

**Guru Nanak Dev Engineering College, Ludhiana**  
**Department Of Business Administration,**  
**Study Scheme 2024 -BBA**

<b>FIRST SEMESTER</b>											
<b>Course Category</b>	<b>Module Name</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Theory / Practical</b>	<b>Contact hours per week</b>			<b>Credits</b>	<b>Marks Distribution</b>		<b>Total Marks</b>
					<i>L</i>	<i>T</i>	<i>P</i>		<i>CIA Marks</i>	<i>ESE Marks</i>	
Core Course	Business Management	BBA101	Principles and Practices of Management	Theory	3	1	0	4	40	60	100
Ability Enhancement Course	Human Resource Management	BBA102	Business Communication - I	Theory	1	1	0	2	40	60	100
Core Course	Accounting	BBA103	Financial accounting	Theory	3	1	0	4	40	60	100
Core Course	Business Management	BBA104	Business Statistics and Logic	Theory	3	1	0	4	40	60	100
Ability Enhancement Course	Communication	BBA105	General English	Theory	1	1	0	2	40	60	100
Multi-Disciplinary Elective Course	Life Skills	BBA106	Business Environment Public Policy	Theory	2	0	0	2	40	60	100
Value Added Course	Life Skills	BBA107	Environmental Science and sustainability	Theory	2	0	0	2	40	60	100
Mentoring and Professional Development	Life Skills	NEMPD 101	Mentoring and Professional Development	Practical	0	0	1	-	-	-	-
<b>Total</b>					15	5	1	20	280	420	700
<b>Total Contact Hours per week = 21</b>											

**For BAMPD101, final evaluation of this course will be done based on the combined assessment of odd and even semester of respective year of study.**

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SECOND SEMESTER											
Course Category	Module Name	Course Code	Course Title	Theory / Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					L	T	P		CIA Marks	ESE Marks	
Core Course	Human Resource Management	BBA108	Human Behaviour and Organization	Theory	3	1	0	4	40	60	100
Core Course	Marketing	BBA109	Marketing Management	Theory	3	1	0	4	40	60	100
Core Course	Business Management	BBA110	Business Economics	Theory	3	1	0	4	40	60	100
Skill Enhancement Course	Computing	BBA111	Emerging Technologies and application	Theory	1	0	0	1	40	60	100
Multi-Disciplinary Elective Course	Life Skills	BBA112	Media Literacy and Critical Thinking	Theory	1	1	0	2	40	60	100
Value Added Course	Life Skills	UGNE101	Indian Constitution	Theory	2	0	0	2	40	60	100
Ability Enhancement Course	Communication	BBA114	Business Communication-II	Theory	1	1	0	2	40	60	100
Skill Enhancement Course	Computing	LBBA111	Emerging Technologies and application Laboratory	Practical	0	0	2	1	30	20	50
Mentoring and Professional Development	Life Skills	NEMPD101	Mentoring and Professional Development	Practical	0	0	1	1	100		100
Total					14	5	3	21	410	440	850
Total Contact Hours per week = 22											

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	<b>THIRD SEMESTER</b>										
<b>Course Category</b>	<b>Module Name</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Theory/ Practical</b>	<b>Contact hours per week</b>			<b>Credits</b>	<b>Marks Distribution</b>		<b>Total Marks</b>
					L	T	P		<b>CIA Marks</b>	<b>ESE Marks</b>	
Core Course	Accounting	BBA201	Management Accounting	Theory	3	1	0	4	40	60	100
Core Course	Business Management	BBA202	Legal and Ethical issues in business	Theory	3	1	0	4	40	60	100
Core Course	Human Resource Management	BBA203	Human Resource Management	Theory	3	1	0	4	40	60	100
Multi-Disciplinary Elective Course	Life Skills	BBA204	Indian Systems of Health And Wellness	Theory	1	1	0	2	40	60	100
Skill Enhancement Course	Computing	BBA205	Management Information System (MIS)	Theory	2	0	0	2	40	60	100
Value Added Course	Life Skills	BBA206	Disaster Management		2	0	0	2	50	-	50
Skill Enhancement Course	Computing	LBBA205	Management Information System (MIS) Laboratory	Practical	0	0	4	2	30	20	50
Mentoring and Professional Development	Life Skills	NEMPD 201	Mentoring and Professional Development	Practical	0	0	1	-	-	-	-
<b>Total</b>					14	4	5	20	280	320	600
<b>Total Contact Hours per week = 23</b>											

**For BAMPD201, final evaluation of this course will be done based on the combined assessment of odd and even semester of respective year of study.**

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<b>FOURTH SEMESTER</b>											
<b>Course Category</b>	<b>Module Name</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Theory/ Practical</b>	<b>Contact hours per week</b>			<b>Credits</b>	<b>Marks Distribution</b>		<b>Total Marks</b>
					<i>L</i>	<i>T</i>	<i>P</i>		<i>CIA Marks</i>	<i>ESE Marks</i>	
Core Course	Entrepreneurship	BBA208	Entrepreneurship and Start up Ecosystem	Theory	3	0	0	3	40	60	100
Core Course	Business Management	BBA209	Operations Management	Theory	3	1	0	4	40	60	100
Core Course	Finance	BBA210	Financial Management	Theory	3	1	0	4	40	60	100
Core Course	Project and Report Writing	BBA211	Business Research methodology	Theory	3	1	0	4	40	60	100
Value Added Course	Business Management	BBA212	Indian Knowledge System	Theory	2	0	0	2	40	60	100
Skill Enhancement Course	Entrepreneurship	BBA213	Design Thinking and Innovation	Theory	2	1	0	3	40	60	100
Mentoring and Professional Development	Life Skills	NEMPD201	Mentoring and Professional Development	Practical	0	0	1	1	100	-	100
<b>Total</b>					16	4	1	21	340	360	700
<b>Total Contact Hours per week = 21</b>											

