

Curriculum Structure – School of Management Studies

Bachelor of Business Administration(BBA)

1. The overall objective of the programme.

- ✓ To prepare every student as a confident & successful Manager and Entrepreneur
- ✓ To provide management students with a solid foundation in fundamentals of Management Science and Entrepreneurship which become the platform on which problem solving structures develop
- ✓ To prepare students for a logical and practical approach towards problem solving and function effectively as skilled managers who can respond to dynamic environment in a social and global context using vehicles such as problem-solving and case analysis, simulating real life situations.
- ✓ To imbibe in students, professional ethics and values and promote awareness among students towards issues of social responsibility of Business.
- ✓ To inculcate in students the ability to gain multidisciplinary knowledge through live projects and operations workouts, so that they can remain competitive and functional in the market and grow leadership skills working for corporates and own entrepreneurship endeavours.
- ✓ To develop self-learning ability in the students and also to encourage the research in management and inter-disciplinary area by inculcating the philosophy to continuously learn, update, experiment and avail opportunities so that they remain relevant and productive in whatever areas they pursue their careers.

2. Minimum eligibility criteria, and the process of admission.

Minimum Eligibility criteria - Candidates should have passed the 10+2 examination from a recognized Central or State Board or its equivalent with minimum 50% marks. Under Graduate Aptitude Test (UGAT) qualified candidates can directly apply for GD/PI.

Admission process –

- ✓ Step 1 – a) Register online through JIS university website or b) Register with JIS university admission office.
- ✓ Step 2 Verification of Student Email
- ✓ Step 3 Fill application from online (refer to the eligibility criteria given on the website under admission menu.
- ✓ { Exit if not eligible or not interested }
- ✓ Step 4 Admission through merit (based on the marks in the qualified examination)
- ✓ Step 5 Student may be interviewed by admission Counsellor. Counsellor may advise on the next course of action.
- ✓ Step 6 Provisional admission offered
- ✓ Step 7 Final admission process
- ✓ Step 8 payment of programme fee.
 - Exit, if seat full, not eligible, disparity in the documents.
 - In case of seat full, or not eligible, student may be interviewed by admission Counselor. Counsellor may advise on the next course of action

✓ Step 9 Commencement of Class

3. Overall curriculum (year-wise), different categories of courses, guidelines for credit distribution, minimum / maximum credit requirements, etc

1st Semester B.B.A.

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-101(CC)	Quantitative Methods	3	0	0	3
BBA-102(CC)	Principles of Management (BBA-LLB)	3	0	0	3
BBA-103(CC)	Organizational Behavior(BBA-LLB)	3	0	0	3
BBA-104(CC)	Business Accounting (BBA-LLB)	3	0	0	3
BBA-105(DSE)	Business Communication	2	0	0	2
	English for Managers	2	0	0	2
BBA-106(DSE)	Managerial Economics	3	0	0	3
	Demand and Business Forecasting	3	0	0	3
BCS-101(GE)	Computer Fundamentals & Application	2	0	0	2
Non credit subjects					
	PROJECT AND SEMINAR -I	0	0	0	0
	Skill Development-I	0	0	0	0
	MOOC/NPTL/NSS/FOREIGN LANGUAGE/OTHERS	0	0	0	0
Practical					

BCS-191 (SEC)	Computer Fundamental and Application Lab-	0	0	2	1
BBA- 192 (SEC)	Business Communication	0	0	3	2
Total Credits					22

Syllabus for 3-YEAR B.B.A.

2nd Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-201 (CC)	Business Law	3	0	0	3
BBA-202 (CC)	Human Resource Management(<i>BBA-LLB</i>)	3	0	0	3
BBA-203 (CC)	Marketing Management (<i>BBA-LLB</i>)	3	0	0	3
BBA-204 (CC)	Cost Accounting	3	0	0	3
BBA-205 (DSE)	Business Organization (BBA-LLB)	3	0	0	3
	Corporate Image Building	3	0	0	3
BBA-206 (DSE)	Economic Environment of Business	3	0	0	3
	Development Economics	3	0	0	3
BBA-207 (GE)	Business Ethics and CSR	3	0	0	3
NON CREDIT SUBJECTS					
	Project and seminar	0	0	0	0
	Skill Development	0	0	0	0

	MOOC/NPTL/NSS/FOREIGN LANGUAGE/OTHERS	0	0	0	0
Practical					
BBA-291 (SEC)	Communication Skill and Language Lab-II	0	0	3	2
Total Credits					23

Syllabus for 3-YEAR B.B.A.

3rd Semester B.B.A.

