



BRAINWARE UNIVERSITY
DEPARTMENT OF MANAGEMENT & COMMERCE
Course Structure: BBA 2017

SEMESTER-I

Paper Code	Paper Name	L -T -P	Credits	Total Marks
HU101	Communicative English	4-0-0	4	100
BBA101	Principles of Management	3-1-0	4	100
BBA102	Basic Financial Accounting	3-1-0	4	100
BBA103	Business Mathematics	3-1-0	4	100
BBA104	Introduction to Computer Application	3-1-0	4	100
BBA105	Micro Economics for Business	3-1-0	4	100
	Total		24	600

SEMESTER-II

Paper Code	Paper Name	L -T -P	Credits	Total Marks
ENV201	Environmental Studies	3-1-0	4	100
HU201	Business Communication-I	4-0-0	4	100
BBA201	Organizational Behavior	3-1-0	4	100
BBA202	Macro Economics for Business	3-1-0	4	100
BBA203	Advanced Financial Accounting	3-1-0	4	100
BBA204	Business Statistics	3-1-0	4	100
BBA205	Management Information System	3-1-0	4	100
	Total		28	700

SEMESTER-III

Paper Code	Paper Name	L-T-P	Credits	Total Marks
BBA(HU)301	Business Communication-II and Language Practice	4-0-0	4	100
BBA301	Cost Accounting and Tax Planning	3-1-0	4	100
BBA302	Business Law	3-1-0	4	100
BBA303	Production and Operation Management	3-1-0	4	100
BBA304	Business Strategy	3-1-0	4	100
BBA305	Research Methodology	3-1-0	4	100
	Total		24	600

SEMESTER-IV

Paper Code	Paper Name	L-T-P	Credits	Total Marks
BBA(HU)401	Business Communication-III and Language Practice	4-0-0	4	100
BBA401	Financial Management, Banking and Financial Institutions	3-1-0	4	100



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BBA402	Marketing Management	3-1-0	4	100
BBA403	Human Resource Management	3-1-0	4	100
BBA404	Retail Management	3-1-0	4	100
BBA405	Advanced Computer Application and E-Commerce	2-0-2	4	100
BBA491	Management Lab I	0-0-2	6	100
	Total		30	700

SEMESTER-V

Paper Code	Paper Name	L-T-P	Credits	Total Marks
ENV501	Disaster Management	2-0-0	2	100
BBA501	International Business	3-1-0	4	100
BBA502	Operation Research	3-1-0	4	100
BBA591	Management Lab II	0-0-2	6	100
Specialization -Marketing				
BBA503M	Consumer Behaviour	3-1-0	4	100
BBA504M	Advertising and Sales promotion	3-1-0	4	100
BBA505M	Product and Brand Management	3-1-0	4	100
Specialization -Finance				
BBA503F	International Finance	3-1-0	4	100
BBA504F	Investment Analysis and Portfolio Management	3-1-0	4	100
BBA505F	Investment Banking and Financial Services	3-1-0	4	100
Specialization –Retail Management				
BBA503R	Retail Merchandising and Store Management	3-1-0	4	100
BBA504R	E-Retailing	3-1-0	4	100
BBA505R	Supply Chain Management in Retailing	3-1-0	4	100
Specialization –Human Resource				
BBA503H	Human Resource Planning and Development	3-1-0	4	100
BBA504H	Industrial Relations and Labour Laws	3-1-0	4	100
BBA505H	Performance Management	3-1-0	4	100
	Total		28	700

SEMESTER-VI

Paper Code	Paper Name	L-T-P	Credits	Total Marks
HU601	Values and Ethics	2-0-0	2	100



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BBA601	Supply Chain Management	3-1-0	4	100
BBA602	Fundamentals of Entrepreneurship and Project Management	3-1-0	4	100
BBA603	Database Management System	3-1-0	4	100
BBA681	Grand VIVA		4	100
Specialization -Marketing				
BBA604M	Services Marketing	3-1-0	4	100
BBA605M	Market Research	3-1-0	4	100
BBA606M	Integrated Marketing Communications	3-1-0	4	100
Specialization -Finance				
BBA604F	Business Analysis and Valuation	3-1-0	4	100
BBA605F	Financial Modeling and Derivatives	3-1-0	4	100
BBA606F	Strategic Corporate Finance	3-1-0	4	100
Specialization –Retail Management				
BBA604R	Retail Information System	3-1-0	4	100
BBA605R	Retail Branding and CRM	3-1-0	4	100
BBA606R	HRM in Retailing	3-1-0	4	100
Specialization –Human Resource				
BBA604H	Management of Compensation Administration	3-1-0	4	100
BBA605H	Organizational Change and Development	3-1-0	4	100
BBA606H	Organizational Psychology	3-1-0	4	100
	Total		30	800

Total Credit: 164