



Sri Balaji Society's
Sri Balaji University, Pune
UNIVERSITY FOR OPPORTUNITIES

• Discipline • Dedication • Determination

SCHOOL OF COMMERCE AND MANAGEMENT

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

Sr. No.	TITLE	PAGE No. FROM TO
A.	PROGRAMME STRUCTURE	2 to 6
B.	COURSE STRUCTURE	7 to 17

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. Program Outcomes	<p>After successful completion of BBA Program, the student will be able to:</p> <ul style="list-style-type: none"> PO1: Academic Proficiency: 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. PO2: Continuous Learning and Adaptability: 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. PO3: Emotional Intelligence, Social Competence, Empathy and Communication: 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. PO4: Critical Thinking and Entrepreneurial Skills: Align their theoretical knowledge skillfully to deal with real life projects and issues by thinking innovatively while dealing with complex decisions of business. PO5: Soft Skill Development/Employability: 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. PO6: Digital Competence: Understand and develop digital literacy and competency required to perform daily work in an organization
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	<ul style="list-style-type: none"> • PO7: Environmental Awareness & Sustainability: 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.
Program Specific Outcomes	<p>Specialization 1: Marketing Management</p> <ul style="list-style-type: none"> • PSO 1: Comprehend and solve marketing issues and challenges • PSO 2: Understand and evaluate different marketing strategies used by the organizations. • PSO 3: Explain how digital technology can be used effectively in studying buying behavior and building brand <p>Specialization 2: Accounting & Finance</p> <ul style="list-style-type: none"> • PSO 1: Understand and interpret financial Statements of the organization. • PSO 2: Understand the role of financial institutions and financial markets in Indian Financial system and develop financial literacy. • PSO 3: Demonstrate the role of accounting in carrying of business operations. <p>Specialization 3: Human Resource Management</p> <ul style="list-style-type: none"> • PSO 1: Understand mechanism and processes behind manpower planning and human resource management • PSO 2: Understand and demonstrate legal and ethical considerations in human resource management • PSO 3: Handle grievances and conflicts regarding various functions of HRM <p>Specialization 4: Business Analytics</p> <ul style="list-style-type: none"> • PSO 1: Understand and describe complex business problems and challenges in terms of decision making models. • PSO 2: Foster analytical and critical thinking abilities to deal with day to day problems and challenges. • PSO 3: Acquire proficiency in conducting various research investigations using different tools, techniques and decision making models <p>Specialization 5: International Business</p> <ul style="list-style-type: none"> • PSO 1: Understand import export processes and documentation involved in carrying out international trade and commerce • PSO 2: Identify and deal with problems and issues regarding growth and development of International business. • PSO 3: Acquaint themselves with international rules and regulations given by international institutions.

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	8	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 . N o.	Course Code	Course Title	Nature of the Course	Cre dit	Inter nal Mark s	Exter nal Mark s	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
Total				22	300	250	550

Semester-II

Sr . N o.	Course Code	Course Title	Nature of the Course	Cre dit	Inter nal Mark s	Exter nal Mark s	Total Marks
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
Total				22	275	275	550

