



**SCHOOL OF COMMERCE AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**Four Year Degree Programme – Batch 2024-28**

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## **A. PROGRAMME STRUCTURE**



## SRI BALAJI UNIVERSITY, PUNE

### **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** **Four Year Degree Programme – Batch 2024-28**

#### PROGRAMME STRUCTURE 2024-28

(Offered by- **SCHOOL OF COMMERCE AND MANAGEMENT**)

1.	<b>Program Outcomes</b>	<p>After successful completion of BBA Program, the student will be able to:</p> <ul style="list-style-type: none"> <li>• <b>PO1: Academic Proficiency:</b> Attain academic proficiency and understand the underlying base of the business in order to make effective decisions and plans with fast changing business needs and demands; they will also be able to understand and apply appropriate tools and techniques to manage business challenges.</li> <li>• <b>PO2: Continuous Learning and Adaptability:</b> Prepare themselves for upcoming market changes and opportunities by thinking rationally and acquiring critical thinking, conflict resolution, teamwork, delegation, leadership and cross-cultural communication skills.</li> <li>• <b>PO3: Emotional Intelligence, Social Competence, Empathy and Communication:</b> Understand how to prepare plans and decisions precisely aiming at attainment of goals; also they will be able to acquire effective communication skills to create more impactful communication.</li> <li>• <b>PO4: Critical Thinking and Entrepreneurial Skills:</b> Align their theoretical knowledge skillfully to deal with real life projects and issues by thinking innovatively while dealing with complex decisions of business.</li> <li>• <b>PO5: Soft Skill Development/Employability:</b> Accelerate self-empowerment through skill building and hands-on-training by participating in industry based live projects; it will also help them to understand hierarchy in the organization as a result of improved industry academia collaboration.</li> <li>• <b>PO6: Digital Competence:</b> Understand and develop digital literacy and competency required to perform daily work in an organization</li> </ul>
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		<ul style="list-style-type: none"> <li>• <b>PO7: Environmental Awareness &amp; Sustainability:</b> Understand to learn and respect eco-system and biodiversity by making them realize its importance in human life and thereby develop sensitivity amongst the students towards the environmental issues and concerns to ensure sustainability.</li> </ul>
	<b>Program Specific Outcomes</b>	<p><b>Specialization 1: Marketing Management</b></p> <ul style="list-style-type: none"> <li>• <b>PSO 1:</b> Comprehend and solve marketing issues and challenges</li> <li>• <b>PSO 2:</b> Understand and evaluate different marketing strategies used by the organizations.</li> <li>• <b>PSO 3:</b> Explain how digital technology can be used effectively in studying buying behavior and building brand</li> </ul> <p><b>Specialization 2: Accounting &amp; Finance</b></p> <ul style="list-style-type: none"> <li>• <b>PSO 1:</b> Understand and interpret financial Statements of the organization.</li> <li>• <b>PSO 2:</b> Understand the role of financial institutions and financial markets in Indian Financial system and develop financial literacy.</li> <li>• <b>PSO 3:</b> Demonstrate the role of accounting in carrying of business operations.</li> </ul> <p><b>Specialization 3: Human Resource Management</b></p> <ul style="list-style-type: none"> <li>• <b>PSO 1:</b> Understand mechanism and processes behind manpower planning and human resource management</li> <li>• <b>PSO 2:</b> Understand and demonstrate legal and ethical considerations in human resource management</li> <li>• <b>PSO 3:</b> Handle grievances and conflicts regarding various functions of HRM</li> </ul> <p><b>Specialization 4: Business Analytics</b></p> <ul style="list-style-type: none"> <li>• <b>PSO 1:</b> Understand and describe complex business problems and challenges in terms of decision making models.</li> <li>• <b>PSO 2:</b> Foster analytical and critical thinking abilities to deal with day to day problems and challenges.</li> <li>• <b>PSO 3:</b> Acquire proficiency in conducting various research investigations using different tools, techniques and decision making models</li> </ul> <p><b>Specialization 5: International Business</b></p> <ul style="list-style-type: none"> <li>• <b>PSO 1:</b> Understand import export processes and documentation involved in carrying out international trade and commerce</li> <li>• <b>PSO 2:</b> Identify and deal with problems and issues regarding growth and development of International business.</li> <li>• <b>PSO 3:</b> Acquaint themselves with international rules and regulations given by international institutions.</li> </ul>

