

# Curriculum Matrix

<b>BBA : 2019 - 2020 CBCS PATTERN</b>											
<b>BBA SEMESTER I</b>											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods			Scheme of Examination		Total Marks	Credits
					Week	Per		Exam Marks	Internal Exam		
					L	T	P				
1	MGMT	MSMSR/BBA/101	Communicative English	AECC	2	0	0	35	15	50	2
2	MGMT	MSMSR/BBA/102	Principles of Management	Core 1	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/103	Business Environment	Core 2	4	1	0	70	30	100	5
4	MGMT	MSMSR/BBA/104	Financial Accounting	Core 3	4	1	0	70	30	100	5
5	MGMT	MSMSR/BBA/105	Fundamentals of Computers	GE 1	3	1	0	70	30	100	4
<b>Total credits Semester I</b>											<b>21</b>

<b>BBA SEMESTER II</b>											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods			Scheme of Examination		Total Marks	Credits
					Week	Per		Exam Marks	Internal Exam		
					L	T	P				
1	MGMT	MSMSR/BBA/201	Environmental Studies	AECC	2	0	0	35	15	50	2
2	MGMT	MSMSR/BBA/202	Marketing Management	Core 4	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/203	Managerial Economics	Core 5	4	1	0	70	30	100	5
4	MGMT	MSMSR/BBA/204	Business Mathematics	Core 6	4	1	0	70	30	100	5
5	MGMT	MSMSR/BBA/205	Business Communication	GE 2	3	1	0	70	30	100	4
<b>Total credits Semester II</b>											<b>21</b>

<b>BBA SEMESTER III</b>
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Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods			Scheme of Examination		Total Marks	Credits
					Week	Per		Exam Marks	Internal Exam		
					L	T	P				
1	MGMT	MSMSR/BBA/301	Human Resource Management	Core 7	4	1	0	70	30	100	5
2	MGMT	MSMSR/BBA/302	Cost Accounting	Core 8	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/303	Business Statistics	Core 9	4	1	0	70	30	100	5
4	MGMT	MSMSR/BBA/304	Production and Operations Management	GE 3	3	1	0	70	30	100	4
5	MGMT	MSMSR/BBA/305	Introduction to Entrepreneurship	SEC 1	2	0	0	35	15	50	2
<b>Total credits Semester III</b>											<b>21</b>

<b>BBA SEMESTER IV</b>											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods			Scheme of Examination		Total Marks	Credits
					Week	Per		Exam Marks	Internal Exam		
					L	T	P				
1	MGMT	MSMSR/BBA/401	Research Methodology	Core 10	4	1	0	70	30	100	5
2	MGMT	MSMSR/BBA/402	Income Tax	Core 11	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/403	Organizational Behaviour	Core 12	4	1	0	70	30	100	5
4	MGMT	MSMSR/BBA/404	Business Law	GE 4	3	1	0	70	30	100	4
5	MGMT	MSMSR/BBA/405	Management Information System	SEC 2	2	0	0	70	30	100	2
<b>Total credits Semester IV</b>											<b>21</b>

<b>BBA SEMESTER V</b>
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Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods			Per	Scheme of Examination		Total Marks	Credits
					Week	L	T		P	MTE		
1	MGMT	MSMSR/BBA/501	International Business	Core 13	4	1	0	70	30	100	5	
2	MGMT	MSMSR/BBA/502	Consumer Behaviour	Core 14	4	1	0	70	30	100	5	
3	MGMT	MSMSR/BBA/503	Project (Report & Viva-Voce)	Core 15				70	30	100	6	
4	MGMT		Elective I (M,F,H)	DSE 1	3	1	0	70	30	100	4	
5	MGMT		Elective II (M,F,H)	DSE 2	3	1	0	70	30	100	4	
<b>Total credits Semester V</b>											24	

<b>Specialization</b>	MGMT	MSMSR/BBA/504 (M)	Services Marketing
	MGMT	MSMSR/BBA/505 (M)	Advertising & Sales Promotion
	MGMT	MSMSR/BBA/504 (F)	Financial Management
	MGMT	MSMSR/BBA/505 (F)	Banking & Insurance
	MGMT	MSMSR/BBA/504 (H)	Human Resource Development
	MGMT	MSMSR/BBA/505 (H)	Training and Development

<b>BBA SEMESTER VI</b>												
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods			Per	Scheme of Examination		Total Marks	Credits
					Week	L	T		P	Exam Marks		
1	MGMT	MSMSR/BBA/601	Strategic Management	Core 16	4	1	0	70	30	100	5	
2	MGMT	MSMSR/BBA/602	Business Ethics and CSR	Core 17	4	1	0	70	30	100	5	
3	MGMT	MSMSR/BBA/603	E-commerce	Core 18	4	1	0	70	30	100	5	
4	MGMT		Elective III (M,F,H)	DSE 3	3	1	0	70	30	100	4	
5	MGMT		Elective IV (M,F,H)	DSE 4	3	1	0	70	30	100	4	
<b>Total credits Semester VI</b>											23	

<b>Specialization Semester VI</b>			
<b>Specialization</b>	MGMT	MSMSR/BBA/604 (M)	Product & Brand Management
	MGMT	MSMSR/BBA/605 (M)	Rural Marketing
	MGMT	MSMSR/BBA/604 (F)	Security Analysis And Portfolio Management
	MGMT	MSMSR/BBA/605 (F)	Financial Market
	MGMT	MSMSR/BBA/604 (H)	Organisation Change and Development
	MGMT	MSMSR/BBA/605 (H)	Industrial Relation and Labour Law
<b>Total Credits at the end of BBA Final Semester</b>			<b>131</b>