

**AGARWAL VIDYA VIHAR ENGLISH MEDIUM COLLEGE,**  
**VESU - SURAT**

**SUBJECTS**  
**OF**  
**B.B.A**

## ANNEXURE – 2

### Semester-wise Program Structure Bachelor of Business Administration

#### First Year BBA (Semester 1) Course Structure (With Effect from A.Y. 2019-20)

Course Type	Course Code	Course Title (Subjects)	Teaching hours per week		Course Credits	University Examination		Internal Marks	Total Marks
			Theory	Practical		Duration	Marks		
			Foundation	101		Business Communication	4		
	102	Environmental Science	4	0	4	3 hours	70	30	100
Interdisciplinary	103	IT Tools For Business*	3	1	4	3 hours	70	30	100
Core	104	Fundamentals of Economics	4	0	4	3 hours	70	30	100
Core	105	Principles of Management	4	0	4	3 hours	70	30	100
Core & Allied	106	Financial Accounting	4	0	4	3 hours	70	30	100
Foundation Elective	107	NCC / NSS / Saptadhara**			2				
<b>Total</b>			<b>23</b>	<b>1</b>	<b>26</b>		<b>420</b>	<b>180</b>	<b>600</b>
<i>* Evaluation of 'IT Tools for Business' shall also be done through practical examination</i>									
<i>** No separate teaching hours shall be allotted to NCC / NSS / Saptadhara, but credits should be reflected in marksheet</i>									

**First Year BBA (Semester 2) Course Structure**  
**(With Effect from A.Y. 2019-20)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours perweek	Course Credits	University Examination		Internal Marks	Total Marks
					Duration	Marks		
Foundation	201	Personality Development	4	4	3 hours	70	30	100
	202	E-Business	4	4	3 hours	70	30	100
Interdisciplinary	203	Accounting for Managers	4	4	3 hours	70	30	100
Core	204	Economics for Managers (Including Macro)	4	4	3 hours	70	30	100
Core	205	Organisational Behaviour	4	4	3 hours	70	30	100
Core & Allied	206	Business Environment	4	4	3 hours	70	30	100
Foundation Elective	207	NCC / NSS / Saptadhara*		2				
<b>Total</b>			<b>24</b>	<b>26</b>		<b>420</b>	<b>180</b>	<b>600</b>
<b>** No separate teaching hours should be allotted to NCC / NSS / Saptadhara, but credits should be reflected in mark sheet</b>								

**Second Year BBA (Semester 3) Course Structure**  
**(With Effect from A.Y. 2020-21)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours perweek	Course Credits	University Examination		Internal Marks	Total Marks
					Duration	Marks		
Foundation	301	Entrepreneurship Development	4	4	3 hours	70	30	100
	302	Business Start-ups and Innovation	4	4	3 hours	70	30	100
Interdisciplinary	303	Banking, Insurance & Financial Services	4	4	3 hours	70	30	100
Core	304	Marketing Management	4	4	3 hours	70	30	100
Core	305	Financial Management	4	4	3 hours	70	30	100
Core & Allied	306	Human Resource Management	4	4	3 hours	70	30	100
Foundation Elective	307	NCC / NSS / Saptadhara*		2				
<b>Total</b>			<b>24</b>	<b>26</b>		<b>420</b>	<b>180</b>	<b>600</b>
<b>** No separate teaching hours should be allotted to NCC / NSS / Saptadhara, but credits should be reflected in marksheet</b>								

**Second Year BBA (Semester 4) Course Structure**  
**(With Effect from A.Y. 2020-21)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours perweek	Course Credits	University Examination		Internal Marks	Total Marks
					Duration	Marks		
Foundation	401	Ethics & Corporate Social Responsibility	4	4	3 hours	70	30	100
	402	Management of MSMEs	4	4	3 hours	70	30	100
Interdisciplinary	403	Introduction to Taxation	4	4	3 hours	70	30	100
Core	404	International Business Environment	4	4	3 hours	70	30	100
Core	405	Production & Operations Management	4	4	3 hours	70	30	100
Core & Allied	406	Quantitative Techniques for Management	4	4	3 hours	70	30	100
Foundation Elective	407	NCC / NSS / Saptadhara*		2				
<b>Total</b>			<b>24</b>	<b>26</b>		<b>420</b>	<b>180</b>	<b>600</b>
<b>** No separate teaching hours should be allotted to NCC / NSS / Saptadhara, but credits should be reflected in marksheet</b>								
<b>Note: After Semester 4, a student shall compulsorily have to undergo 8 weeks Organisational Summer Internship during summer vacation and that will Contain <u>4 credits</u> which will ultimately reflected in Semester 5 marksheet.</b>								

