

Faculty of Commerce & Management

School of Commerce

Structure for Three Years Bachelors of Business Administrations – BBA Degree Programme

(From AY 2021-22)

Preamble:

1. Sri Balaji University's full time **Bachelor of Business Administration (BBA)** programme is designed to craft graduates with well-developed business insights, critical thinking and decision making skills. This programme is designed with specific objectives of developing various skills such as soft skills, computer skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three years that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching–learning process and method of evaluation for each topic. The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness.
2. **Program objectives:**

Programme aims at developing the managerial and entrepreneurial attitude and skills, enhancing leadership qualities and building the required business acumen among the student managers. The programme gives an opportunity to develop the executive personality, managerial skills and functional knowledge to work in the industry.

 1. To develop precise understanding of business administration and business environment.
 2. To inculcate among the students leadership aptitude and qualities of dynamic business managers and make them capable of taking decisions and communicating with different groups of people.

3. To equip students with knowledge and skills to fulfil the requirements and expectations of the Industry.

3. **Introduction to the Programme:** The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce and Management. The implementation this programme shall be as follows:

First Year B.B.A. is w.e.f. the academic year 2021-2022,

Second Year B.B.A. w.e.f. academic year 2022-2023 and

Third Year B.B.A w.e.f. academic year 2023-2024.

4. **Duration of the Programme:** The Bachelor of Business Administration (BBA) is a full time three (3) years programme and it is divided in six (6) Semesters.

5. **Future Scope:**

This programme creates entry level managers, who can fulfil the needs of the industry. Range of opportunities are available for BBA graduates as per specialisation of the student. Marketing Management specialisation cater for various positions in marketing like Sales Executive, Business Development Executive, Relationship Manager, Digital Marketer/executive etc. Accounting & Finance cater to financial needs of corporates. With Accounting & Finance specialisations students can apply for role of Accountant, Financial Analysts, Financial executive and many more positions in banking and KPOs. HR executive, HR Manager are some positions available for HRM specialisation students. Job positions available in corporate for Business Analytics specialisation are – Business Analysts, Data Analysts. With technologies like Internet of things and Artificial intelligence, scope for Business Analytics specialisation increasing day by day. Entrepreneurship specialisation creates future entrepreneurs and businessmen. Operations & Supply Chain Management specialisations focuses on core operations of the business. Job positions available in the market are- Operation Manager, Analyst – Supply Chain Management, Supply Chain Executive, and Supply Chain Manager.

Outline of the BBA Programme

Medium of Instructions - English

The programme shall be of total 4400 marks (i.e.132 Credits), comprising of 44 courses (Each Paper will be referred as a course), divided into six semesters (i.e. Three years).

SEMESTER	NO OF COURSES	CREDITS
I	8	24
II	8	24
III	7 (GC 4 + SC 3)	21
IV	7 (GC 4 + SC 3)	21
V	7 (GC 4 + SC 3)	21
VI	7 (GC 4 + SC 3)	21
TOTAL	44	132

*GC – Generic Core **SC- Specialisation Core

Course Details

FYBBA

SEM I (800 Marks = 24 Credits)

1. Principles of Management
2. Business Communication Skills
3. Principles of Marketing
4. Business Economics – Micro
5. Business Accounting
6. Data Science for Business Management
7. Business Entrepreneurship
8. Business Mathematics

SEM II (800 Marks = 24 Credits)

1. Organizational Behaviour
2. Operations Management
3. Human Resource Management
4. Business Economics – Macro
5. Basics of Cost Accounting
6. Disaster Management
7. Basics of Management Information Systems
8. Business Statistics

SYBBA

SEM III (700 Marks =21 Credits)

<u>Generic Core</u>	<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resources Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>	<u>Operations & Supply Chain Management</u>
Global Competence & Personality Development	Fundamentals of Services Marketing	Corporate Accounting	Industrial Relations	Introduction to Big Data & Cloud Computing	Basics of International Business	Social Entrepreneurship	Basics of SCM
Research Methodology	Consumer Behaviour and Insights	Financial Services	Managerial Competencies and Career Development	Statistical Data Analysis and Visualisation	Post Liberalization Indian Economy	Technological Entrepreneurship	Production Planning & Control
Introduction to Spreadsheet Modelling	- Digital Marketing	Financial Management	Training and Development	Introduction to Programming	Export Import Management	New Product Development	Basics of Materials Management
Legal Aspects of Business	-	-	-	-	-		-

SYBBA

SEM IV (700 Marks =21 Credits)

<u>Generic Core</u>	<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resources Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>	<u>Operations & Supply Chain Management</u>
Company Law	Fundamentals of Brand Management	Cost & Management Accounting	Workforce Planning	Machine Learning – 1: Introduction	International Economics: Theory and Practice	Business Modelling and Business Plan	Inventory Management
Business Taxation	Fundamentals of Market Research	Investment Analysis & Portfolio Management	Labour Laws	Introduction to Python	Basics of International Marketing	Strategic Management	Project Management
Advance Excel	Internship & Project Report	Internship & Project Report	Internship & Project Report	Internship & Project Report	Internship & Project Report	Internship & Project Report	Internship & Project Report
Fitness for Life	-	-	-	-	-	-	-

TYBBA

SEM V (700 Marks =21 Credits)

<u>Generic Core</u>	<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resources Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>	<u>Operations & Supply Chain Management</u>
Design Thinking for Managers	Rural Marketing	Advance Accounting	Emotional Intelligence for Personal Growth	Data Mining for Business Intelligence	India's Foreign Trade	MSME and Family Managed Business	Warehousing Management
Data visualisation	B2B Marketing	Mergers and Acquisitions	Fundamentals of HR Analytics	Business Applications of Analytics	International Business Laws	Group Entrepreneurship and Self-Help Groups	SCM in Services Industry
Corporate Governance and Ethics	Sales and Distribution Management	Recent Trends in Accounting	Industrial Laws	Advance Machine Learning -	New Dimensions of International Business	Funding for Entrepreneurs	Applications of ERP in Supply Chain Management
Event Management	-	-	-	-	-	-	-

TYBBA

SEM VI (700 Marks =21 Credits)

<u>Generic Core</u>	<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resources Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>	<u>Operations & Supply Chain Management</u>
Management of Innovations & Sustainability	Strategic Marketing	Working Capital Management	Compensation Management	Machine Learning - 2: Introduction to Deep Learning	Public Finance: Theory and Practice	Risk Management in Entrepreneurship	Strategic Supply Chain Management
Global Business Environment	Integrated Marketing Communications	Goods & Services Tax	HRD Instruments and Mechanisms	Data Analytics Services	International Banking Operations	Corporate Entrepreneurship	Basics of Multimodal Transport
Corporate Social Responsibility	Retail Marketing	Financial Reporting and Standards	Performance Management System	Enterprise Data Management	International Relations and Strategy	Building Lean Start-up	Recent Trends in Supply Chain Management
Recent Trends in Business	-	-	-	-	-	-	-

Note: University reserves right to make changes in the above structure as & when required.