

# **BBA (CBCS)**



**FACULTY OF COMMERCE & BUSINESS MANAGEMENT  
KAKATIYA UNIVERSITY  
Vidyaranyapuri, Warangal**

*2019-2020*

**BBA Course Structure and Syllabus**  
**As per CBCS Guidelines**  
**with Effect from 2019 - 2020**

**I YEAR I SEMESTER**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 1</b>	English (First Language) - 1	<b>4</b>	<b>4</b>		
<b>MIL 1</b>	MIL - 1	<b>4</b>	<b>4</b>		
<b>AECC 1</b>	Environmental Science	<b>2</b>	<b>2</b>		
<b>DSC 101</b>	Principles of Management	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 102</b>	Basics of Marketing	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 103</b>	Business Economics	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

**I YEAR II SEMESTER**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 2</b>	English (First Language) - 2	<b>4</b>	<b>4</b>		
<b>MIL 2</b>	MIL - 2	<b>4</b>	<b>4</b>		
<b>AECC 2</b>	Basic Computer Skills	<b>2</b>	<b>2</b>		
<b>DSC 201</b>	Organisational Behaviour	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 202</b>	Business Statistics	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 203</b>	Financial Accounting	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

## II YEAR I SEMESTER

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 3</b>	English (First Language) - 3	<b>3</b>	<b>3</b>		
<b>MIL 3</b>	MIL - 3	<b>3</b>	<b>3</b>		
<b>SEC 1</b>	a) Personality Development - I b) Advanced Computers	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>SEC 2</b>	a) Basic Quality Management b) Business Policy and Strategy	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>DSC 301</b>	Human Resource Management	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 302</b>	Information Technology for Business	<b>4 T+1 P</b>	<b>5</b>	<b>3 Hrs.</b>	<b>60 U + 20 P + 20 I</b>
<b>DSC 303</b>	Financial Management	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits → 24/25</b>		<b>25</b>		

## II YEAR II SEMESTER

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 4</b>	English (First Language) - 4	<b>3</b>	<b>3</b>		
<b>MIL 4</b>	MIL - 4	<b>3</b>	<b>3</b>		
<b>SEC 3</b>	a) Business Correspondence and Communication b) Personality Development - II	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>SEC 4</b>	a) Start Up Management b) Business Intelligence & Data Visualization	<b>2</b>	<b>2</b>	<b>1 ½ Hrs.</b>	<b>40 U + 10 I</b>
<b>DSC 401</b>	Business Law and Ethics	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 402</b>	Market Research	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSC 403</b>	Management Science	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

### III YEAR I SEMESTER

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 5</b>	English (First Language) - 5	<b>3</b>	<b>3</b>		
<b>MIL 5</b>	MIL – 5	<b>3</b>	<b>3</b>		
<b>GE -1</b>	Mobile Commerce	<b>4</b>	<b>4</b>	<b>3 Hrs.</b>	<b>60 U + 20 I</b>
<b>DSE 501</b>	a. Financial Markets and Services (F) b. Brand Management (M) c. Organization Development (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 502</b>	a. Analysis of Investment in Financial Assets (F) b. Retail Management (M) c. Performance Appraisal and Counseling( HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 503</b>	a. Insurance Services (F) b. Customer Relationship Management (M) c. Compensation Management (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>24/25</b>	<b>25</b>		

### III YEAR II SEMESTER

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
<b>ELS 6</b>	English (First Language) – 6	<b>3</b>	<b>3</b>		
<b>MIL 6</b>	MIL – 6	<b>3</b>	<b>3</b>		
<b>GE -2</b>	Business Analytics	<b>4</b>	<b>3</b>	<b>4 Hrs.</b>	<b>60 U + 20 I</b>
<b>DSE 601</b>	a. Banking (F) b. Buyer Behaviour (M) c. Leadership and Change Management (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 602</b>	a. Risk Analysis And Management(F) b. Advertising and Sales Promotion (M) c. Talent and Knowledge Management (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 603</b>	a. International Finance (F) b. Rural Marketing (M) c. Employees Relations (HR)	<b>5</b>	<b>5</b>	<b>3 Hrs.</b>	<b>80 U + 20 I</b>
<b>DSE 604</b>	Project Report & Viva-Voce	<b>4</b>	<b>4</b>	<b>Viva</b>	<b>Grade</b>
	<b>Total Semester Credits</b>	<b>29</b>	<b>29</b>		
	<b>Total All Semester Credits → 148/150</b>		<b>150</b>		

**ELS:** English Language Skill; **SLS:** Second Language Skill; **AECC:** Ability Enhancement Compulsory Course; **SEC:** Skill Enhancement Course; **DSC:** Discipline Specific Course; **DSE:** Discipline Specific Elective; **GE:** Generic Elective; **T:** Theory; **P:** Practical; **I:** Internal Exam; **U:** University Exam; **PR:** Project Report; **VV:** Viva-Voce Examination; **F:** Finance; **M:** Marketing; **HR:** Human Resource Management.

**Note:** If a student should opt for “a” in SEC in III semester, the student has to opt for “a” only in IV semester and So is the case with “b” and “c”. In the case of DSE also the rule applies.

**SUMMARY OF CREDITS**

Sl. No.	Course Category	No. of Courses	Credits Per Course	Credits
1	English Language	6	4/3	20
2.	MIL	6	4/3	20
3.	AECC	2	2	4
4.	SEC	4	2	8
5.	GE	2	4	8
6.	Project Report & Viva-voce	1	4	4
7.	DSC	12	5	60
8.	DSE	6	5	30
	<b>Total</b>	<b>39</b>		<b>154</b>
	<b>Management</b>	<b>21</b>		<b>102</b>
<b>Credits Under NON – CGPA</b>		NSS/NCC/Sports/Extra Curricular	Up to 6 (2 in each year)	
		Summer Internship	Up to 4 (2 in each after I & II years)	

**Note :**

- 1) IT lab will be evaluated through a practical exam.
- 2) At the end of third year there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.
- 3) Grade (A/B/CD) is awarded to both the project viva-voce and project report as per University Norms.