

**BACHELOR OF BUSINESS  
ADMINISTRATION (BBA)**

**CURRICULUM**



**With Effect From 2018-19**

**THE UNIVERSITY OF BURDWAN**

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)



## THE UNIVERSITY OF BURDWAN

### *GENERAL INSTRUCTIONS*

1. Each paper under the BBA curriculum will carry 100 marks.
2. Grand total marks in three years (six semesters) for the course will be 2200, distributed in the manner: Semester I: 300 marks, Semester II: 300 marks, Semester III: 400 marks, Semester IV: 400 marks, Semester V: 300 marks and Semester VI: 500 marks.
3. In all the theoretical papers 20 marks will be earmarked for internal assessment, to be divided into the following components:
  - A) Presentations – 10 marks (case study, term paper assignment, field study work etc.).
  - B) Class tests & Viva voce – 10 marks.
4. The internal assessment of 20 marks for Paper: BBA – 3.4 i.e., Computer Fundamentals and Applications will be based on continuous assessment in the practical classes.
5. A student will have to opt for single specialization from amongst the following four electives (A/B/C/D), which will be offered in Semester VI (3<sup>rd</sup> year). There will be 3 (three) papers under each single specialization.
  - Elective-A: Accounting and Finance (AF)**
  - Elective-B: Sales and Marketing Management (SSM)**
  - Elective-C: Human Resource Management (HRM) and**
  - Elective-D: Systems Management (SM).**
6. A student will have to undertake project study (PS) in any industrial/business house and submit a report based on the PS in the 3<sup>rd</sup> year (Semester-V).
7. The project study (PS) will be divided into two components: (A) Project Report – 70 marks, (B) Project Viva - 30 Marks.
8. The grand viva voce of 100 marks will be based on the entire curriculum of BBA programme.
9. The final year students will have to appear before a board of examiners duly constituted by the University for the Project Viva of 30 marks and grand viva of 100 marks.
10. The structure of the question paper will be as follows:

Total no. of questions to be set - 10 (ten) [Q. No. 1 to Q. No. 10]. Q. No. 1 would be compulsory and of objective type, each carrying 2 marks and total 15 questions would be set. Out of 15 questions, a student will have to attempt 10 questions. Out of remaining 9 questions [Q. No. 2 to Q. No. 10], one would have to answer 5 questions each carrying 12 marks.

N.B. The modified curriculum of the BBA programme will be effective from the academic session 2018-19 to commence from July/August, 2018.

# Bachelor of Business Administration (BBA)



The University of Burdwan

## Course Structure

Paper Code	Paper Name
<b>Semester I</b>	
BBA-1.1	Management Process & Organizational Behaviour (MPOB)
BBA -1.2	Business Communication (BC)
BBA-1.3	Accounting For Managers (AFM)
<b>Semester II</b>	
BBA-2.1	Business Economics (BE)
BBA-2.2	Business Environment (BENV)
BBA-2.3	Business Mathematics (BM)
<b>Semester III</b>	
BBA-3.1	Business Laws (BL)
BBA-3.2	Business Statistics (BS)
BBA-3.3	Entrepreneurship Development (ED)
BBA-3.4	Computer Fundamentals and Applications (CFA)
<b>Semester IV</b>	
BBA-4.1	Marketing Management (MM)
BBA-4.2	Human Resource Management (HRM)
BBA-4.3	Production and Materials Management (PMM)
BBA-4.4	Financial Management (FM)
<b>Semester V</b>	
BBA-5.1	Strategic Management (SM)
BBA-5.2	Operations Research (OR)
BBA-5.3	Management Information System (MIS)

Semester VI							
ELECTIVE -A		ELECTIVE -B		ELECTIVE -C		ELECTIVE -D	
Accounting & Finance (AF)		Sales & Marketing Management (SMM)		Human Resource Management (HRM)		Systems Management (SM)	
CODE	PAPER	CODE	PAPER	CODE	PAPER	CODE	PAPER
AF-6.1	Cost & Management Accounting (CMA)	SMM-6.1	Sales & Distribution Management (SDM)	HRM-6.1	Industrial Relations & Industrial Relations Laws (IR&IRL)	SM-6.1	Systems Analysis & Design (SAD)
AF-6.2	Taxation (TAX)	SMM-6.2	Promotion Mix (PM)	HRM-6.2	Human Resource Development (HRD)	SM-6.2	Decision Support System (DSS)
AF-6.3	Financial Market & Financial statement Analysis (FM&FSA)	SMM-6.3	Marketing of Services (MS)	HRM-6.3	Compensation Management & Wage Laws (CM&WL)	SM-6.3	Database Management System (DBMS)
BBA-6.4	Project Study (PS) [Project Report (70) & Viva Voce (30)]						
BBA-6.5	Grand Viva (GV)						