		<b>Specialization 6: Entrepreneurship</b> <ul style="list-style-type: none"> <li>• <b>PSO 1:</b> Identify and work on feasible business ideas and opportunities with calculated risk.</li> <li>• <b>PSO 2:</b> Acquire proficiency in business principles and practices with the right entrepreneurial mind set</li> <li>• <b>PSO 3:</b> Nurture entrepreneurial attitude and innovation skills to start and run their business.</li> </ul>
2.	<b>DURATION (IN MONTHS)</b>	48 Months
3.	<b>INTAKE</b>	300 students (5 divisions of 60 students each)
7.	<b>MEDIUM OF INSTRUCTION</b>	English
8.	<b>PROGRAMME PATTERN</b>	Semester
9.	<b>COURSE &amp; SPECIALIZATION</b>	1. Marketing Management                      2. Accounting and Finance 3. Human Resource Management            4. Business Analytics 5. International Business                      6. Entrepreneurship
11.	<b>ASSESSMENT</b>	All 4 credit and 2 Credit courses will have 50% internal component and 50% component as external [University] examination.
12.	<b>STANDARD OF PASSING</b>	<p>The total weightage (100%) for each subject is equally divided (50/50) between Internals and End Term Examinations. Students are expected to obtain a minimum of 40% of marks in the internals and the End Term Examinations individually to be considered as pass in the particular subject. Sri Balaji University, Pune follows grading system for awarding grade and grade points to students. It follows 10 point grade scale, SCPA and CGPA are calculated as the weighted average of grade point multiplied by the credits for the courses.</p> <p>The system of evaluation will be as follows: For each course, the score of internal assessment and the End term examinations will be added together and then converted into a grade and grade point average. A student shall be said to have earned the credits for the course if he/she earns minimum of 40% marks in internals and End term examinations separately. Grade point less than 4.00 will be treated as grade F (fail). Results will be declared for each semester and the final grade-sheet will give total grades and grade point</p>
13.	<b>AWARD OF DEGREE</b>	On completion of First Year, the students will be awarded with UG Certificate, on completion of Second Year, they will be awarded with UG Diploma, on completion of Third Year, they will receive UG Degree at the end of semester VI examination by taking into consideration the performance of all semester examinations after obtaining minimum 4 CGPA out of 10 CGPA. If the students further continue and complete Fourth Year, they will get UG Honors Degree.
14.	<b>CLASSIFICATION OF CREDITS</b>	

Semesters	MM	Minor	OE	ME	VSC	SEC	IKS	AEC	VEC	CC	OJT	FP/CEP	RP	Total	Total Credits
I	3	-	2		1	1	1	1	1	1	-	-	-	11	22
II	3	1	2		1	1	-	1	1	1	-	-	-	11	22
III	2	1	1		1	-	-	1	-	1	-	1	-	8	22
IV	2	1	1		-	1	-	1	-	1	-	1	-	8	22
V	2	1	-	1	-	1	-	-	-	-	1	-	-	6	22
VI	2	1	-	1	1	-	-	-	-	-	-	1	-	5	20
VII	3	1	-	1	-	-	-	-	-	-	-	-	-	5	20
VIII	3	-	-	1	-	-	-	-	-	-	1	-	*1	5	20
Total Subjects	20	6	6	4	4	4	1	4	2	4	2	3	*1	60	
Total Credits	68	22	12	16	8	8	2	8	4	8	8	6	-	170	170

