

**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>CA 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	Communication Skills	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 Skills	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 NEMPD101, 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		CA 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	2	2	90	60	150
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 Skills	BBA114	Business Communication-II	Theory	1	1	0	2	40	60	100
Mentoring and Professional Development	Life Skills	NEMPD101	Mentoring and Professional Development	Practical	0	0	1	1	100	-	100
Total					14	5	3	21	430	420	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>CA Marks</b>	<b>ESE Marks</b>	
Core Course	Accounting	BBA115	Management Accounting	Theory	3	1	0	4	40	60	100
Core Course	Business Management	BBA116	Legal and Ethical issues in Business	Theory	3	1	0	4	40	60	100
Core Course	Human Resource Management	BBA117	Human Resource Management	Theory	3	1	0	4	40	60	100
Multi-Disciplinary Elective Course	Life Skills	BBA118	Indian Systems of Health and Wellness	Theory	1	1	0	2	40	60	100
Open Elective Course	Computing	OBCA101	Management Information System	Theory	3	0	0	3	40	60	100
Value Added Course	Life Skills	LBBA119	Disaster Management	Practical	0	0	4	2	50	-	50
Mentoring and Professional Development	Life Skills	NEMPD102	Mentoring and Professional Development	Practical	0	0	1	-	-	-	-
<b>Total</b>					13	4	5	19	250	300	550
<b>Total Contact Hours per week = 22</b>											

**For NEMPD102, final evaluation of this course will be done based on the combined assessment of odd and even semester of respective year of study.**

- **Open elective will be taken by the student offered by other department and not by the parent department.**
- **Open elective course to be offered to other UG Non Engineering Programs.**

<b>OBBA101</b>	<b>Entrepreneurship and Start up Ecosystem</b>
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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>CA Marks</i>	<i>ESE Marks</i>	
Core Course	Entrepreneurship	BBA120	Entrepreneurship and Startup Ecosystem	Theory	3	1	0	4	40	60	100
Core Course	Business Management	BBA121	Operations Management	Theory	3	1	0	4	40	60	100
Core Course	Finance	BBA122	Financial Management	Theory	3	1	0	4	40	60	100
Core Course	Project and Report Writing	BBA123	Business Research Methodology	Theory	3	1	0	4	40	60	100
Value Added Course	Indian Knowledge	UGNE102	Indian Knowledge System	Theory	2	0	0	2	40	60	100
Skill Enhancement Course	Entrepreneurship	LBBA124	Design Thinking and Innovation	Practical	0	0	2	1	50	-	50
Mentoring and Professional Development	Life Skills	NEMPD102	Mentoring and Professional Development	Practical	0	0	1	1	100	-	100
<b>Total</b>					14	4	3	20	350	300	650
<b>Total Contact Hours per week = 21</b>											

**At the end of the Fourth Semester every student shall undergo Summer Training (TRBBA101) for 120 hours in the Industry.**



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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>CA Marks</i>	<i>ESE Marks</i>	
Core Course	Business Management	BBA125	Strategic Management	Theory	3	1	0	4	40	60	100
Core Course	Business Management	BBA126	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	TRBBA101	Training	Practical	-	-	-	1	60	40	100
Skill Enhancement Course	Project and Report Writing	PRBBA101	Minor Project	Practical	0	0	4	2	120	80	200
Discipline Specific Elective (Audit course)	Finance / Marketing / HRM	Discipline Specific Audit Course	Audit Course	Theory	3	1	0	0	50	-	50
Mentoring and Professional Development	Life Skills	NEMPD103	Mentoring and Professional Development	Practical	0	0	1	-	-	-	-
<b>Total</b>					15	5	5	19	390	360	750
<b>Total Contact Hours per week = 23</b>											

- Evaluation of Industrial Training (TRBBA101) of 120 hours will be done in the fifth semester.
- Discipline Specific Electives as an Audit Course (Non Credit but compulsory) will be opted by the student.
  - The minimum criteria for passing is to secure 40% of maximum marks assigned to CA.
  - For NEMPD103, final evaluation of this course will be done based on the combined assessment of odd and even semester of respective year of study.
  - Training (TRBBA101) Industrial Training of 120 hours will be undertaken by the students at the end of the Fourth Semester.



