

<b>FACULTY OF MANAGEMENT</b>	<b>PROGRAM : BBA - Hons. (Applied Management)</b>
ACADEMIC YEAR – 2019-21	BATCH : 2019-22
<b>DEFINITION OF ONE CREDIT :</b>	
<b>1. Lecture (L) : 1 hour / week / semester,</b> <b>2. Practical (P) : 2 hour / week / semester</b> <b>3. Tutorial (T) : 2 hour / week / semester</b>	

**SEMESTER : 1**

Course Name	Teaching Hours				Credits
	Theory	Tutorial	Practical	Self Study	
English as Second Language – Preliminary Level 1	2	-	2	1	3
Elements of Financial Accounting	4	-	-	2	4
Principles of Management	4	-	-	1	4
Business Mathematics	4	-	-	2	4
Microeconomics	4	-	-	1	4
Computer Application in Business	3	-	2	2	4
<b>Total</b>	<b>21</b>	<b>-</b>	<b>4</b>	<b>9</b>	<b>23</b>

**SEMESTER : 2**

Course Name	Teaching Hours				Credits
	Theory	Tutorial	Practical	Self Study	
English as a Second Language Preliminary Level 2	2	-	2	1	3
Business Environment	4	-	-	1	4
Organizational Behaviour	4	-	-	1	4
Company Law	4	-	-	1	4
Corporate Accounting	4	-	-	2	4
Macro Economics	4	-	-	1	4
Environmental Science	3	-	-	1	3
<b>Total</b>	<b>25</b>	<b>-</b>	<b>2</b>	<b>8</b>	<b>26</b>

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**SEMESTER : 3**

Course Name	Teaching Hours				Credits
	Theory	Tutorial	Practical	Self Study	
Marketing Management	4	-	-	2	4
Financial Management	4	-	-	2	4
Human Resource Management	4	-	-	1	4
Business Law	4	-	-	1	4
Cost Accounting	4	-	-	2	4
Business Statistics	4	-	-	2	4
Value Added Course 1: Tally ERP 9.0	1	-	2	2	3
<b>Total</b>	<b>25</b>	<b>-</b>	<b>2</b>	<b>12</b>	<b>27</b>

**SEMESTER : 4**

Course Name	Teaching Hours				Credits
	Theory	Tutorial	Practical	Self Study	
Income Tax	4	-	-	2	4
Entrepreneurship and Family Business	4	-	-	2	4
International Business	4	-	-	1	4
Management Accounting	4	-	-	2	4
Research Methodology	4	-	-	2	4
Industry and Company Project	1	-	2	4	4
Value Added Course 2: Basic Usage of SPSS in Research	1	-	2	2	3
<b>TOTAL</b>	<b>24</b>	<b>-</b>	<b>4</b>	<b>15</b>	<b>27</b>

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**SEMESTER : 5**

Course Name	Teaching Hours				Credits
	Theory	Tutorial	Practical	Self Study	
Global Country Study Report	1	-	2	4	4
Summer-Internship Project Report	-		-		6
Export, Import Procedure	4	-	-	1	4
Goods and Service Tax	4	-	-		4
<b>Elective – I (Any One)</b> 1. Finance: Management of Financial Services 2. Marketing: Consumer Behaviour 3. 3. Human Resource: Compensation Management	4	-	-	2	4
<b>Elective – II (Any One)</b> 1. Finance: Fundamentals of Investment 2. Marketing: Integrated Marketing Communication 3. 3. Human Resource: Organizational Design	4	-	-	2	4
<b>General Elective (Any 1 out of 2)</b> 1. Yoga & Health Management 2. Sports	-	-	2	2	2
<b>Total</b>	<b>17</b>	<b>-</b>	<b>4</b>	<b>11</b>	<b>28</b>

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**SEMESTER : 6**

Course Name	Teaching Hours				Credits
	Theory	Tutorial	Practical	Self Study	
Business Ethics and Corporate Governance	4	-	-	1	4
Production and Operations Management	4	-	-	1	4
Strategic Management	4	-	-	1	4
Comprehensive Project	-	-	2	6	4
<b>Elective – III</b>					
1. Finance: Basics of International Finance and Forex Management	4	-	-	2	4
2. Marketing: Brand Management					
3. Human Resource: Industrial Relations					
<b>Elective – IV</b>					
1. Finance: Financial Planning	4	-	-	2	4
2. Marketing: Sales and Distribution Management					
3. Human Resource: Human Resource Development					
Choose any one track out of 2					
<b>1. Entrepreneurship Track</b> Orientation Program in Entrepreneurship	3	-	-	1	3
<b>2.Placement Track</b> Campus to Corporate Training					
<b>General Elective (Any 1 out of 2)</b>					
1. Video Marketing	1			2	2
2. Social Projects					
<b>Total</b>	<b>24</b>	<b>-</b>	<b>2</b>	<b>16</b>	<b>29</b>