	--	60	100
21CBBA352	Database Administration and Data Mining	Core Course	54	3	10	10	05	15	--	60	100
21CBBA353	Business Ethics	Core Course	54	3	10	10	05	15	--	60	100
21CBBA354	Management of Corporate Social Responsibility	Core Course	54	3	10	10	05	15	--	60	100
21CBBA355 (A)	Special Course Paper(Any One) a) Analysis of Financial Statements	Disciplin e Specific Elective	72	4	10	10	05	15	20	40	100
21CBBA355 (B)	b) Marketing Environment Analysis and Strategies Management										

21CBBA355(C)	c) Cross Cultural HR & Industrial Relations											
21CBBA356 (A)	Special Course Paper(Any One) a) Legal Aspects of Finance & Security Laws + Project & Viva	Discipline Specific Elective	108	6	10	10	05	15	20	40	100	
21CBBA356 (B)	b) Legal Aspects in Marketing Management+ Project & Viva											
21CBBA356 (C)	c) Cases in Human Resource Management +Project & Viva											

Third Year B. B.A Semester – VI w.e.f. 2023- 24

Course Code	Course / Title of Paper	Course	No. of lectures	No. of Credits	Continuous Internal Evaluation (Marks 40)	Semester End Assessment	Total marks
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									(60 marks)		
					CIE I- Online MCQ test	CIE II – Mid semester exam	CIE III - Students Active Participatio n	CI E IV	Tutorial/ Project	Semester End Examinati on	
21CBBA361	Essentials of E - Commerce	Core Course	54	3	10	10	05	15	--	60	100
21CBBA362	Management Information System	Core Course	54	3	10	10	05	15	--	60	100
21CBBA363	Business Project Management	Core Course	54	3	10	10	05	15	--	60	100
21CBBA364	Management Of Innovations & Sustainability	Core Course	54	3	10	10	05	15	--	60	100
21CBBA365 (A)	Special Course Paper(Any One) a) Financial Management	Discipline Specific Elective	72	4	10	10	05	15	20	40	100

21CBBA365 (B) 21CBBA365 (C)	b) International Brand Management c) Global Human Resource Management										
21CBBA366 (A) 21CBBA366 (B) 21CBBA366 (C)	Special Course Paper(Any One) a) Cases in Finance + Project b) Cases in Marketing +Project c)Recent trends and HR Accounting + Project	Discipline Specific Elective	108	6	10	10	05	15	20	40	100