

2016



Centurion
UNIVERSITY
Shaping Lives...
Empowering Communities...

COURSE BOOK

Bachelor of Business Administration

Choice Based Credit System

(BBA - CBCS)

School of Management

Centurion University of Technology & Management

BBA Course CBCS Outline (2016)

Total Credits: 144

COURSE STRUCTURE:

First year of study:

Total Credit = 40

SEMESTER-I

SEMESTER-II

Paper code	Subject	Credit	Category	Paper code	Subject	Credit	Category
BBAR1101	Proficiency in English	2	Theory : 1 Practice : 1	BBAR 1201	Reading to Writing	2	Theory : 1 Practice : 1
BBAR1102	Basic Financial Accounting	6	Theory : 4 Practice : 2	BBAR 1202	Organisational Behaviour	4+0+0	CORE
BBAR1103	Management principles and Applications	4	Theory : 4	BBAR 1203	Business Statistics	6	Theory : 5 Practice : 1
BBAR1104	Micro Economics	4	Theory: 4	BBAR 1204	Macro Economics	4	Theory : 4
BBAR1105	Computer application in business	4	Theory : 2 Practice : 2	BBAR 1205	MS Excel	4	Practice : 4
	Total	20			Total	20	

Second Year of Study: Total Credits – 48

SEMESTER-III

SEMESTER-IV

Paper code	Subject	Credit	Category	Paper code	Subject	Credit	Category
BBAR2101	Human Resource Management	6	Theory : 4 Practice : 2	BBAR2201	Research Methodology	6	Theory : 4 Practice : 2
BBAR2102	Principles of Marketing	6	Theory : 4 Practice : 2	BBAR2202	Operation Research	6	Theory : 4 Practice : 2
BBAR2103	Cost & Management Accounting	6	Theory : 4 Practice : 2	BBAR2203	Financial Management	6	Theory : 4 Practice : 2
BBAR2104	Oral Communication Skills	2	Theory : 1 Practice : 1	BBAR2204	Business Communication	2	Theory : 1 Practice : 1

BBAR2105	Production & Operation Management	4	Theory: 4	BBAR2205	Tally and ERP	4	Practice : 4
	Total	24			Total	24	

Third Year of Study: Total Credits-56

SEMESTER-V

SEMESTER-VI

Paper Code	Subject	Credit	Category	Paper Code	Subject	Credit	Category
BBAR3101	FIMS	6	Theory : 4 Practice : 2	BBAR3201	Business Policy	6	Theory : 5 Practice : 1
BBAR3102	Business Law for managers	4	Theory : 4	BBAR3202	ED	6	Theory : 2 Practice : 4
	Elective -1	6	Theory : 4 Practice : 2		Elective-3	6	Theory : 4 Practice : 2
	Elective -2	6	Theory : 4 Practice : 2		Elective-4	6	Theory : 4 Practice : 2
BBAR3103	Summer Internship	6	Practice : 6	BBAR3203	SPSS	4	Practice : 4
	Total	28			Total	28	

Category	Credit	Percentage (%)
Ability Enhancement -Compulsory	4	3
Core Discipline	80	55
Generic/Interdisciplinary	10	7
Skill Enhancement Course	26	18
Discipline Specific Elective	24	17
Total	144	100%

Elective Basket

Sl. No	Dse-1-Finance	Dse-2- Marketing	Dse-3-Human Resource	Dse-4-Management of Global Business
1	BBAF3101 International Finance	BBAM3101 Consumer Behaviour	BBAH3101HRD : Systems & Strategies	BBAB3101 International Trade Policy & Strategy
2	BBAF3102 Investment Banking & Financial Services	BBAM3102 Personal Selling & Sales Force Management	BBAH3102 Training & Development	BBAB3102 Global Business Environment
3	BBAF3103 Investment	BBAM3103 Advertising &	BBAH3103	BBAB3103

	Analysis & Portfolio Management	Brand Management	BBAH3104 Management of Industrial Relations	Transnational & Cross Cultural Marketing
4	BBAF3104 Project Appraisal	BBAM3104 Retail Management	BBAH3104 Performance & Compensation Management	BBAB 3104 International Distribution & Supply Chain Management
5	BBAF3105 Business Analysis & Valuation	BBAM3105 Distribution & Supply Chain Management	BBAH3105 Counselling & Negotiation Skills for Managers	BBAB3105 International Accounting & Reporting System
6	BBAF3106 Financial Modelling & Derivatives	BBAM3106 Marketing of Services	BBAH3106 Cross Cultural HRM	BBAB3106 Multinational Business Finance
7	BBAF 3107 Strategic Corporate Finance	BBAM3107 International Marketing	BBAH3107 Talent & Knowledge Management	BBAB3107 International Joint Ventures, Mergers & Acquisitions
8	BBAF3108 Research Project	BBAM3108 Research Project	BBAH3108 Research Project	BBAB3108 Research Project
		BBAM3109 Hospitality management		

SKILL ENHANCEMENT COURSE (SEC)

1. BBSB0001 IT Tools for Business
2. BBSB0002 Personality Development & Communication Skills
3. BBSB0003 E Commerce
4. BBSB0004 Statistical Software package (s)
5. BBSB0005 Financial Software package (s)
6. Summer Internship- A student will submit report of Summer Internship of six to eight weeks which will be internally evaluated

Generic Elective / Interdisciplinary Course (Choose Any FOUR)

1. BBGE0001 Entrepreneurship Development
2. BBGE0002 Ethics & Corporate Social Responsibility
3. BBGE0003 Tax Planning
4. BBGE0004 Econometrics
5. BBGE0005 Production & Operations Management
6. BBGE0006 India's Diversity & Business

(Prof. M. L. Narasimham)
Dean, Academic Affairs