

COURSE SCHEME

&

DETAILED SYLLABI

(Under CBCS Scheme)

BBA

(BATCH - 2019-22)

Faculty of Management and Commerce, Jagan Nath University

**University Campus: Bahadurgarh Jhajjar Road, Jhajjar,
Haryana**

Semester - I

Code No.	Paper	Type	L/T	Credits
BBA-101	English & Communication Skills	AECC	4	4
BBA -102	Computer Applications	AECC	4	4
BBA -103	Principles of Management	Core	4	4
BBA -104	Business Mathematics	Core	4	4
BBA -105	Micro Economics	Core	4	4
BBA -106	Business Accounting	Core	4	4
BBA -107	Foreign Language - I	AECC	2	2
	TOTAL		26	26

Additional Paper(Optional)

BBA -108	Overview of Retailing	DSE	4	4
			30	30

Semester - II

Code No.	Paper	Type	L/T	Credits
BBA -201	Environmental Studies	AECC	4	4
BBA -202	Business Organization	DSE	4	4
BBA -203	Retail Marketing & Communication	DSE	4	4
BBA -204	Business Statistics	Core	3	3
BBA -205	Macro Economics	Core	3	3
BBA -206	Cost Accounting	Core	3	3
BBA -207	Foreign Language – II	AECC	2	2
BBA-208	Comprehensive Viva-Voce	SEC	-	1
	Total		23	24
	Additional Paper(Optional)			
BBA -209	Retail Management Perspective & Communication	DSE	3	3
BBA -210	Customer Service Management	DSE	3	3
	TOTAL		29	30

Note:

- Students will undertake Community Service Project of 40 hours duration during summer vacation. The Evaluation of the project will be in Semester – III.
- The student will opt for foreign language course in Semester – I & II each, offered by the University during that semester.

Semester - III

Subject Code	Subjects	Type	L/T	Credits
BBA-301	Business Communication	SEC	4	4
BBA-302	Legal Aspects of Business	Core	4	4
BBA-303	Human Resource Management	Core	4	4
BBA-304	Marketing Management	Core	4	4
BBA-305	Management Accounting	Core	4	4
BBA-306	Business Research & SPSS	Core	4	4
BBA-307	Community Services Project Report and Presentation	SEC	--	2
			24	26

Additional Paper(Optional)

BBA -308	Buying and Merchandising – I	DSE	4	4
			28	30

Semester - IV

Subject Code	Subjects	Type	L/T	Credits
BBA-401	Entrepreneurship & Small Business Management	SEC	4	4
BBA-402	Information Management System	SEC	4	4
BBA-403	International Business	Core	4	4
BBA-404	Organisational Behaviour	Core	4	4
BBA-405	Income Tax	Core	4	4
BBA-406	Financial Management	Core	4	4
BBA-407	Field Study-I	SEC	--	2
BBA-408	Comprehensive Viva-Voce	SEC	--	1
			24	27

Additional Paper(Optional)

BBA-409	Store Operations-I	DSE	3	3
			27	30

Note: Students will undergo for summer internship/training of 4 to 6 weeks in industry/business organization during summer vacation. The Evaluation of the summer training report will be in Semester -V

Semester - V

Subject Code	Subjects	Type	L/T	Credits
BBA-501	Business Policy & Strategic Management	Core	4	4
BBA-502	Business Ethics & CSR	GE	4	4
BBA-503	Indian Financial Market & Institutions	DSE	4	4
BBA-504	Production and Operations Management	Core	4	4
BBA-505	Corporate Tax & GST	DSE	4	4
BBA-506	Corporate Grooming & Personality Development	SEC	2	2
BBA-507	Summer Training Report & Presentation	SEC	--	2
			22	24

Additional Paper(Optional)

BBA-508	Buying & Merchandising-II	DSE	3	3
BBA-509	Visual Merchandising & Store Management	DSE	3	3
			28	30

Semester - VI

Subject Code	Subjects	Type	L/T	Credits
BBA-601	Managerial Skills Development	Core	4	4
BBA-602	Management of Industrial Relations	DSE	4	4
BBA-603	International Marketing	DSE	4	4
BBA-604	Financial Planning and Wealth Management	DSE	3	3
BBA-605	IT Application in Retail	SEC	4	4
BBA-606	Major Research Project/Field Study-II	SEC	2	4
BBA-607	Comprehensive Viva-Voce	SEC	--	1
			21	24

Additional Paper(Optional)

BBA-608	Retail Operations & Store Management-II	DSE	3	3
BBA-609	Customer Value Management	DSE	3	3
			27	30

Note: Students will undertake a major research project in the area of interest under the supervision of Department Faculty. The Topic of Research for MRP will be finalized at the start of VI Semester and final report to be submitted by the student before the start of the End Term Examinations.