



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

**FACULTY OF BUSINESS MANAGEMENT
AND COMMERCIAL**

**OUTLINES OF TESTS SYLLABI AND COURSES OF READING
FOR
BACHELOR OF BUSINESS ADMINISTRATION
(Semester System)**

**For the Session 2020-21
(1st and 2nd Semester - New)
(3rd to 6th Semester - Old)**

PRINCIPAL
SRI AUROBINDO COLLEGE OF
COMMERCE & MANAGEMENT
LUDHIANA

SCHEME OF EXAMINATION FOR B.B.A (2019-2020)

Subject Code	Paper Title	M.Marks	No. of lectures Per week	Tutorials Per Week***
FIRST SEMESTER				
BBA 101A/ BBA 101B	PUNJABI / HISTORY AND CULTURE OF PUNJAB	50	3	
BBA 102	BUSINESS STATISTICS*	100	5	1
BBA 103	FUNDAMENTALS OF INFORMATION TECHNOLOGY	100	6	
BBA 104	MANAGEMENT CONCEPTS AND PRACTICES	100	6	
BBA 105	FINANCIAL ACCOUNTING*	100	5	1
BBA 106	ESSENTIALS OF BUSINESS ECONOMICS – I	100	6	
	TOTAL	550		

SECOND SEMESTER

BBA 121A/ BBA 121B	PUNJABI / HISTORY AND CULTURE OF PUNJAB	50	3	
BBA 122	MANAGERIAL & SOFT SKILLS MANAGEMENT	100	6	
BBA 123	ESSENTIALS OF BUSINESS ECONOMICS – II	100	6	
BBA 124	BUSINESS LAWS	100	6	
BBA 125	PSYCOLOGY FOR MANAGERS	100	6	
BBA 126	FINANCIAL MANAGEMENT*	100	5	1
	TOTAL	550		

ENVIRONMENT, ROAD SAFETY EDUCATION, VIOLENCE AGAINST WOMEN/ CHILDREN AND DRUG ABUSE**

100+50

THIRD SEMESTER

BBA 201	ENGLISH & BUSINESS COMMUNICATION SKILLS	50	3	
BBA 202	OPERATION RESEARCH*	100	5	1
BBA 203	MARKETING MANAGEMENT	100	6	
BBA 204	ECONOMICS OF MONEY AND BANKING	100	6	




PRINCIPAL
SRI AUROBINDO COLLEGE OF
COMMERCE & MANAGEMENT
COCHIN

BBA 205	REGULATORY FRAMEWORK FOR COMPANIES	100	6	
BBA 206	DIRECT TAX LAWS*	100	5	1
		<u>550</u>		
FORTH SEMESTER				
BBA 221	ENGLISH & BUSINESS COMMUNICATION SKILLS	50	3	
BBA 222	PROJECT MANAGEMENT	100	6	
BBA 223	RESEARCH METHODOLOGY	100	6	
BBA 224	HUMAN RESOURCE MANAGEMENT	100	6	
BBA 225	GOODS AND SERVICES TAX (GST)*	100	5	1
BBA 226	DATABASE MANAGEMENT SYSTEM	100	6	
	TOTAL	<u>550</u>		

FIFTH SEMESTER

BBA 301	INSURANCE AND RISK MANAGEMENT
BBA 302	INTERNATIONAL BUSINESS
BBA 303	BUSINESS ENVIRONMENT
BBA 304	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

FOR NEXT TWO PAPERS, STUDENT CAN OPT ONE AREA OUT OF THE THREE AREAS:

MARKETING MANAGEMENT

BBA 305	CONSUMER BEHAVIOR
BBA 306	SALES AND DISTRIBUTION MANAGEMENT

FINANCIAL MANAGEMENT

BBA 307	FINANCIAL MARKETS AND SERVICES
BBA 308	INVESTMENT MANAGEMENT

HUMAN RESOURCE MANAGEMENT

BBA 309	SOCIAL SECURITY AND LABOUR WELFARE
BBA 310	INDUSTRIAL RELATIONS AND LABOUR LEGISLATION

SIXTH SEMESTER

BBA 321	BUSINESS POLICY AND STRATEGY
BBA 322	PRODUCTION AND OPERATIONS MANAGEMENT
BBA 323	SOCIAL AND ETHICAL ISSUES IN BUSINESS
BBA 324	PROJECT REPORT




STUDENT TO CONTINUE WITH THE SAME OPTION AS IN FIFTH SEMESTER

MARKETING MANAGEMENT

BBA 325 ADVERTISING AND BRAND MANAGEMENT
BBA 326 MARKETING OF SERVICES

FINANCIAL MANAGEMENT

BBA 327 COST ANALYSIS AND CONTROL
BBA 328 ACCOUNTING FOR MANAGEMENT

HUMAN RESOURCE MANAGEMENT


BBA 329 HUMAN RESOURCE PLANNING AND PERFORMANCE MANAGEMENT
BBA 330 COMPENSATION MANAGEMENT

* Tutorial classes will be held for the subjects.

** This is a compulsory qualifying paper, which the students have to study in the B.A./B.Sc./B.Com./BBA 1st year (2nd Semester). If the student/s failed to qualify the paper during the 2nd Semester, he/she/ they be allowed to appear/qualify the same in the 4th or 6th Semester/s.

*** Each unit of BBA will be divided into 2 Groups for the purpose of Tutorials.




PRINCIPAL
SRI AUROBINDO COLLEGE OF
COMMERCE & MANAGEMENT

COURSE CURRICULUM FOR BBA PROGRAMME

BBA - Ist Semester	BBA - IIInd Semester	BBA - Vth Semest
Punjabi/History and Culture of Panjab Business Statistics Fundamentals of Information Technology Management Concepts and Practices Financial Accounting	English & Business Communication Skills Operation Research Marketing Management Economics of Money and Banking Regulatory Framework for Companies	Insurance And Risk Management International Business Business Environment Entrepreneurship And Small Business Optional subjects: Any one out of foll <u>Marketing Management</u> - Consumer Behaviour - Sales And Distribution Managem <u>Human Resource Management</u> - Social Security and Labour Welfar - Industrial Relations and Labour Le
Essentials of Business Economics-I Environment and Road Safety Education	Direct Tax Laws	

Vijay K. Singh

PRINCIPAL
SRI AURORINDO COLLEGE OF
COMMERCE & MANAGEMENT
PUNJAB

[Signature]

BBA - IIInd Semester	BBA - IVth Semester	BBA - Vth Semeste
Punjabi/History and Culture of Panjab Managerial & Soft Skills Management Essentials of Business Economics-II Business Laws Psychology for Managers	English & Business Communication Skills Project Management Research Methodology Human Resource Management Indirect Tax Laws	Business Policy And Strategy Production And Operations Managem Social And Ethical Issues In Business Project Report and Viva-Voce Same option to continue as in fifth sem <u>Marketing Management</u> - Advertising And Brand Manageme - Marketing of Services <u>Human Resource Management</u> - Human Resource Planning and Management Compensation Management
Financial Management	Database Management System	