

B.B.A. Part I (Marketing Management)**B.B.A. Part - I (Sem I & II)****APPENDIX : A**

New Syllabus will be implemented from 2024-2025 onwards.

Sr. No.	Course Code	Semester I	Sr. No.	Course Code	Semester II
1.	Major	Business Organization & Management	1.	Major	Customer Relationship Management
2.	Major	Business Communication and Basic IT Applications	2.	Major	Principles of Marketing
3.	OE	Introduction to Retail Operations/ or any Swayam /NPTEL/Career Katta Course of minimum 2 credits	3.	Minor	As per Minor Basket for Financial Management or Human Resource Management
4.	OE	Foundations of Financial Accounting	4.	OE	Business Environment/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits
5.	VSC	Computer Application for Business/ OJT	5.	VSC	Mutual Fund Agent (OJT)
6.	SEC	Startup Support Executive/ Instore Merchandising & Cashiering Operations	6.	SEC	Customer Loyalty and Retention/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits
7.	AEC	Team Work	7.	AEC	Sustainable Work Practices
8.	VEC	Environmental Studies (Swayam/NPTEL)	8.	VEC	Constitution of India
9.	IKS	Ancient Trade and Principles of Chanakya's Management	9.	CC	NCC/NSS/Sports/Cultural/LLL
10.	CC	NCC/NSS/Sports/Cultural/LLL			

B.B.A. Part II (Marketing Management)**B.B.A. Part - II (Sem III & IV)**

Sr. No.	Course Code	Semester III	Sr. No.	Course Code	Semester IV
1.	Major	Introduction to FMCG and FMCD	1.	Major	Logistics and Supply Chain Management
2.	Major	Managerial Economics	2.	Major	Introduction to ERP
3.	Minor	As per Minor Basket for Financial Management or Human Resource Management	3.	Minor	As per Minor Basket for Financial Management or Human Resource Management
4.	OE	E-Commerce And M- Commerce/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits	4.	OE	Leadership & Team Effectiveness/or any Swayam / NPTEL/ Career Katta Course
5.	VSC	Customer Care Executives/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits	5.	SEC	Managing Change in Organizations/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits
6.	AEC	English Language For Competitive Exams/ Enhancing Soft Skills and Personality/Japanese Language	6.	AEC	Emotional Intelligence/ French Language/ Ethics /or any Swayam / NPTEL/ Career Katta Course
7.	CC	NCC/NSS/Sports/Cultural/LLL	7.	CC	NCC/NSS/Sports/Cultural/LLL
8.	FP	Filed Project	8.	CEP	Community Engagement Program

B.B.A. Part I (Financial Management)**B.B.A. Part - I (Sem I & II)****APPENDIX : A**

New Syllabus will be implemented from 2024-2025 onwards.

Sr. No.	Course Code	Semester I	Sr. No.	Course Code	Semester II
1.	Major	Business Organization & Management	1.	Major	Customer Relationship Management
2.	Major	Business Communication and Basic IT Applications	2.	Major	Principles of Marketing
3.	OE	Introduction to Retail Operations/ or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits	3.	Minor	As per Minor Basket for Marketing Management or Human Resource Management
4.	OE	Foundations of Financial Accounting	4.	OE	Business Environment/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits
5.	VSC	Computer Application for Business/ OJT	5.	VSC	Mutual Fund Agent (OJT)
6.	SEC	Startup Support Executive/ Instore Merchandising & Cashiering Operations	6.	SEC	Customer Loyalty and Retention/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits
7.	AEC	Team Work	7.	AEC	Sustainable Work Practices
8.	VEC	Environmental Studies (Swayam/NPTEL)	8.	VEC	Constitution of India
9.	IKS	Ancient Trade and Principles of Chanakya's Management	9.	CC	NCC/NSS/Sports/Cultural/LLL
10.	CC	NCC/NSS/Sports/Cultural/LLL			

B.B.A. Part II (Financial Management)**B.B.A. Part - II (Sem III & IV)**

Sr. No.	Course Code	Semester III	Sr. No.	Course Code	Semester IV
1.	Major	Fundamentals of Finance	1.	Major	Mutual Fund Portfolio Performance Evaluation
2.	Major	Personal Financial Planning	2.	Major	Insurance Laws and Practices
3.	Minor	As per Minor Basket for Marketing Management or Human Resource Management	3.	Minor	As per Minor Basket for Marketing Management or Human Resource Management
4.	OE	E-Commerce And M- Commerce/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits	4.	OE	Leadership & Team Effectiveness/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits
5.	VSC	Customer Care Executives/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits	5.	SEC	Financial Statement Analysis and Reporting/or any Swayam / NPTEL/ Career Katta Course of minimum 2 credits
6.	AEC	English Language For Competitive Exams/Enhancing Soft Skills and Personality/Japanese Language	6.	AEC	Emotional Intelligence/ French Language/Ethics
7.	CC	NCC/NSS/Sports/Cultural/LLL	7.	CC	NCC/NSS/Sports/Cultural/LLL
8.	FP	Filed Project	8.	CEP	Community Engagement Program

B.B.A. Part I (Retail Operations Management)-AEDP**B.B.A. Part - I (Sem I & II)****APPENDIX : A**

New Syllabus will be implemented from 2024-2025 onwards.