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-301 (CC)	Financial Accounting	3	0	0	3
BBA-302 (CC)	Production Management (<i>BBA-LLB</i>)	3	0	0	3
BBA-303 (CC)	Contemporary Digital Innovation (<i>BBA-LLB</i>)	3	0	0	3
BBA-304 (CC)	Operation Research	3	0	0	3
BBA-305 (DSE)	Entrepreneurship Development (<i>BBA-LLB</i>)	2	0	0	2
	Small Business Management	2	0	0	2
BBA- 306 (DSE)	Company Law and Corporate Governance	3	0	0	3
	Business Law	3	0	0	3
BBA-307 (GE)	Management Information System	3	0	0	3
EVS-301 (AECC)	Environmental Science	2	0	0	2
Non credit subjects					
	Project and seminar -I	0	0	0	0
	Skill Development-I	0	0	0	0

	MOOC/NPTL/NSS/FOREIGN LANGUAGE/OTHERS	0	0	0	0
Sessional					
BBA-381	Minor Project -1	0	2	0	2
Practical					
BBA-391 (SEC)	Communication Skill and Language Lab -II	0	0	3	2
Total Credits					25

Syllabus for 3-YEAR B.B.A.

4thSemester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-401 (CC)	Financial Management(<i>BBA-LLB</i>)	3	0	0	3
BBA-402 (CC)	International Trade and Commerce(<i>BBA-LLB</i>)	3	0	0	3
BBA-403 (CC)	Statistical Methods for Management Decision Making	3	0	0	3
BBA-404 (CC)	Industrial Relations and Labor Welfare	3	0	0	3
BBA-405 (DSE)	Small Business Management	3	0	0	3
	Emotional Intelligence and Managerial Effectiveness(<i>BBA-LLB</i>)	3	0	0	3
BBA-406 (DSE)	Retail Management	3	0	0	3
	Individual and group Dynamics	3	0	0	3
BBA-407 (GE)	E-Commerce and Web Technology	3	0	0	3
Non credit subjects					
	PROJECT AND SEMINAR -I	0	0	0	0

	Skill Development-I	0	0	0	0
	MOOC/NPTL/NSS/FOREIGN LANGUAGE/OTHERS	0	0	0	0
Practical					
BBA -491 (GE)	Web Technology Lab	0	0	3	1
BBA-492	Evaluation of Minor Projects	0	0	3	1
Total Credit					23

Syllabus for 3-YEAR B.B.A.

5th Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-501 (CC)	Corporate Taxation	3	0	0	3
BBA-502 (CC)	Strategic Management(BBA-LLB)	4	0	0	3
BBA-503 (CC)	Business Research Methodology(BBA-LLB)	3	0	0	3
BBA-504 (DSE)	Customer Relationship Management (BBA-LLB)	4	0	0	3
	Analysis of Managerial Decision Making	4	0	0	3
MKT-501,(DSE)/H RM-501	Elective -1 (Major)	3	0	0	3
MDA-502 (DSE) TRM-502	Elective -2 (Minor)	3	0	0	3
Non credit subjects					

	PROJECT AND SEMINAR -I	0	0	0	0
	Skill Development-I	0	0	0	0
	MOOC/NPTL/NSS/FOREIGN LANGUAGE/OTHERS	0	0	0	0
SESSIONAL					
BSD-583	Internship Project & OJT viva				4
BSD-584	Pilot Project	0	0	4	2
Practical					
BBA-591	ED LAB				1
Total Credits					25

Electives:-

Marketing:- 1) Market Research 2) Sales and Distribution

Human Resource Management:- 1) Training & Development. 2) Talent Management

Financial Management:- 1) Security Analysis and Portfolio Management 2) International Finance

Tourism Management:- 1) Fundamentals of Tourism Industry 2) Tourism Marketing

Media Management:- 1) Principles of MEDIA MANAGEMENT 2) Media Agency & Management

Syllabus for 3-YEAR B.B.A.

6thSemester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
BBA-601 (CC)	Management Accounting	4	0	0	3

BBA-602 (CC)	Organization Development & Knowledge Management(BBA-LLB)	3	0	0	3
BBA-603 (CC)	Project Management (BBA-LLB)	4	0	0	3
BBA-604 (DSE)	Consumer Analysis (BBA-LLB)	3	0	0	3
	Social Psychology	3	0	0	3
BBA-605 (DSE)	Elective – 3 (Major) Any One	3	0	0	3
BBA-606 (DSE)	Elective- 4 (Minor) Any one	3	0	0	3
Non Credit Subjects					
	PROJECT AND SEMINAR -I	0	0	0	0
	Skill Development-I	0	0	0	0
	MOOC/NPTL/NSS/FOREIGN LANGUAGE/OTHERS	0	0	0	0
SESSIONAL					
BSD-683	Final Project (Specialization Dependent)	0	0	0	4
Practical					
BBB-691	Grand Viva	0	0	1 2	4
Total Credits					26

Electives

Marketing :- 1) Service Marketing 2) Advertising and Sales Promotion

Human Resource Management:- 1) Compensation Management 2) Global Human Resource Management in Modern Era

Financial Management:- 1) Financial Risk Management 2) Financial Services

Tourism Management:- 1) Tourism Product 2) International Tourism

Media Management:- 1) Print & Electronic Media 2) Public Relations and Channels