

To
Dr. Aditya Gautam
Sir
Director, SRC, MZN

Aditya
20/01/21

Chaudhary Charan Singh University, Meerut



Syllabus

[Effective from the Session: 2020-21 onwards]

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)



Chaudhary Charan Singh University, Meerut

THREE YEARS BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) PROGRAMME

COURSE CONTENTS

<i>SEMESTER – I</i>	Theory	INT.	Total
BBA-101: Fundamentals of Management	75	25	100
BBA-102: Organizational Behavior	75	25	100
BBA-103: Managerial Economics	75	25	100
BBA-104: Accounting and Financial Analysis	75	25	100
BBA-105: Business Law	75	25	100
BBA-106: Business Organization and Ethics	75	25	100
BBA-008: Environmental Studies (Qualifying paper)			100
 <i>SEMESTER – II</i>			
BBA-201: Quantitative Techniques for Business	75	25	100
BBA-202: Business Communication	75	25	100
BBA-203: Human Resource Management	75	25	100
BBA-204: Marketing Management	75	25	100
BBA-205: Business Environment	75	25	100
BBA-206: Fundamentals of Computer	75	25	100
BBA-207: Assessments on Soft Skill Based on Presentations/ G.D/ Personality traits			100
 <i>SEMESTER – III</i>			
BBA-301: Advertising Management	75	25	100
BBA-302: Team Building & Leadership	75	25	100
BBA-303: Indian Economy	75	25	100
BBA-304: Customer Relationship Management	75	25	100
BBA-305: Management Information System	75	25	100
BBA-306: Income Tax Law & practice	75	25	100
 <i>SEMESTER – IV</i>			
BBA-401: Consumer Behavior	75	25	100
BBA-402: Financial Management	75	25	100
BBA-403: Production & Operation Management	75	25	100
BBA-404: Sales & Distribution Management	75	25	100
BBA-405: Research Methodology	75	25	100
BBA-406: Entrepreneurship & Small Business Management	75	25	100
BBA-407: Computer Oriented Practical & Viva- Voce			100



SEMESTER – V

BBA-501:Arithmetic Aptitude	75	25	100
BBA-502:Aptitude Reasoning	75	25	100
BBA-503:General Business Awareness	75	25	100
BBA-504:General English	75	25	100
BBA-505:Elective Paper M-1/ F-1	75	25	100
BBA-506:Elective Paper M-2 / F-2	75	25	100
BBA-507:Summer Training Project Report based Viva- Voce			100

Note: Paper code BBA-501, BBA-502, BBA-503 and BBA-504 will be of multiple-choice objective type questions.

SEMESTER – VI

BBA-601:Strategic Management & Business Policy	75	25	100
BBA-602:Operation Research	75	25	100
BBA-603:Fundamentals of E Commerce	75	25	100
BBA-604:Economic and Industrial Law	75	25	100
BBA-605:Elective Paper M-3/ F-3	75	25	100
BBA-606:Elective Paper M-4/ F-4	75	25	100
BBA-607: Comprehensive Viva-Voce			100

The Elective papers in the functional specialization will be as follows:

Marketing:

- M-1 Rural Marketing
- M-2 Service Marketing
- M-3 Retail Management
- M-4 Digital Marketing

Finance:

- F-1 Corporate Taxes-Direct and Indirect Tax
- F-2 Financial Institutions & Investment Management
- F-3 Cost and Management Accounting
- F-4 Company Accounts