Sr. No.	Course Code	Semester I	Sr. No.	Course Code	Semester II
1.	Core	Introduction to Retail Operations	1.	Core	Customer Relationship Management
2.	Core	In Store Merchandising and Cashiering Operations	2.	Core	Principles of Marketing
3.	Core	Business Communication and Basic IT Applications	3.	Core	Business Environment
4.	Core	Business Organization and Management	4.	AEC	Sustainable Work Practices
5.	AEC	Team Work	5.	VAC	Customer Loyalty and Retention
6.	IKS	Ancient Trade and Principles of Chanakya's Management	6.	CC	Debate and Sports
7.	CC	Yoga and Lifelong Learning	7.	OJT	Apprenticeship in Instore Cashiering and Visual Merchandising
8.	OJT	Apprenticeship in Instore Merchandising and Cashiering			

B.B.A. Part II (Retail Operations Management)-AEDP**B.B.A. Part - II (Sem III & IV)**

Sr. No.	Course Code	Semester III	Sr. No.	Course Code	Semester IV
1.	Core	Retail Sales Management	1.	SEC	Retail Team Management
2.	Core	Introduction to FMCG/FMCD Sales & Distribution	2.	SEC	Inventory & Budget Management
3.	Core	Fundamentals of Financial and Cost Accounting	3.	Core	Logistics & Supply Chain Management
4.	Core	Managerial Economics	4.	Core	Introduction to Enterprise Resource Planning
5.	SEC	Practical in Retail Sales Management	5.	SEC	Leadership Skill
6.	VAC	Work Place Health and Safety	6.	VAC	Introduction to Statutory & Legal Framework for Retail Business Enterprises
7.	CC	To be Selected from Common Basket	7.	CC	To be selected from common Basket
8.	OJT	Apprenticeship in Customer Relations and Sales Management	8.	OJT	Apprenticeship in Store Operations Management

B.B.A. Part - III (Sem V & VI)**APPENDIX : C**

Bachelor of Business Administration Part III (B.B.A. Part-III) :- Students have to take the following subjects :-
New Syllabus implemented from 2018-2019 onwards.

B.B.A - III (Semester V)	Marks	
	TH	IA
1. Entrepreneurship Development	80	20
2. Principles of Operations Management	80	20
3. International Business Environment	80	20
4. Research Methodology	80	20

B.B.A - III (Semester VI)	Marks	
	TH	IA
1. Elective A - Financial Management		
Paper 1 - Fundamentals of Business Finance	80	20
Paper 2 - Advanced Financial Management	80	20
2. Elective C - Marketing Management		
Paper 1 - Fundamentals of Marketing Management	80	20
Paper 2 - Advanced Marketing Management	80	20
3. Project Work	150	50

Each paper of B.B.A. Part I and II examination under Autonomy shall carry 100 marks and shall be distributed as under

- (1) Semester End Examination- 60 Marks
- (2) Continuous Internal Evaluation (CIE) - 40 Marks

Each paper of B.B.A. Part III examination shall carry 100 marks and shall be distributed as under

- (1) Written examination- 80 Marks
 - (2) Internal Assessment - 20 Marks
- (a) **Internal assessment marks shall be awarded by the Head of the Institution / Principal in consultation with the faculty members, subject to moderation by H.O.D. shall be based on :**
- (1) Participation in seminars, case discussions & group work activities.
 - (2) Class tests, quizzes, individual and group oral presentations.
 - (3) Submission of written assignments, term papers and viva-voce.
 - (4) Class-room participation and attendance.
- (b) The weightage given to each of these factors shall be decided and announced at the beginning of the session by individual faculty members responsible for the paper.
- (c) The scope of the subjects and pattern of examination shall be as indicated in syllabus.
- (d) The medium of instruction and examination shall be ENGLISH only.
- (e) The BBA Program with Major in RETAIL OPERATIONS MANAGEMENT is AED program where student will attend classes for three days and will undergo OJT / Apprenticeship for remaining three days of the week. The student will be eligible for Stipend for Apprenticeship.
- (f) In case any student admitted to RETAIL OPERATIONS MANAGEMENT Major, wants to shift to non AEDP BBA, he/she will have to apply for such shift and will have to appear and clear additional papers as per scheme of absorption. Such shift is possible only at the end of semester II.