**\* Research Project is applicable for four year UG honors with Research Degree.**

**\*NOTE:**

- 1) MM - Major Mandatory Subject
- 2) Minor Subject
- 3) OE – Open Electives
- 4) ME – Major Electives
- 5) SC- Specialization Courses
- 6) VSC- Vocational Skill Courses
- 7) SEC- Skill Enhancement Course
- 8) IKS- Indian Knowledge System
- 9) AEC- Ability Enhancement Course
- 10) VEC- Value Education Course
- 11) CC- Co-Curricular Course
- 12) OJT- On Job Training
- 13) FP/CEP- Field Project/Community Engagement Project
- 14) RP- Research Project

**B.**  
**COURSE STRUCTURE**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**Four Year Degree Programme – Batch 2024-28**

**Semester-I**

Sr No.	Course Code	Course Title	Nature of the Course	Credit	Internal Marks	External Marks	Total Marks
1	BBA24 0101	Fundamentals of Accounting	Major Mandatory	2	25	25	50
2	BBA24 0102	Principles of Marketing	Major Mandatory	2	25	25	50
3	BBA24 0103	Human Resource Management	Major Mandatory	2	25	25	50
4	BBA24 0104	Business Mathematics	Open Elective	2	25	25	50
5	BBA24 0105	Business Economics (Micro)	Open Elective	2	25	25	50
6	BBA24 0106	Banking and Insurance	Vocational Skill Course	2	25	25	50
7	BBA24 0107	Fundamentals of Computers	Skill Enhancement Course	2	25	25	50
8	BBA24 0108	English Language	Ability Enhancement Course	2	25	25	50
9	BBA24 0109	Environmental Studies	Value Education Course	2	25	25	50
10	BBA24 0110	Indian Knowledge System	Indian Knowledge System	2	50	-	50
11	BBA24 0111	Fitness For Life	Co- Curricular	2	25	25	50
<b>Total</b>				<b>22</b>	<b>300</b>	<b>250</b>	<b>550</b>



**Semester-II**

<b>Sr . N o.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Nature of the Course</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
1	BBA24 0201	International Business Management	Major Mandatory	2	25	25	50
2	BBA24 0202	Introduction to Business Analytics	Major Mandatory	2	25	25	50
3	BBA24 0203	Entrepreneurship Development	Major Mandatory	2	25	25	50
4	BBA24 0204	Principles of Management	Minor	2	25	25	50
5	BBA24 0205	Business Statistics	Open Elective	2	25	25	50
6	BBA24 0206	Business Economics (Macro)	Open Elective	2	25	25	50
7	BBA24 0207	Operations Management	Skill Enhancement Course	2	25	25	50
8	BBA24 0208	Introduction to MS-Excel	Vocational Skill Course	2	25	25	50
9	BBA24 0209	Business Communication	Ability Enhancement Course	2	25	25	50
10	BBA24 0210	Indian Constitution and Human Rights	Value Education Course	2	25	25	50
11	BBA24 0211	Yoga Education	Co- Curricular	2	25	25	50
<b>Total</b>				<b>22</b>	<b>275</b>	<b>275</b>	<b>550</b>