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 & 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 atory	Principles of Marketin g (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)	Ideatio n and Business Plan (BBA2403 17)	4	50	50	100
2	Major Mand atory	Consumer Behavio ur and Insights (BBA24 0308)	Indian Financi al System (BBA24 0310)	HR Talent Acquisit ion & Retentio n Manage ment (BBA24 0312)	Database Manage ment System (BBA24 0314)	Internati onal Trade Relation s (BBA24 0316)	Incubatio n 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 & 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	Credits	Internal Marks	External Marks	Total Marks	
	<u>Nature of Course</u>	<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resource Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>					
1	Major Mandatory	Retail Management (BBA2 40505)	Management Accounting (BBA2 40507)	HR Analytics (BBA2 40509)	Data Visualization using Tableau (BBA2 40511)	International Business Operations (BBA2 40513)	Building Lean Start-up (BBA240515)	4	50	50	100	
2	Major Mandatory	Customer Relationship Management (BBA2 40506)	Advanced Corporate Accounting (BBA2 40508)	Strategic HRM (BBA2 40510)	Data Ethics and Privacy (BBA2 40512)	International Business Laws (BBA2 40514)	Entrepreneurial Ethics (BBA240516)	4	50	50	100	
3	Minor	Entrepreneurship Development (BBA240501)						4	50	50	100	
4	Major Elective	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	Cred its	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 & Finance</u>	<u>Human Resourc e Manage ment</u>	<u>Busines s Analyti cs</u>	<u>Internat ional Busines s</u>	<u>Entrepren eurship</u>				
1	Major Mand atory	Brand Manage ment (BBA2 40605)	Income Tax (BBA2 40607)	HR and Knowle dge Manage ment (BBA2 40609)	Introdu ction to Big Data (BBA2 40611)	Internat ional Bankin g Operati ons (BBA2 40613)	MSME and Family Managed Business (BBA240 615)	4	50	50	100
2	Major Mand atory	Digital Marketi ng (BBA2 40606)	Investm ent Analysi s and Risk Manage ment (BBA2 40608)	Perfor mance Compe nsation and Reward s Manage ment (BBA2 40610)	Researc h Techni ques using SPSS (BBA2 40612)	Internat ional Market ing Manage ment (BBA2 40614)	Corporat e Entrepren eurship (BBA240 616)	4	50	50	100
3	Min or	Decision Making and Risk Management (BBA240601)						4	50	50	100
4	Major Electi ve	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	Cred its	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>Accoun ting & Financ e</u>	<u>Human Resourc e Manage ment</u>	<u>Busines s Analyti cs</u>	<u>Interna tional Busines s</u>	<u>Entrepren eurship</u>					
1	Major Mand atary	Marketi ng Researc h (BBA24 0703)	Financi al Plannin g and Wealth Manag ement (BBA2 40706)	Manage rial Compet encies and Career Develo pment (BBA2 40712)	Data Mining and data wareho using (BBA2 40715)	Global Supply chain Manag ement (BBA2 40718)	Entrepren eurship stainabilit y (BBA2407 18)	4	50	50	100	
2	Major Mand atary	Advertis ement and Sales Promoti on (BBA24 0704)	Busine ss Tax Assess ment and Plannin g (BBA2 40707)	Industri al Relatio ns and Labour Laws (BBA24 0710)	Python for Analyti cs (BBA2 40713)	Cross Cultura l Consu mer Behavi our (BBA2 40716)	Entrepren eurship Finance (BBA2407 19)	4	50	50	100	
3	Major Mand atary	Marketi ng Analytic s (BBA24 0705)	Invest ment Bankin g and Financ ial Service s (BBA2 40708)	Emotio nal Intellig ence and Persona l Growth (BBA24 0711)	AI and ML (BBA2 40714)	Global Sourcin g and Busines s Develo pment (BBA2 40717)	Technolo gical Entrepren eurship (BBA2407 20)	4	50	50	100	
4	Minor	Quantitative Techniques for Managers ((BBA240701)						4	50	50	100	
5	Major Electi ve	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	Cred its	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 & 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 atory	Social Media Marketi ng (BBA2 40803)	Financi al Techno logy (BBA2 40806)	Internat ional HR (BBA2 40809)	Spreads heet Modelli ng and Decisi on Analysi s (BBA2 40812)	Global Strategi c Manage ment (BBA2 40815)	Social Entrepren eurship (BBA240 818)	4	50	50	100
2	Major Mand atory	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 atory	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
Total	170	2325	1925	4250

Basket of Major Electives

SEM V	SEM VI	SEM VII	SEM VIII
Business Ethics & Corporate Governance (BBA240502)	Total Quality Management (BBA240602)	Essentials of E-Commerce (BBA240702)	Research Paper Writing and Seminar (BBA240802)
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

Semester-I		Semester-II		Semester-III	Semester-IV
OE-I	OE-II	OE-I	OE-II	OE	OE
Business Mathematics (BBA240104)	Business Economics (Micro) (BBA240105)	Business Statistics (BBA240205)	Business Eco (Macro) (BBA240206)	Indian Economy (BBA240302)	Legal Aspects of Business (BBA240402)
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.