

Course Structure & Semester wise Credit Distribution

First Semester (First Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-101	Principles of Management	3	1	0	4
2	BS	BBA-MJ-102	Basic Mathematics and Statistics	3	1	0	4
3	CA	PE-BBA-MI-101	IT Literacy	2	0	0	2
4	CA	PE-BBA-IDC-101	Basic Graphic Design	3	0	0	3
5	HU	BBA-AEC-101	English and Business Communication	1	1	0	2
6	HU	BBA-SEC-101	Life Skills and Personality Development	1	0	0	1
7	CVA	BBA-CVAC-101	Yoga/Health and Wellness	1	0	0	1
Total Theory				14	3	0	17
Practical/ Sessional/ Audit Course							
1	CA	PE-BBA-MI-191	IT Literacy	0	0	4	2
2	CA	PE-BBA-IDC-191	Basic Graphic Design	0	0	2	1
3	HU	BBA-AEC-191	English and Business Communication	0	0	2	1
4	HU	BBA-SEC-191	Life Skills and Personality Development	0	0	2	1
5	CVA	BBA-CVAC-191	Yoga/Health and Wellness	0	0	2	1
Total Practical/ Sessional/ Audit Course				0	0	12	6
Total of First Semester				14	3	12	23

Second Semester (First Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	BS	BBA-MJ-201	Environmental and Sustainable Development	3	1	0	4
2	MS	BBA-MJ-202	Managerial Economics	3	1	0	4
3	CA	PE-BBA-MI-202	Computer Fundamentals	2	0	0	2
4	MS	BBA-IDC-202	Accounting	3	1	0	4
5	AEC	BBA-AEC-202	Modern Language and Literature (Bengali/Hindi)	1	1	0	2
6	CVAC	BBA-CVAC-202	Mental Health	1	0	0	1
Total Theory				13	4	0	17
Practical/ Sessional/ Audit Course							
1	CA	PE-BBA-MI-292	Computer Fundamentals	0	0	4	2
2	CA	BBA-SEC-292	MS- Excel Basic	0	0	4	2
3	CVAC	BBA-CVAC-292	Mental Health	0	0	2	1
4	CVAC	MAR	NSS/NCC	0	0	2	1*
Total Practical/ Sessional/ Audit Course				0	0	12	6
Total of Second Semester				13	4	12	23

Third Semester (Second Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-301	Organizational Behaviour	3	1	0	4

2	MS	BBA-MJ-302	Financial Management	3	1	0	4
3	MS	BBA-MI-303	Management Information System	3	1	0	4
4	MS	PE-BBA-IDC-303	Values and Ethics	3	0	0	3
5	HU	BBA-AEC-303	Indian Constitution	2	0	0	2
6	ES	PE-BBA-SEC-303	Programming fundamentals with C	2	0	0	2
7	MS	BBA-CVAC-304	Financial Technology	1	0	0	1
<i>Total Theory</i>				17	3	0	20
Practical/ Sessional/ Audit Course							
1	ES	PE-BBA-SEC-393	Programming fundamentals with C	0	0	2	1
2	MS	BBA-CVAC-394	Financial Technology	0	0	4	2
<i>Total Practical/ Sessional/ Audit Course</i>				0	0	6	3
Total of Third Semester				17	3	6	23

Fourth Semester (Second Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-401	Marketing Management	3	1	0	4
2	MS	BBA-MJ-402	Human Resource Management	3	1	0	4
3	MS	BBA-MJ-403	Operations Management	3	1	0	4
4	MS	BBA-MI-404	Business Research Method-I	2	1	0	3
5	MS	BBA-MI-405	Business Law	2	0	0	2
6	MS	BBA-AEC-401	Society Culture and Human Behaviour	2	0	0	2
Total Theory				15	4	0	19
Practical/ Sessional/ Audit Course							
1	MS	BBA-MI-494	Business Research Method-I	0	0	2	1
2	CVAC	MAR	NSS/NCC	0	0	2	1*
Total Practical/ Sessional/ Audit Course				0	0	4	2

