

BBA (CBCS)



**FACULTY OF COMMERCE & BUSINESS MANAGEMENT
KAKATIYA UNIVERSITY
Vidyaranyaपुरi, 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>
ELS 1	English (First Language) - 1	4	4		
MIL 1	MIL – 1	4	4		
AECC 1	Environmental Science	2	2		
DSC 101	Principles of Management	5	5	3 Hrs.	80 U + 20 I
DSC 102	Basics of Marketing	5	5	3 Hrs.	80 U + 20 I
DSC 103	Business Economics	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	25	25		

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>
ELS 2	English (First Language) - 2	4	4		
MIL 2	MIL – 2	4	4		
AECC 2	Basic Computer Skills	2	2		
DSC 201	Organisational Behaviour	5	5	3 Hrs.	80 U + 20 I
DSC 202	Business Statistics	5	5	3 Hrs.	80 U + 20 I
DSC 203	Financial Accounting	5	5	3 Hrs.	80 U + 20 I
	Total Semester Credits	25	25		

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

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

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

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>
ELS 6	English (First Language) – 6	3	3		
MIL 6	MIL – 6	3	3		
GE -2	Business Analytics	4	3	4 Hrs.	60 U + 20 I
DSE 601	a. Banking (F) b. Buyer Behaviour (M) c. Leadership and Change Management (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 602	a. Risk Analysis And Management(F) b. Advertising and Sales Promotion (M) c. Talent and Knowledge Management (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 603	a. International Finance (F) b. Rural Marketing (M) c. Employees Relations (HR)	5	5	3 Hrs.	80 U + 20 I
DSE 604	Project Report & Viva-Voce	4	4	Viva	50 Record + 50 Viva
	Total Semester Credits	29	29		
	Total All Semester Credits → 148/150		150		

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
	Total	39		154
	Management	21		102
Credits Under NON – CGPA		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.