**Semester-III**

S r. N o.		1	2	3	4	5	6	Cre dits	Inte rnal Mar ks	Exte rnal Mar ks	Tot al Ma rks
	<u>Natur e of Cour se</u>	<u>Market ing Manag ement</u>	<u>Accoun ting &amp; Finance</u>	<u>Human Resour ce Manag ement</u>	<u>Busines s Analyti cs</u>	<u>Interna tional Busines s</u>	<u>Entrepren eurship</u>				
1	Major Mand atary	Principl es of Marketi ng (BBA24 0307)	Cost Account ing (BBA24 0309)	Workfo rce Plannin g (BBA24 0311)	Introduc tion to Progra mming using Python (BBA24 0313)	Internati onal Busines s Manage ment (BBA24 0315)	Ideation and Business Plan (BBA2403 17)	4	50	50	100
2	Major Mand atary	Consum er Behavio ur and Insights (BBA24 0308)	Indian Financi al System (BBA24 0310)	HR Talent Acquisit ion & Retentio n Manage ment (BBA24 0312)	Databas e Manage ment System (BBA24 0314)	Internati onal Trade Relation s (BBA24 0316)	Incubation And Accelerati on (BBA2403 18)	4	50	50	100
3	Minor	Organizational Behaviour (BBA240301)						4	50	50	100
4	OE	Choose one subject from Basket						2	25	25	50
5	VSC	Introduction to GST (BBA240303)						2	25	25	50
6	AEC	Soft Skills (BBA240304)						2	25	25	50
7	FP	Field Project –I related to Major (BBA240305)						2	50	-	50
8	CC	Health and Wellness (BBA240306)						2	25	25	50
	Total							22	300	250	550

**Semester-IV**

S r. N o.		1	2	3	4	5	6	Cre dits	Inte rnal Mar ks	Exte rnal Mar ks	Tot al Ma rks
	<u>Natu re of Cour se</u>	<u>Marketi ng Manage ment</u>	<u>Account ing &amp; Finance</u>	<u>Human Resourc e Manage ment</u>	<u>Busines s Analyti cs</u>	<u>Internat ional Busines s</u>	<u>Entrepre neurship</u>				
1	Major Mand atary	Product Manage ment (BBA2 40407)	Financi al Manage ment (BBA2 40409)	Recruit ment and Selectio n (BBA2 40411)	Data Science (BBA2 40413)	India's Foreign trade and Internat ional Instituti ons (BBA2 40415)	Innovatio n and Entrepren eurship (BBA240 417)	4	50	50	100
2	Major Mand atary	Sales and Distrib ution Manage ment (BBA2 40408)	Introduc tion to Corporat e Account ing (BBA24 0410)	Training and Develop ment (BBA24 0412)	Informat ion security and risk Manage ment (BBA24 0414)	Export Import Docume ntation (BBA24 0416)	Internatio nal Entrepren eurship (BBA240 418)	4	50	50	100
3	Mino r	Research Methodology (BBA240401)						4	50	50	100
4	OE	Choose one subject from Basket						2	25	25	50
5	SEC	Design Thinking for Managers (BBA240403)						2	25	25	50
6	AEC	Modern Indian Language (MIL) (BBA240404)						2	25	25	50
7	CC	Performing Arts (BBA240405)						2	25	25	50
8	FP	Field Project –II (BBA240406)						2	50	-	50
	Total							22	300	250	550

**Semester-V**

S r. N o.		1	2	3	4	5	6	Cre dits	Inte rnal Mar ks	Exte rnal Mar ks	Tot al Ma rks
	<u>Natu re of Cour se</u>	<u>Marketi ng Manage ment</u>	<u>Account ing &amp; Finance</u>	<u>Human Resourc e Manage ment</u>	<u>Busines s Analyti cs</u>	<u>Internat ional Busines s</u>	<u>Entrepre neurship</u>				
1	Major Mand atary	Retail Manage ment (BBA2 40505)	Manage ment Accoun ting (BBA2 40507)	HR Analyti cs (BBA2 40509)	Data Visuali zation using Tableau (BBA2 40511)	Internat ional Busines s Operati ons (BBA2 40513)	Building Lean Start-up (BBA240 515)	4	50	50	100
2	Major Mand atary	Custom er Relatio nship Manage ment (BBA2 40506)	Advanc ed Corpor ate Accoun ting (BBA2 40508)	Strategi c HRM (BBA2 40510)	Data Ethics and Privacy (BBA2 40512)	Internat ional Busines s Laws (BBA2 40514)	Entrepren eural Ethics (BBA240 516)	4	50	50	100
3	Mino r	Entrepreneurship Development (BBA240501)						4	50	50	100
4	Major Electi ve	Choose one subject from Basket						4	50	50	100
5	SEC	Basics of Stock Market (BBA240503)						2	25	25	50
6	OJT	Based on Major Subject (BBA240504)						4	100	-	100
	Total							22	325	225	550

