

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

FIRST SEMESTER											
Course Category	Module Name	Course Code	Course Title	Theory / Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					<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	-	-	-	-
Total					15	5	1	20	280	420	700
Total Contact Hours per week = 21											

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											

THIRD 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	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
Open Elective Course		OBBAXXX	Open Elective	Theory	3	0	0	3	40	60	100
Value Added Course	Life Skills	BBA205	Disaster Management		0	0	4	2	50	-	50
Mentoring and Professional Development	Life Skills	NEMPD 201	Mentoring and Professional Development	Practical	0	0	1	-	-	-	-
Total					13	4	5	19	250	300	550
Total Contact Hours per week = 22											

For NEMPD201, 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 note by the parent department.
- Open elective course to be offered to other UG Non Engineering Programs.

OBBA201	Entrepreneurship and Start up Ecosystem
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FOURTH SEMESTER											
Course Category	Module Name	Course Code	Course Title	Theory/ Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					<i>L</i>	<i>T</i>	<i>P</i>		<i>CA Marks</i>	<i>ESE Marks</i>	
Core Course	Entrepreneurship	BBA206	Entrepreneurship and Start up Ecosystem	Theory	3	1	0	4	40	60	100
Core Course	Business Management	BBA207	Operations Management	Theory	3	1	0	4	40	60	100
Core Course	Finance	BBA208	Financial Management	Theory	3	1	0	4	40	60	100
Core Course	Project and Report Writing	BBA209	Business Research Methodology	Theory	3	1	0	4	40	60	100
Value Added Course	Business Management	BBA210	Indian Knowledge System	Theory	2	0	0	2	40	60	100
Skill Enhancement Course	Entrepreneurship	BBA211	Design Thinking and Innovation	Theory	0	0	2	1	50	-	50
Mentoring and Professional Development	Life Skills	NEMPD201	Mentoring and Professional Development	Practical	0	0	1	1	100	-	100
Total					14	4	3	20	350	300	650
Total Contact Hours per week = 21											

At the end of the Fourth Semester every student shall undergo Summer Training for four weeks in the industry. This component will be evaluated during the fifth semester.

FIFTH 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	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	TRBBA301	Training	Practical	-	-	-	4	60	40	100
Skill Enhancement Course	Project and Report Writing	PRBBA301	Minor Project		0	0	2	1	60	40	100
Discipline Specific Elective (Audit course)	Finance / Marketing / HRM		Discipline Specific Electives-Audit course		3	1	0	0	50	-	50
Mentoring and Professional Development	Life Skills	NEMPD301	Mentoring and Professional Development	Practical	0	0	1	-	-	-	-
Total					15	5	3	21	330	320	650
Total Contact Hours per week = 23											

- 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 NEMPD301, final evaluation of this course will be done based on the combined assessment of odd and even semester of respective year of study.

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
EBBA xxx	Personal Financial Planning	EBBA xxx	Manpower Planning	EBBA xxx	Consumer Behavior
EBBA xxx	Financial Markets and Services	EBBA xxx	Social Security and Labour Welfare	EBBA xxx	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
EBBA xxx	Sustainable Finance	EBBA xxx	Stress Management	EBBA xxx	Retail Marketing
EBBA xxx	Behavioral Finance	EBBA xxx	Performance and Compensation Management	EBBA xxx	Advertising and Sale Management

Discipline Specific Electives as an Audit Course opted by student	
FINANCE –	
MCBBA301	Security Analysis and Portfolio Management
HRM	
MCBBA302	Human Resource Development
MARKETING –	
MCBBA303	Marketing Control and Audit

Sixth Semester

SIXTH SEMESTER											
Course Category	Module Name	Course Code	Course Title	Theory / Practical	Contact hours per week			Credits	Marks Distribution		Total Marks
					<i>L</i>	<i>T</i>	<i>P</i>		<i>CA Marks</i>	<i>ESE Marks</i>	
Core Course	Business Management	BBA303	Project Management	Theory	3	1	0	4	40	60	100
Core Course	Finance	BBA304	Business Taxation	Theory	3	1	0	4	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	BBA305	Corporate Governance	Theory	2	0	0	2	40	60	100
Skill Enhancement Course	Project and Report Writing	PRBBA302	Major Project		0	0	6	3	120	80	200
Discipline Specific Elective (Audit course)	Finance / Marketing / HRM		Discipline Specific Electives-Audit Course	Theory	3	1	0	0	50	-	50
Mentoring and Professional Development	Life Skill	NEMPD30 1	Mentoring and Professional Development	Practical	0	0	1	1	100		100
Total					17	5	7	22	470	380	850
Total Contact Hours per week = 29											

- **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.**

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
EBBA xxx	International Finance	EBBA xxx	Talent Management	EBBA xxx	Marketing of Services
EBBA xxx	Goods and Services Tax	EBBA xxx	Training and Development	EBBA xxx	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
EBBA xxx	Banking and Insurance Operations	EBBA xxx	Team Building in the Organization	EBBA xxx	Digital Marketing
EBBA xxx	Financial Engineering	EBBA xxx	International HRM	EBBA xxx	Product and Brand Management

Discipline Specific Electives as an Audit Course opted by student	
FINANCE –	
MCBBA304	Financial Statements and Analysis
HRM	
MCBBA305	Cross Cultural HRM
MARKETING –	
MCBBA306	Customer Relationship Management