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

Students are required to choose one subject in Semester V from Elective-I and one from Elective-II from their respective Tracks.

**Elective-I**

Track 1 Finance		Track 2 Human Resource Management		Track 3 Marketing	
Course Code	Course Title	Course Code	Course Title	Course Code	Course Title
EBBA101	Personal Financial Planning	EBBA103	Manpower Planning	EBBA105	Consumer Behavior
EBBA102	Financial Markets and Services	EBBA104	Social Security and Labour Welfare	EBBA106	Marketing research

**Elective-II**

Track 1 Finance		Track 2 Human Resource Management		Track 3 Marketing	
Course Code	Course Title	Course Code	Course Title	Course Code	Course Title
EBBA107	Sustainable Finance	EBBA109	Stress Management	EBBA111	Retail Marketing
EBBA108	Behavioral Finance	EBBA110	Performance and Compensation Management	EBBA112	Advertising and Sales Management

Discipline Specific Electives as an Audit Course opted by student	
FINANCE –	
MCBBA101	Security Analysis and Portfolio Management
HRM	
MCBBA102	Human Resource Development
MARKETING –	
MCBBA103	Marketing Control and Audit



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<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>CA Marks</i>	<i>ESE Marks</i>	
Core Course	Business Management	BBA127	Project Management	Theory	3	1	0	4	40	60	100
Core Course	Finance	BBA128	Business Taxation	Theory	3	1	0	4	40	60	100
Discipline Specific Elective	Finance / Marketing / HRM	Discipline Specific Electives - III	Electives -III	Theory	3	1	0	4	40	60	100
Discipline Specific Elective	Finance / Marketing / HRM	Discipline Specific Electives-IV	Electives-IV	Theory	3	1	0	4	40	60	100
Skill Enhancement Course	Business Management	BBA129	Corporate Governance	Theory	2	0	0	2	40	60	100
Skill Enhancement Course	Project and Report Writing	PRBBA102	Major Project	Practical	0	0	6	3	120	80	200
Discipline Specific Elective (Audit course)	Finance / Marketing / HRM	Discipline Specific Audit Course	Discipline Specific Electives- Audit Course	Theory	3	1	0	0	50	-	50
Mentoring and Professional Development	Life Skill	NEMPD103	Mentoring and Professional Development	Practical	0	0	1	1	100		100
<b>Total</b>					17	5	7	22	470	380	850
<b>Total Contact Hours per week = 29</b>											

- **Additional Discipline Specific Electives as an Audit Course (Non Credit but compulsory) will be opted by the student. The minimum criteria for passing is to secure 40% of maximum marks assigned to CA.**



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

Students are required to choose one subject in Semester VI from Elective-III and one from Elective-IV from their respective Tracks.

**Elective-III**

Track 1 Finance		Track 2 Human Resource Management		Track 3 Marketing	
Course Code	Course Title	Course Code	Course Title	Course Code	Course Title
EBBA113	International Finance	EBBA115	Talent Management	EBBA117	Marketing of Services
EBBA114	Goods and Services Tax	EBBA116	Training and Development	EBBA118	International Marketing

**Elective-IV**

Track 1 Finance		Track 2 Human Resource Management		Track 3 Marketing	
Course Code	Course Title	Course Code	Course Title	Course Code	Course Title
EBBA119	Banking and Insurance Operations	EBBA121	Team Building in the Organization	EBBA123	Digital Marketing
EBBA120	Financial Engineering	EBBA122	International HRM	EBBA124	Product and Brand Management

Discipline Specific Electives as an Audit Course opted by student	
FINANCE –	
MCBBA104	Financial Statements Analysis
HRM	
MCBBA105	Cross Cultural HRM
MARKETING –	
MCBBA106	Customer Relationship Management



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