**Semester-VI**

S r. N o.		1	2	3	4	5	6	Credits	Internal Marks	External Marks	Total Marks
	<u>Nature of Course</u>	<u>Marketing Management</u>	<u>Accounting &amp; Finance</u>	<u>Human Resource Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>				
1	Major Mandatory	Brand Management (BBA240605)	Income Tax (BBA240607)	HR and Knowledge Management (BBA240609)	Introduction to Big Data (BBA240611)	International Banking Operations (BBA240613)	MSME and Family Managed Business (BBA240615)	4	50	50	100
2	Major Mandatory	Digital Marketing (BBA240606)	Investment Analysis and Risk Management (BBA240608)	Performance Compensation and Rewards Management (BBA240610)	Research Techniques using SPSS (BBA240612)	International Marketing Management (BBA240614)	Corporate Entrepreneurship (BBA240616)	4	50	50	100
3	Minor	Decision Making and Risk Management (BBA240601)						4	50	50	100
4	Major Elective	Choose one subject from Basket						4	50	50	100
5	FP	Field Project (BBA240603)						2	50	-	50
6	VSC	Foreign Language (BBA240604)						2	25	25	50
	Total							20	275	225	500

**Semester-VII**

S r. N o.		1	2	3	4	5	6	Credits	Internal Marks	External Marks	Total Marks
	<u>Nature of Course</u>	<u>Marketing Management</u>	<u>Accounting &amp; Finance</u>	<u>Human Resource Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>				
1	Major Mandatory	Marketing Research (BBA240703)	Financial Planning and Wealth Management (BBA240706)	Managerial Competencies and Career Development (BBA240709)	Data Mining and data warehousing (BBA240712)	Global Supply chain Management (BBA240715)	Entrepreneurship sustainability (BBA240718)	4	50	50	100
2	Major Mandatory	Advertisement and Sales Promotion (BBA240704)	Business Tax Assessment and Planning (BBA240707)	Industrial Relations and Labour Laws (BBA240710)	Python for Analytics (BBA240713)	Cross Cultural Consumer Behaviour (BBA240716)	Entrepreneurship Finance (BBA240719)	4	50	50	100
3	Major Mandatory	Marketing Analytics (BBA240705)	Investment Banking and Financial Services (BBA240708)	Emotional Intelligence and Personal Growth (BBA240711)	AI and ML (BBA240714)	Global Sourcing and Business Development (BBA240717)	Technological Entrepreneurship (BBA240720)	4	50	50	100
4	Minor	Quantitative Techniques for Managers ((BBA240701)						4	50	50	100
5	Major Elective	Choose one subject from Basket						4	50	50	100
	Total							20	250	250	500

