



**NAAC Accredited & UGC Recognized**  
**XITE, Gamharia**  
**(Autonomous)**

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**BBA SEMESTER WISE CURRICULUM**  
**Academic Session - 2024-27**

<b>FIRST YEAR</b>			
<b>SEMESTER I</b>			
	<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>
1	BBA 1.1(CC)	Principles and Practices of Management	4
2	BBA 1.2 (AEC)	Hindi	2
3	BBA 1.3(CC)	Financial accounting	4
4	BBA 1.4(CC)	Managerial Economics	4
5	BBA 1.5(AEC)	General English	2
6	BBA 1.6(MDE)	Indian Knowledge System	2
7	BBA 1.7(VAC)	Environmental Science and sustainability	2
		<b>Total Credits</b>	<b>20</b>
<b>SEMESTER II</b>			
	<b>Course category</b>	<b>Course Title</b>	<b>Credit</b>
8	BBA 2.1(CC)	Human Behavior and Organization	4
9	BBA 2.2(CC)	Marketing Management	4
10	BBA 2.3(CC)	Business Statistics	4
11	BBA 2.4(SEC)	Digital Literacy	2
12	BBA 2.5(MDE)	Media Literacy	2
13	BBA 2.6(VAC)	Indian Constitution	2
14	BBA 2.7(AEC)	Business Communication	2
		<b>Total Credits</b>	<b>20</b>

**After Year 1, Students will take Social Responsibility & Community Engagement - encompassing Community Engagement with an NGO in the vacation time of minimum 04 weeks of duration**

**SECOND YEAR****SEMESTER-III**

	<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>
15	BBA3.1 (CC)	Management Accounting	4
16	BBA3.2 (CC)	Business Ethics	4
17	BBA3.3 (CC)	Human Resource Management	4
18	BBA3.4 (MDE)	Corporate Social Responsibility	2
19	BBA3.5 (SEC)	Quantitative Aptitude	4
20	BBA3.6 (VAC)	International Business	2
		<b>Total Credits</b>	<b>20</b>

**SEMESTER-IV**

21	BBA4.1 (CC)	Entrepreneurship and Start-up Ecosystem	2
22	BBA4.2 (CC)	Operations Management	4
23	BBA4.3 (CC)	Financial Management	4
24	BBA4.4 (CC)	Business Research Methodology	4
25	BBA4.5 (VAC)	Community Engagement	2
26	BBA4.6 (SEC)	Management Information System	2
27	BBA4.7 (SEC)	Communication Skills and Personality Development	2
		<b>Total Credits</b>	<b>20</b>

**THIRD YEAR**

<b>SEMESTER-V</b>			
	<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>
28	BBA5.1 (CC)	Legal Aspects of Business	4
29	BBA5.2 (CC)	Strategic Management	4
30	BBA5.3 (M) DSE	Consumer Buying Behaviour	4
31	BBA5.4 (M) DSE	Service Marketing	4
32	BBA5.3 (HR) DSE	Manpower Planning	4
33	BBA5.4 (HR) DSE	Recruitment and Selection	4
34	BBA5.3 (F) DSE	Banking Systems and Operations	4
35	BBA5.4 (F) DSE	Financial Markets and Institutions	4
36	BBA5.5 (SEC)	Internship	4
		<b>Total Credits</b>	<b>20</b>
<b>SEMESTER-VI</b>			
37	BBA6.1 (CC)	Project Management	4
38	BBA6.2 (CC)	Taxation	2
39	BBA6.3 (M) DSE	Advertising and Sales Promotion	4
40	BBA6.4 (M) DSE	Sales and Distribution Management	4
41	BBA6.3 (HR) DSE	Industrial Relations and Labour Laws	4
42	BBA6.4 (HR) DSE	Organizational Change & Intervention Strategies	4
43	BBA6.3 (F) DSE	Security Analysis and Portfolio Management	4
44	BBA6.4 (F) DSE	Management of Insurance Services	4
45	BBA6.5 (SEC)	Corporate Governance	4
46	BBA6.6 (SEC)	E-Commerce	2
		<b>Total Credits</b>	<b>20</b>