

COURSE STRUCTURE FOR BBA (PROGRAMS)

FIRST YEAR

Semester: 1

Semester: 2

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 101	Principles of Management	3	0	0	3	BBA 102	Organizational Behavior	3	0	0	3
BBA 103	Principles of Micro Economics	3	0	0	3	BBA 104	Principles of Macro Economics	3	0	0	3
BBA 105	Financial Accounting	5	1	0	6	BBA 106	Cost and Management Accounting	5	1	0	6
BBA 109	Business Communication -I	3	0	0	3	BBA 110	Environmental Studies / Functional Arabic ²	3	0	0	3
BBA 111	Computer Application (Theory)	2	0	0	2	BBA 112	Business Communication - II	3	0	0	3
BBA 113	Computer Application (Lab)	0	0	4	2	ELECTIVE 2 (ANY ONE)					
ELECTIVE 1 (ANY ONE)						BBA 108.1	Business Statistics and Mathematics– II ²	3	0	0	3
						BBA 108.2A	Certificate Course in Foreign Languages (Spanish/German/French)	3	0	0	3
BBA 107.1	Business Statistics and Mathematics – I	3	0	0	3	BBA 108.2B	Introduction to Art Appreciation: Culture And Creativity – II ²	3	0	0	3
BBA 107.2A	Cultures and Communication	3	0	0	3	BBA 108.3	Consumer Behavior ³	3	0	0	3
BBA 107.2B	Introduction to Art Appreciation: Culture and Creativity ²	3	0	0	3	BBA 108.4	Procurement & Supply Operations ³	3	0	0	3
						ELECTIVE 3 (ANY ONE)					
						BBA 114.1	Calculus - I	3	0	0	3
						BBA 114.2A	Financial Accounting using Tally. ERP9	3	0	0	3
						BBA 114.2B	International Financial Reporting Standards	3	0	0	3
						BBA 114.2C	Leader Skills and Managerial Effectiveness	3	0	0	3
						BBA 114.2D	Supply Chain Concepts & Planning	3	0	0	3
	TOTAL	19	1	4	22		TOTAL	23	1	0	24

¹Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department.

²A student opting for Business Statistics and Mathematics-I in I semester cannot opt for Cultural Studies-II in II semester or vice versa.

³Offered only at Dubai Campus

SECOND YEAR:

Semester: 3						Semester: 4					
Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 201	Human Resource Management	3	0	0	3	BBA 202	Entrepreneurship and Project Planning (MOOC) ³	-	-	-	6
BBA 203	Marketing Management	3	0	0	3	BBA 204.1	Elective 6 (Any ONE) Option 1. Project (16 Weeks duration)	-	-	-	12 OR
BBA 205	Legal Aspects of Business	3	0	0	3						
BBA 207	Financial Management	5	1	0	6						
BBA 209	Research Methods in Management	3	0	0	3						
BBA 211.1	Elective 4 (Any One)¹ Management Information System Certificate Course ³ Strategic Marketing ² E-Commerce ²	3	0	0	3	BBA 204.2.1	Option 2. Strategic Management (MOOC) ³	-	-	-	6 + 6
BBA 211.2		-	-	-	3						
BBA 211.3		3	0	0	3						
BBA 211.4		-	-	-	3						
BBA 213.1	Elective 5 (ANY ONE)¹ 1. Personal Taxation 2. Calculus II 3. Digital Marketing ² 4. Functional Arabic ²	3	0	0	3	BBA 204.2.2	Project (08 Weeks duration)	-	-	-	6 OR
BBA 213.2		3	0	0	3						
BBA 213.3		-	-	-	3						
BBA 213.4		-	-	-	3						
						BBA 204.3	Option 3. Study abroad program	-	-	-	12
	Total	23	1	0	24		Total	-	-	-	18

¹. Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department.

²Offered only at Dubai Campus. Mode of delivery will be as per Dubai Campus. ³Approved by Academic Review Committee

THIRD YEAR:

Semester: 5						Semester: 6					
Subject Code	Subject Title	T	L	P	C	Subject Code	Subject Title	T	L	P	C
BBA 301	International Business Management	3	0	0	3	BBA 302	Corporate Governance and Business Ethics	3	0	0	3
BBA 303	Total Quality Management	3	0	0	3	BBA 304	Business Analytics	3	0	0	3
	Specialization Course 1 ¹	3	0	0	3		Specialization Course 5	4	0	0	4
	Specialization Course 2	3	0	0	3		Specialization Course 6	4	0	0	4
	Specialization Course 3	3	0	0	3		Specialization Course 7	4	0	0	4
	Specialization Course 4	3	0	0	3		Specialization Course 8	4	0	0	4
BBA 305.1	Elective 7 (Any one)² Personality Development course	2	0	0	2						
BBA 305.2	Tally/Financial Software	0	0	4	2						
	Total	20/18	0	0/4	20		Total	22	0	0	22

¹Students can select a specialization from the nine options offered at Department Of Commerce, MU, Manipal and one option "Entrepreneurship and Innovation" available only at MU, Dubai.

²Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department.