**Semester-VIII**

S r. N o.		1	2	3	4	5	6	Cre dits	Inte rnal Mar ks	Exte rnal Mar ks	Tot al Mar ks
	<u>Natu re of Cour se</u>	<u>Marketi ng Manage ment</u>	<u>Account ing &amp; Finance</u>	<u>Human Resourc e Manage ment</u>	<u>Busines s Analyti cs</u>	<u>Internat ional Busines s</u>	<u>Entrepre neurship</u>				
1	Major Mand atary	Social Media Marketi ng (BBA2 40803)	Financi al Techno logy (BBA2 40806)	Internat ional HR (BBA2 40809)	Spreads heet Modelli ng and Decisio n Analysi s (BBA2 40812)	Global Strategi c Manage ment (BBA2 40815)	Social Entrepren eurship (BBA240 818)	4	50	50	100
2	Major Mand atary	Rural Marketi ng (BBA2 40804)	Strategi c Corpor ate Finance (BBA2 40807)	Conflic t and Negotia tion Manage ment (BBA2 40810)	Introdu ction to Emergi ng Techno logies (BBA2 40813)	Internat ional Econo mics (BBA2 40816)	Entrepren eurship Growth & Expansio n (BBA240 819)	4	50	50	100
3	Major Mand atary	Applied Strategic Marketi ng (BBA24 0805)	Internat ional Financi al Manage ment (BBA2 40808)	HR in Service Sector (BBA2 40811)	R Progra mming (BBA2 40814)	Internati onal Business Simulati ons (BBA24 0817)	Conflict managem ent in Business (BBA240 820)	4	50	50	100
4	OJT	Based on Major Subject (BBA240801)						4	100	-	100
5	Major Electi ve	Choose one subject from Basket						4	50	50	100
	Total							20	300	200	500

### Semester-wise Distribution of Marks and Credits

Semester	Credits	Internal	External	Total
I	22	300	250	550
II	22	275	275	550
III	22	300	250	550
IV	22	300	250	550
V	22	325	225	550
VI	20	275	225	500
VII	20	250	250	500
VIII	20	300	200	500
<b>Total</b>	<b>170</b>	<b>2325</b>	<b>1925</b>	<b>4250</b>

### Basket of Major Electives

SEM V	SEM VI	SEM VII	SEM VIII
<b>Business Ethics &amp; Corporate Governance (BBA240502)</b>	<b>Total Quality Management (BBA240602)</b>	<b>Essentials of E-Commerce (BBA240702)</b>	<b>Research Paper Writing and Seminar (BBA240802)</b>
Emerging Trends in Banking And Finance (BBA240517)	Strategic HRM (BBA240617)	Global Business Ethics & Corporate Governance (BBA240721)	Portfolio Management (BBA240821)
Total Quality Management (BBA240518)	Change Management (BBA240618)	Basics of Materials Management (BBA240722)	Analysis of Financial Statements (BBA240822)
Business Taxation (BBA240519)	Leadership and Team Management (BBA240619)	Channel Management (BBA240723)	International Economics (BBA240823)
Decision making & Risk Management (BBA240520)	Entrepreneurial Ethics (BBA240620)	Emerging Technologies in SCM (BBA240724)	Cases in Finance (BBA240824)
	Corporate Banking (BBA240621)	Industrial Laws (BBA240725)	Cases in Marketing (BBA240825)
		Export Import Documentation for Small Businesses (BBA240726)	Cases in HRM (BBA240826)



**Basket of Open Electives**

<b>Semester-I</b>		<b>Semester-II</b>		<b>Semester-III</b>	<b>Semester-IV</b>
<b>OE-I</b>	<b>OE-II</b>	<b>OE-I</b>	<b>OE-II</b>	<b>OE</b>	<b>OE</b>
<b>Business Mathematics (BBA240104)</b>	<b>Business Economics (Micro) (BBA240105)</b>	<b>Business Statistics (BBA240205)</b>	<b>Business Eco (Macro) (BBA240206)</b>	<b>Indian Economy (BBA240302)</b>	<b>Legal Aspects of Business (BBA240402)</b>
Sociology for Business (BBA240112)	Social Justice (BBA240113)	Philosophy of Swami Vivekanand (BBA240112)	Introduction Public Relations (BBA240114)	Decision Science (BBA240319)	Rural Economics (BBA240419)
		Business Intelligence (BBA240113)	Development of Life Skills (BBA240115)	Corporate Administration (BBA240320)	Employability skills (BBA240420)

**Note:**

1. Field Projects and On the Job Training, Major Projects will be evaluated by One Internal Subject Expert and One External Subject Expert.
2. Weightage of marks will be 50% for Internal Examiner and 50% for External Examiner.