**At the end of the fourth semester every student shall undergo an internship/capstone project for 4 to 6 weeks in the industry. This component will be evaluated during the fifth semester**

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<b>FIFTH SEMESTER</b>											
<b>Course Category</b>	<b>Module Name</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Theory / Practical</b>	<b>Contact hours per week</b>			<b>Credits</b>	<b>Marks Distribution</b>		<b>Total Marks</b>
					<i>L</i>	<i>T</i>	<i>P</i>		<i>CIA Marks</i>	<i>ESE Marks</i>	
Core Course	Business Management	BBA301	Strategic Management	Theory	3	1	0	4	40	60	100
Core Course	Business Management	BBA302	Logistics and Supply Chain Management	Theory	3	1	0	4	40	60	100
Discipline Specific Elective	Finance / HRM/ Marketing	Discipline Specific Electives - I	Electives - I	Theory	3	1	0	4	40	60	100
Discipline Specific Elective	Finance / Marketing / HRM	Discipline Specific Electives - II	Electives - II	Theory	3	1	0	4	40	60	100
Skill Enhancement Course	Project and Report Writing	BBA303	Internship /Capstone Project		-	-	-	4	50	-	50
Skill Enhancement Course	Project and Report Writing	BBA304	Major Project (evaluation in sixth semester)		-	-	-	0	50	-	50
Discipline Specific Elective	Finance / Marketing / HRM		Discipline Specific Electives (Audit Course )		3	1	0	0	40	60	100
Mentoring and Professional Development	Life Skills	NEMPD301	Mentoring and Professional Development	Practical	0	0	1	-	-	-	-
<b>Total</b>					15	5	1	20	300	300	600
<b>Total Contact Hours per week = 21</b>											

**Additional Discipline Specific Electives as an Audit Course (Non Credit but compulsory) can be opted by the student**

**For BAMPD302, final evaluation of this course will be done based on the combined assessment of odd and even semester of respective year of study.**

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**Electives to be offered in the Fifth semester**

Any of the Following groups each having two papers in semester V can be chosen as electives (I– II) by the students.

FINANCE	
Course Code	Course Title
BBA-305	International Financial Management
BBA-306	Business Analysis and Valuation
HRM	
BBA-307	Training and Development
BBA-308	Performance and Compensation Management
MARKETING	
BBA-309	Consumer Behavior
BBA-310	Digital Marketing

Discipline Specific Electives as an Audit Course opted by student	
FINANCE –	
BBA-311	Financial Markets and Services
HRM	
BBA-312	Social Security and Labor Welfare
MARKETING –	
BBA-313	Marketing Control and Audit

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**Sixth Semester**

<b>SIXTH SEMESTER</b>											
<b>Course Category</b>	<b>Module Name</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Theory / Practical</b>	<b>Contact hours per week</b>			<b>Credits</b>	<b>Marks Distribution</b>		<b>Total Marks</b>
					<i>L</i>	<i>T</i>	<i>P</i>		<i>CIA Marks</i>	<i>ESE Marks</i>	
Core Course	Business Management	BBA314	Project Management	Theory	3	1	0	4	40	60	100
Core Course	Finance	BBA315	Business Taxation	Theory	2	0	0	2	40	60	100
Discipline Specific Elective	Finance / Marketing / HRM		Discipline Specific Electives -III	Theory	3	1	0	4	40	60	100
Discipline Specific Elective	Finance / Marketing / HRM		Discipline Specific Electives-IV	Theory	3	1	0	4	40	60	100
Skill Enhancement Course	Business Management	BBA316	Corporate Governance	Theory	2	0	0	2	40	60	100
Skill Enhancement Course	Project and Report Writing	BBA317	Major Project (Initiated in 5 <sup>th</sup> Semester )		-	-	-	4		50	50
Discipline Specific Elective	Finance / Marketing / HRM		Discipline Specific Electives (Audit Course)	Theory	3	1	0	0	40	60	100
Mentoring and Professional Development	Life Skill	NEMPD301	Mentoring and Professional Development	Practical	0	0	1	1	100		100
<b>Total</b>					16	4	1	21	340	410	750
<b>Total Contact Hours per week = 21</b>											

**Additional Discipline Specific Electives as an Audit Course (Non Credit but compulsory) can be opted by the student**

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**Electives to be offered in the Sixth semester -**

Any of the Following groups each having two papers in semester VI can be chosen as electives (III– IV) by the student

FINANCE	
Course Code	Course Title
BBA-318	Investment Analysis and Portfolio
BBA-319	Strategic Corporate Finance
HRM	
BBA-320	Team Building In the Organization
BBA-321	Cross Culture HRM
MARKETING	
BBA-322	Marketing of Services
BBA-323	International Marketing

Discipline Specific Electives as an Audit Course opted by student	
FINANCE –	
BBA-324	Personal Financial Planning
HRM	
BBA-325	Organization Development
MARKETING –	
BBA-326	Product And Brand Management