



University of Engineering & Management, Jaipur

**COURSE STRUCTURE FOR BBA
FIRST SEMESTER**

A. <u>THEORY</u>							
SL. NO	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOTAL	
1	BBA101	Principles of Management	3	1		4	4
2	BBH102	English Language & Communication	3	1		4	4
3	BBA103	Business Accounting	3	1		4	4
4	BBM104	Business Mathematics	3	1		4	4
5	BBC105	Introduction to Computing	3	1		4	4
Total of Theory						20	20
B. PRACTICAL							
6	BBH192	Language Lab			6	6	4
7	BBC195	Computing Lab			6	6	4
Total of Practical						12	8
Total of Semester				32			28

SECOND SEMESTER

A. <u>THEORY</u>							
SL. NO	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOTAL	
1	BBH202	Business Communication	3	1		4	4
2	BBA201	Basics of Trade, Industry & Commerce	3	1		4	4
3	BBA203	Organizational Behavior	3	1		4	4
4	BBA205	Business Environment	3	1		4	4
5	BBM204	Statistics	3	1		4	4
6	BBA206	Environment & Ecology	3			3	3
Total of Theory						23	23
B. PRACTICAL							
7	BBC295	Software Lab			6	6	4
C. SESSIONALS							
8	BBH292	Public Speaking on Assigned Topic			3	3	2
Total of Practical						3	2
Total of Semester				32			29



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**COURSE STRUCTURE FOR BBA
THIRD SEMESTER**

A. <u>THEORY</u>							
SL. NO.	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOTAL	
1	BBM304	Principles of Calculus	3	1		4	4
2	BBA301	Strategic Management	3	1		4	4
3	BBA303	Financial Management	3	1		4	4
4	BBA304	Marketing Management	3	1		4	4
5	BBA305	Micro & Macro Economic System	3	1		4	4
Total of Theory						20	20
B. SESSIONALS							
6	BBA396	Minor Project on Finance				6	4
7	BBA397	Seminar of Assigned Topic on Marketing			3	3	2
Total of sessional						9	6
Total of Semester				29			26

FOURTH SEMESTER

A. <u>THEORY</u>							
SL. NO.	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOTAL	
1	BBA401	Managerial Economics	3	1		4	4
2	BBA402	Business Law	3	1		4	4
3	BBA403	Elements of Entrepreneurship	3	1		4	4
4	BBM404	Management Information Systems	3	1		4	4
5	BBH402	Values & Ethics of Profession	3			3	3
Total of Theory						19	19
B. SESSIONALS							
6	BBA497	Seminar on Assigned topics in E-Commerce			3	3	2
7	BBA496	Minor Project on Market Research				9	6
Total of sessional						12	8
Total of Semester				31			27

6 to 8 weeks Summer Training on

Finance/Marketing /H.R.M



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**COURSE STRUCTURE FOR BBA
FIFTH SEMESTER**

A. <u>THEORY</u>							
SL. NO.	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOTAL	
1	BBA501	Materials Management	3	1		4	4
2	BBH502	Cultural Heritage of India	4			4	4
3	BBA503	Human Resource Management	3	1		4	4
4	BBA504	Production Management	3	1		4	4
Total of Theory						16	16
B. <u>SESSIONALS</u>							
5	BBA598	Summer Training Evaluation					3
6	BBA596	Project Evaluation				8	6
Total of Sessionals						8	9
Total of Semester				24			25

SIXTH SEMESTER

A. <u>THEORY</u>							
SL. NO.	CODE	THEORY	CONTACTS (PERIODS/WEEK)				CREDITS
			L	T	P	TOTAL	
1		Elective I	4			4	4
2		Elective II	4			4	4
3		Elective III	4			4	4
4		Elective IV	4			4	4
Total of Theory						16	16
B. <u>SESSIONALS</u>							
5	BBA691	Comprehensive Viva Voce					3
6	BBA692	Institutional Participation					3
7	BBA696	Major Project on Specialized Area			12	12	8
8	BBA697	Defense of Project					2
Total of Sessional						12	16
Total of Semester						28	32



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Elective I

Code	Subject
BBA601A	Product Management (Marketing Stream)
BBA601B	Operations and Quality Management (Production Stream)
BBA601C	Higher Financial Management (Finance Stream)
BBA601D	Personnel Management (Human Resource Stream)
BBA601E	Programming Techniques and Networking (Systems Stream)

Elective II

Code	Subject
BBA602A	Advertising & Sales Promotion. (Marketing Stream)
BBA602B	Production Planning & Control (Production Stream)
BBA602C	International Finance (Finance Stream)
BBA602D	Industrial Relations & Labour Laws (Human Resource Stream)
BBA602E	Software Engineering & Data Models (Systems Stream)

Elective III

Code	Subject
BBA603A	Sales & Distribution Management (Marketing Stream)
BBA603B	Operation Research (Production Stream)
BBA603C	Elements of Taxation (Finance Stream)
BBA603D	Human Resource Development (Human Resource Stream)
BBA603E	Enterprise Models (Systems Stream)



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Elective IV

Code	Subject
BBA604A	Market Research & Consumer Behaviour (Marketing Stream)
BBA604B	Project Management (Production Stream)
BBA604C	Company Accounts and Audit (Finance Stream)
BBA604D	Management of Organizational change (Human Resource Stream)
BBA604E	Information Science & Technology (Systems Stream)