**Third Year BBA (Semester 5) Course Structure  
(With Effect from A.Y. 2021-22)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours perweek	Course Credits	University Examination		Internal Marks	Total Marks
					Duration	Marks		
Core	501	Summer Training Report*	4	4	-----	70	30	100
Core	502	Business Research	4	4	3 hours	70	30	100
Core	503	Service Management	4	4	3 hours	70	30	100
Core	504	Legal Aspects of Business	4	4	3 hours	70	30	100
Subject Elective	505	Specialisation 1	4	4	3 hours	70	30	100
Subject Elective	506	Specialisation 2	4	4	3 hours	70	30	100
Foundation Elective	507	NCC / NSS / Saptadhara**		2				
<b>Total</b>			<b>24</b>	<b>26</b>		<b>420</b>	<b>180</b>	<b>600</b>
<i>* Summer Training report shall be evaluated by college / institute by VIVA VOCE exam or presentation of the whole industrial visit or both.</i>								
<i>** No separate teaching hours should be allotted to NCC / NSS / Saptadhara, but credits should be reflected in mark sheet</i>								

**Subject Elective Courses for BBA (Sem. 5)  
(A student shall have to choose any one of the three groups)**

<b>Group 1: Marketing Elective Group</b>		
MSE1	Specialisation 1	Advertising and Brand Management
MSE2	Specialisation 2	International Marketing Management
<b>Group 2: Finance Elective Group</b>		
FSE1	Specialisation 1	Advance Financial Management
FSE2	Specialisation 2	Strategic Financial Management
<b>Group 3: Human Resource Elective Group</b>		
HSE1	Specialisation 1	Human Resource Development
HSE2	Specialisation 2	Advance Human Resource Management

**Third Year BBA (Semester 6) Course Structure  
(With Effect from A.Y. 2021-22)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours perweek	Course Credits	University Examination		Internal Marks	Total Marks
					Duration	Marks		
Core	601	Business Policy & Strategic Management	4	4	3 hours	70	30	100
Core	602	Financial Institutions & Markets	4	4	3 hours	70	30	100
Subject Elective	603	Specialisation 3	4	4	3 hours	70	30	100
Subject Elective	604	Specialisation 4	4	4	3 hours	70	30	100
Core	605	Project*	8	8	External VIVA VOCE	100	100	200
Foundation Elective	607	NCC / NSS / Saptadhara**		2				
<b>Total</b>			<b>24</b>	<b>26</b>		<b>380</b>	<b>220</b>	<b>600</b>
*A Student shall prepare a Project preferably from his/her chosen specialisation group which will consist of total 8 credits (equivalent to 2 courses). A teaching faculty member shall bear workload of Project that is equivalent to other course titles.								
*No separate teaching hours should be allotted to NCC / NSS / Saptadhara, but credits should be reflected in marksheet								

**Subject Elective Courses for BBA (Sem. 6)  
(A student shall have to choose any one of the following three groups)**

<b>Group 3: Marketing Elective Group</b>		
MSE3	Specialisation 3	Consumer Behaviour
MSE4	Specialisation 4	Personal Selling and Sales Force Management
<b>Group 4: Finance Elective Group</b>		
FSE3	Specialisation 3	Investment and Portfolio Management
FSE4	Specialisation 4	International Financial Management
<b>Group 5: Human Resource Elective Group</b>		
HSE3	Specialisation 3	Performance and Compensation Management
HSE4	Specialisation 4	Management of Industrial Relations