Total of Fourth Semester	15	4	4	21
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Fifth Semester (Third Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-501	Entrepreneurship and Skill Development	2	0	0	2
2	MS	BBA-MJ-MM-502	Sales and Distribution Management/	3	1	0	4
		BBA-MJ-FM-502	Financial Markets and Institutions and Financial Services /				
		BBA-MJ-HR-502	Industrial Relations				
3	MS	BBA-MJ-MM-503	Consumer Behaviour /	3	1	0	4
		BBA-MJ-FM-503	Elements of Taxation /				
		BBA-MJ-HR-503	Human Resource Development				
4	CA	PE-BBA-MI-501	Data Analysis using Statistical Package	2	0	0	2
5	CA	PE-BBA-MI-502	Programming with Python	2	0	0	2
Total Theory				12	2	0	14
Practical/ Sessional/ Audit Course							
1	MS	BBA-MJ-591	Entrepreneurship and Skill Development	0	0	4	2
2	CA	PE-BBA-MI-591	Data Analysis using Statistical Package	0	0	4	2
3	CA	PE-BBA-MI-592	Programming with Python	0	0	4	2
4	MS	BBA-CAVC-594	Leadership Skills	0	0	2	1
Total Practical/ Sessional/ Audit Course				0	0	14	7
Total of Fifth Semester				12	2	14	21

Sixth Semester (Third Year)

Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-601	Project Management	3	1	0	4
2	MS	BBA-MJ-602	Business Research Method - II	2	1	0	3
3	CA	BBA-MI-601	Fundamentals of IOT	2	1	0	3
4	CA	BBA-MI-602	GenAI in Business	2	1	0	3
5	MS	BBA- 691	Project Work	0	3	0	3
Total Theory				9	7	0	16
Practical/ Sessional/ Audit Course							
1	MS	BBA-MJ-692	Business Research Method - II	0	0	2	1
2	CA	BBA-MI-691	Fundamentals of IOT	0	0	2	1
3	CA	BBA-MI-692	GenAI in Business	0	0	2	1
4	MS	BBA- 691	Project Work	0	0	2	1
	HM	MAR	NSS/NCC			2	1*
Total Practical/ Sessional/ Audit Course				0	0	10	5
Total of Sixth Semester				9	7	10	21

CVAC

Seventh Semester (Fourth Year)

Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-MM- 701 BBA-MJ-FM-701 BBA-MJ-HR-701	Service Marketing/ Management Accounting/ Recruitment and Selection	3	1	0	4
2	CA	BBA-MJ-702	Business Intelligence	2	2	0	4

3	CA	PE-BBA-MI-701	Programming with R	2	0	0	2
4	CA	PE-BBA-MI-702	DBMS with SQL	2	0	0	2
<i>Total Theory</i>				9	3	0	12
Practical/ Sessional/ Audit Course							
1	CA	PE-BBA-MI-791	Programming with R	0	0	4	2
2	CA	PE-BBA-MI-792	DBMS with SQL	0	0	4	2
3		BBA-791	Summer Internship	-	--	8-	4
<i>Total Practical/ Sessional/ Audit Course</i>				0	0	16	8
Total of Seventh Semester				9	3	16	20

Eighth Semester (Fourth Year)							
Sl. No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MS	BBA-MJ-MM-801 BBA-MJ-FM-801 BBA-MJ-HR-801	Customer Relationship Management / Security Analysis and Portfolio Management/ Compensation Management	4	0	0	4
2	MS	BBA-MJ-MM-802 BBA-MJ-FM-802 BBA-MJ-HR-802	Marketing analytics/ Financial analytics/ Human Resource Analytics	4	0	0	4
Total Theory				8	0	0	8
Practical/ Sessional/ Audit Course							
1	CVAC	BBA-RH-891	Research Project (Only for BBA Honours with research)	0	0	24	12
Total Practical/ Sessional/ Audit Course				0	0	24	12
Total of Eighth Semester				8	0	24	20

Finance Specialization

Semester	Paper Name	Paper Code	Credit
5 th SEM	Financial Markets and Institutions and Financial Services	BBA-MJ-FM-502	4
	Elements of Taxation	BBA-MJ-FM-503	4
7 th SEM	Management Accounting	BBA-MJ-FM-701	4
8 th SEM	Security Analysis and Portfolio Management	BBA-MJ-FM-801	4
	Financial analytics	BBA-MJ-FM-802	4

Marketing Specialization

Semester	Paper Name	Paper Code	Credit
5 th SEM	Sales and Distribution Management	BBA-MJ-MM-502	4
	Consumer Behaviour	BBA-MJ-MM-503	4
7 th SEM	Service Marketing	BBA-MJ-MM- 701	4
8 th SEM	Customer Relationship Management	BBA-MJ-MM-801	4
	Marketing analytics	BBA-MJ-MM-802	4

Human Resource Management Specialization

Semester	Paper Name	Paper Code	Credit
5 th SEM	Industrial Relations	BBA-MJ-HR-502	4
	Human Resource Development	BBA-MJ-HR-503	4
7 th SEM	Recruitment and Selection	BBA-MJ-HR-701	4
8 th SEM	Compensation Management	BBA-MJ-HR-801	4
	Human Resource Analytics	BBA-MJ-HR-802	4