



**BRAINWARE UNIVERSITY**  
**SCHOOL OF MANAGEMENT & COMMERCE**  
**DEPARTMENT OF MANAGEMENT**  
**Bachelor of Business Administration**  
**Programme Structure 2021**  
**(As per UGC CBCS Template)**

**SEMESTER – I**

<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>L - T - P</b>	<b>Credits</b>	<b>Total Marks</b>
HU101	English Communication	AECC-1	3-0-0	3	100
HU191	English Communication Lab	AECC-1	0-0-2	1	100
BBAC101	Fundamentals of Management and Organizational Behaviour	CC-1	5-1-0	6	100
BBAC102	Statistics for Business Decisions	CC-2	5-1-0	6	100
GE**	Generic Elective-1 (Any one from the List of Generic Elective / Interdisciplinary Courses from other Subjects)	GE-1	4-0-0/5-0-0	4/5	200/100
GE**	Generic Elective -1 (Practical/Tutorial)	GE-1	0-0-4/0-1-0	2/1	
	<b>Total</b>			<b>22</b>	<b>600/500</b>

**SEMESTER – II**

<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>L - T - P</b>	<b>Credits</b>	<b>Total Marks</b>
ENV201	Environmental Studies	AECC-2	3-1-0	4	100
BBAC201	Managerial Economics	CC-3	5-1-0	6	100
BBAC202	Business Accounting	CC-4	5-1-0	6	100
GE**	Generic Elective-2 (Any one from the List of Generic Elective / Interdisciplinary Courses from other Subjects)	GE-2	4-0-0/5-0-0	4/5	200/100
GE**	Generic Elective -2 (Practical/Tutorial)	GE-2	0-0-4/0-1-0	2/1	
	<b>Total</b>			<b>22</b>	<b>500/400</b>



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**SEMESTER – III**

<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>L - T - P</b>	<b>Credits</b>	<b>Total Marks</b>
BBAC301	Macroeconomics	CC-5	5-1-0	6	100
BBAC302	Principles of Marketing	CC-6	5-1-0	6	100
BBAC303	Management Accounting	CC-7	5-1-0	6	100
BBAS301	Banking & Insurance	SEC-1	3-1-0	4	100
GE**	Generic Elective-3 (Any one from the List of Generic Elective / Interdisciplinary Courses from other Subjects)	GE-3	4-0-0/5-0-0	4/5	200/100
GE**	Generic Elective -3 (Practical/Tutorial)	GE-3	0-0-4/0-1-0	2/1	
	<b>Total</b>			<b>28</b>	<b>600/500</b>

**SEMESTER – IV**

<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>L - T - P</b>	<b>Credits</b>	<b>Total Marks</b>
BBAC401	Business Research	CC-8	5-1-0	6	100
BBAC402	Human Resource Management	CC-9	5-1-0	6	100
BBAC403	Financial Management	CC-10	5-1-0	6	100
BBAS401	Business Communication	SEC-2	3-1-0	4	100
GE**	Generic Elective-4 (Any one from the List of Generic Elective / Interdisciplinary Courses from other Subjects)	GE-4	4-0-0/5-0-0	4/5	200/100
GE**	Generic Elective -4 (Practical/Tutorial)	GE-4	0-0-4/0-1-0	2/1	
	<b>Total</b>			<b>28</b>	<b>600/500</b>



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**SEMESTER – V**

Course Code	Course Name	Course Type	L - T - P	Credits	Total Marks
BBAC501	Quantitative Techniques in Management	CC-11	5-1-0	6	100
BBAC502	Legal Aspects of Business	CC-12	5-1-0	6	100
<b>Discipline Specific Elective: Marketing</b>					
BBAD501M	Digital Marketing	DSEC-1	5-1-0	6	100
BBAD502M	Retail Management	DSEC-2	5-1-0	6	100
<b>Discipline Specific Elective : Finance</b>					
BBAD501F	Financial Services	DSEC-1	5-1-0	6	100
BBAD502F	Project Appraisal	DSEC-2	5-1-0	6	100
<b>Discipline Specific Elective : Human Resource Management</b>					
BBAD501H	Training and Development	DSEC-1	5-1-0	6	100
BBAD502H	Human Resource Planning	DSEC-2	5-1-0	6	100
	<b>Total</b>			<b>24</b>	<b>400</b>

**SEMESTER – VI**

Course Code	Course Name	Course Type	L - T - P	Credits	Total Marks
BBAC601	Business Policy and Strategy	CC-13	5-1-0	6	100
BBAC602	Financial Institutions and Markets	CC-14	5-1-0	6	100
<b>Discipline Specific Elective : Marketing</b>					
BBAD601M	Advertising and Brand Management	DSEC-3	5-1-0	6	100
BBAD692	Research Project	DSEC-4	0-0-12	6	100
<b>Discipline Specific Elective : Finance</b>					
BBAD601F	Business Analysis and Valuation	DSEC-3	5-1-0	6	100
BBAD692	Research Project	DSEC-4	0-0-12	6	100
<b>Discipline Specific Elective : Human Resource Management</b>					
BBAD601H	Management of Industrial Relations	DSEC-3	5-1-0	6	100
BBAD692	Research Project	DSEC-4	0-0-12	6	100
	<b>Total</b>			<b>24</b>	<b>400</b>

**Total Credits: 148**

**Total Marks: 2700 - 3100**