SPECIALIZATION SUBJECTS

E-Banking and Finance

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 307	Modern Banking	3	0	0	3	BBA 308	Credit Operations	4	0	0	4
BBA 309	Banking Technology	3	0	0	3	BBA 310	Recovery Management	4	0	0	4
BBA 311	Banking Products	3	0	0	3	BBA 312	International Banking	4	0	0	4
BBA 313	Capital Management by Banks	3	0	0	3	BBA 314	Banking Law & Practice	4	0	0	4
	TOTAL	12	0	0	12		TOTAL	16	0	0	16

Financial Markets

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 315	Regulatory Aspects of Financial systems & Capital Markets	3	0	0	3	BBA 316	Financial Derivatives	4	0	0	4
BBA 317	Customer Relationship Management	3	0	0	3	BBA 318	Commodities Market	4	0	0	4
BBA 319	Security Analysis And Valuation	3	0	0	3	BBA 320	Mutual Funds & Risk management	4	0	0	4
BBA 321	Portfolio Management	3	0	0	3	BBA 322	Forex Management & World Financial Institutions	4	0	0	4
	TOTAL	12	0	0	12		TOTAL	16	0	0	16

Professional

Semester 5

Semester 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 323	Project Management	3	0	0	3	BBA 324	Corporate Financial Strategy	4	0	0	4
BBA 325	Risk Management	3	0	0	3	BBA 326	Advanced Financial Reporting	4	0	0	4
BBA 327	Financial Reporting	3	0	0	3	BBA 328	Relationship Management	4	0	0	4
BBA 329	Strategic Management	3	0	0	3	BBA 330	Advanced Management Accounting	4	0	0	4
	TOTAL	12	0	0	12		TOTAL	16	0	0	16

Logistics and Supply Chain

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 331	Managing Business Process Flows – I	3	0	0	3	BBA 332	Managing Business Process Flows - II	4	0	0	4
BBA 333	Logistics Systems – I	3	0	0	3	BBA 334	Logistics Systems – II	4	0	0	4
BBA 335	Supply Chain Planning	3	0	0	3	BBA 336	Optimization Methods in Management Science - II	4	0	0	4
BBA 337	Optimization Methods in Management Science - I	3	0	0	3	BBA 338	Export and Import Logistics	4	0	0	4
	TOTAL	12	0	0	12		TOTAL	16	0	0	16

Human Resources

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 339	Recruitment and Selection	3	0	0	3	BBA 340	Human Resource Development	4	0	0	4
BBA 341	Organizational Performance Management	3	0	0	3	BBA 342	International Human Resource Management	4	0	0	4
BBA 343	Performance Appraisals	3	0	0	3	BBA 344	Interpersonal Effectiveness & Employee Engagement	4	0	0	4
BBA 345	Industrial Relation And Labour Legislation	3	0	0	3	BBA 346	Contemporary Human Resource Practices	4	0	0	4
	TOTAL	12	0	0	12		TOTAL	16	0	0	16

Marketing

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 347	Consumer Behaviour	3	0	0	3	BBA 348	Advertising and Branding	4	0	0	4
BBA 349	Retail Management	3	0	0	3	BBA 350	International Marketing	4	0	0	4
BBA 351	Rural Marketing	3	0	0	3	BBA 352	Services Marketing	4	0	0	4
BBA 353	Distribution and Salesmanship	3	0	0	3	BBA 354	Visual Merchandising	4	0	0	4
	TOTAL	12	0	0	12		TOTAL	16	0	0	16

Insurance and Risk Management

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 355	Introduction to Insurance	3	0	0	3	BBA 356	Life Assurance Underwriting	4	0	0	4
BBA 357	Legal Aspects Of Insurance Business	3	0	0	3	BBA 358	Foundation Of Actuarial Science	4	0	0	4
BBA 359	Mathematical Basis Of Life Assurance	3	0	0	3	BBA 360	Insurance Accounting	4	0	0	4
BBA 361	Insurance Risk Management	3	0	0	3	BBA 362	Practice of General Insurance	4	0	0	4
	TOTAL	12	0	0	12		TOTAL	16	0	0	16

Family Business Management

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 363	Entrepreneurial Marketing & Negotiation	3	0	0	3	BBA 364	Working Capital Management	4	0	0	4
BBA 365	Entrepreneurial Finance	3	0	0	3	BBA 366	New Venture Creation	4	0	0	4
BCM 367	Business Analysis	3	0	0	3	BBA 368	Entrepreneurial Biographies	4	0	0	4
BBA 369	Technology Selection and Management	3	0	0	3	BBA 370	Operations Management & Family Business Synergies	4	0	0	4
	TOTAL	12	0	0	12		TOTAL	16	0	0	16

Hospitality and Tourism

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 371	Food and Beverage Management I	3	0	0	3	BBA 372	Food & Beverage Management II	4	0	0	4
BBA 373	Travel Agency and Tour Operations	3	0	0	3	BBA 374	Event Management	4	0	0	4
BBA 375	Accommodation Management	3	0	0	3	BBA 376	Tourism Marketing	4	0	0	4
BBA 377	Tourism and Hospitality Management	3	0	0	3	BBA 378	Tour Report*	-	-	-	4
	TOTAL	12	0	0	12		TOTAL	12	0	0	16

* Only Internal Evaluation, no end semester exam. Grading based on marks allotted to Report out of 100.

Entrepreneurship & Innovation

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 379	Entrepreneurial Thinking	3	0	0	3	BBA 380	Managing Growing Businesses	4	0	0	4
BBA 381	New Venture Finance	3	0	0	3	BBA 382	Social Entrepreneurship	4	0	0	4
BBA 383	Corporate Entrepreneurship	3	0	0	3	BBA 384	Family Business Management	4	0	0	4
BBA 385	Creativity and Innovation	3	0	0	3	BBA 368	Entrepreneurial Biographies	4	0	0	4
	TOTAL	12	0	0	12		TOTAL	16	0	0	16

This specialization will be offered at Dubai Campus only.