

**BANGALORE UNIVERSITY  
BBA (REGULAR)  
PROGRAMME STRUCTURE**

**SEMESTER I**

Sl No.	Course Code	Title of the Course	Category of courses	Teaching hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language - II	AECC	3+1+0	60	40	100	3
3	BBA 1.1	Management Innovation	DSC	4+0+0	60	40	100	4
4	BBA 1.2	Fundamentals of Accountancy	DSC	3+0+2	60	40	100	4
5	BBA 1.3	Marketing Management	DSC	4+0+0	60	40	100	4
6	BBA 1.4	Digital Fluency/ Spreadsheet for Business	SEC-SB	1+0+2	50	50	100	2
7	BBA 1.5	Business Organization / Office Organization and Management/ / Tourism and Travel Management/ Event Management	OEC	3+0+0	50	50	100	3
8		Physical Education - Yoga	SEC-VB	0+0+2				1
9		Health and Wellness	SEC-VB	0+0+2				1
<b>Sub - Total ( A)</b>					<b>400</b>	<b>300</b>	<b>700</b>	<b>25</b>

**Notes:**

- Ø One Hour of Lecture is equal to 1 Credit.
- Ø One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Ø Two Hours of Practical is equal to 1 Credit

## BBA Programme Structure

### SEMESTER II

Sl No.	Course Code	Title of the Course	Category of courses	Teaching hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.2.1	Language – I	AECC	3+1+0	60	40	100	3
2	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA 2.1	Financial Accounting and Reporting	DSC	3+0+2	60	40	100	4
4	BBA 2.2	Human Resource Management	DSC	4+0+0	60	40	100	4
5	BBA 2.3	Business Environment	DSC	4+0+0	60	40	100	4
6	BBA 2.4	Retail Management/ Management of Non Government Organizations	OEC	3+0+0	60	40	100	3
7	BBA 2.5.1	A) Digital Fluency / Spreadsheet for Business.	SEC - SB	1+0+2	30	20	50	2
		or B) Environmental Studies.	AECC	2+0+0	30	20	50	2
8	BBA 2.5.2	Sports	SEC-VB	0+0+2	-	25	25	1
9	BBA 2.5.3	NCC/NSS/R&R (S&G)/Cultural	SEC-VB	0+0+2	-	25	25	1
<b>Sub - Total ( B)</b>					<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>

#### Notes:

- Ø One Hour of Lecture is equal to 1 Credit.
- Ø One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Ø Two Hours of Practical is equal to 1 Credit

#### Acronyms Expanded

- Ø AECC : Ability Enhancement Compulsory Course
- Ø DSC © : Discipline Specific Core (Course)

### SEMESTER III

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA.3.1	Elements of Cost Accounting	DSC	3+0+2	60	40	100	4
4	BBA.3.2	Organisational Behaviour	DSC	4+0+0	60	40	100	4
5	BBA.3.3	Business Statistics	DSC	3+0+2	60	40	100	4
6	BBA.3.4	Artificial Intelligence	SEC	2+0+0	30	20	50	2
7	BBA.3.5	Sports	SEC-SB	0+0+2	-	25	25	1
8	BBA.3.5	NCC/NSS/others (if any)	SEC-VB	0+0+2	-	25	25	1
9	BBA.3.6.1 BBA.3.6.2	Rural Marketing OR Social Media Marketing	OEC	3+0+0	60	40	100	3
<b>Sub –Total (D)</b>					<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>

**SEMESTER IV**

<b>Sl. No.</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>Category of Courses</b>	<b>Teaching Hours per Week (L + T + P)</b>	<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>	<b>Credits</b>
<b>1</b>	<b>Lang.1.1</b>	<b>Language - I</b>	<b>AECC</b>	<b>3+1+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>3</b>
<b>2</b>	<b>Lang.1.2</b>	<b>Language – II</b>	<b>AECC</b>	<b>3+1+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>3</b>
<b>3</b>	<b>BBA.4.1</b>	<b>Management Accounting</b>	<b>DSC</b>	<b>3+0+2</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>4</b>
<b>4</b>	<b>BBA.4.2.1</b> <b>BBA.4.2.2</b>	<b>Business Analytics</b> <b>OR</b> <b>Indian Financial System</b>	<b>DSC</b>	<b>4+0+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>4</b>
<b>5</b>	<b>BBA.4.3</b>	<b>Financial Management</b>	<b>DSC</b>	<b>3+0+2</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>4</b>
<b>6</b>	<b>BBA.4.4</b>	<b>Constitution of India</b>	<b>AECC</b>	<b>2+0+0</b>	<b>30</b>	<b>20</b>	<b>50</b>	<b>2</b>
<b>7</b>	<b>BBA.4.5</b>	<b>Sports</b>	<b>SEC-SB</b>	<b>0+0+2</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>1</b>
<b>8</b>	<b>BBA.4.6</b>	<b>NCC/NSS/others (if any)</b>	<b>SEC-VB</b>	<b>0+0+2</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>1</b>
<b>9</b>	<b>BBA.4.7.1</b> <b>BBA.4.7.2</b>	<b>Business Leadership Skills</b> <b>OR</b> <b>Personal Wealth Management</b>	<b>OEC</b>	<b>3+0+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>3</b>
<b>Sub –Total (D)</b>					<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>

**Notes:**

- **One Hour of Lecture is equal to 1 Credit.**
- **One Hour of Tutorial is equal to 1 Credit (Except Languages).**
- **Two Hours of Practical is equal to 1 Credit**

**BBA REGULAR, SEMESTER - V**

SLNo.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
31	BBA5.1	Production and Operations Management	DSC -13	4+0+0	60	40	100	4
32	BBA5.2	Income Tax-I	DSC-14	3+0+2	60	40	100	4
33	BBA5.3	Banking Law and Practice	DSC-15	4+0+0	60	40	100	4
34	BBA5.4	Elective -1 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-1	4+0+0	60	40	100	3
35	BBA5.5	Elective-2 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-2	4+0+0	60	40	100	3
36	BBA5.6	A. Information Technology for Business (Excel &DBMS) B. Digital Marketing	<b>Vocational-1</b> Anyone to be chosen	3+0+2	60	40	100	3
37	BBA 5.7	Cyber Security /Employability skills	SEC - VB	2+0+2	60	40	100	3
<b>SUB TOTAL (E)</b>					<b>420</b>	<b>280</b>	<b>700</b>	<b>24</b>

**ELECTIVE GROUPS AND COURSES:**

Sl. No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics And Supply Chain Management
<b>COURSE CODE</b>	<b>FN1</b>	<b>MK1</b>	<b>HRM1</b>	<b>DA1</b>	<b>RM1</b>	<b>LSCM1</b>
<b>Paper-1</b>	<b>Advanced Corporate Financial Management</b>	<b>Consumer Behavior</b>	<b>Compensation and Performance Management</b>	<b>Financial Analytics</b>	<b>Fundamentals of Retail Management</b>	<b>Freight Transport Management</b>

**Note:**

- Students have to choose Two Electives in V Semester and Continue with the same Elective combinations in VI Semester.
- Course content of DSE and vocational course has been increases by 10- 20% accordingly work load increase from 3Hrs to 4 Hrs ( 3+0+2) 3 Hrs-lecture , 0 Hrs-tutorial and 2 Hrs-practical equals to 1 Hr theory, however credit will remain the same (3). It has been approved by BOS.
- Employability skills should be taught by commerce faculty and it has been approved by BOS.

**BBA REGULAR-SEMESTER - VI**

SLNo.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
38	BBA 6.1	Business Law	DSC	4+0+0	60	40	100	4
39	BBA6.2	Income Tax-II	DSC	3+0+2	60	40	100	4
40	BBA6.3	International Business	DSC	4+0+0	60	40	100	4
41	BBA6.4	Elective -1 (FN2\MK2\HRM2\DA2\ RM2\LSCM2)	DSE-3	4+0+0	60	40	100	3
42	BBA6.5	Elective-2 (FN2\MK2\HRM2\DA2\ RM2\LSCM2)	DSE-4	4+0+0	60	40	100	3
43	BBA6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 Anyone to be chosen	3+0+2	60	40	100	3
44	BBA6.7	Internship	I-1	4 weeks	-	60 Marks for Report & 40 Marks for Viva-voce	100	3
<b>SUB TOTAL (F)</b>					<b>360</b>	<b>340</b>	<b>700</b>	<b>24</b>

<b>Discipline Specific Electives -VI Semester</b>						
Sl. No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics and Supply Chain Management
COURSE CODE	FN2	MK2	HRM2	DA2	RM2	LSCM2
Paper-2	Security Analysis and Portfolio Management	Advertising and Media Management.	Cultural Diversity at Workplace	Marketing Analytics	Retail Operations Management	Sourcing for Logistics and Supply Chain Management