



J.D.Birla Institute

[Department of Management]

REVISED CURRICULUM

First Year, First Semester

Subject Code	Subject Name	Th/Pr	Marks
BBA 101	Management Principles And Practice	Theory	50
BBA 102	Business Mathematics	Theory	50
BBA 103	Managerial Economics (Micro)	Theory	50
BBA 104	Business Accounting	Theory	50
BBA 105	Fundamentals Of Marketing Management	Theory	50
BBA 106	Business Communication Skills	Theory	50
BBA 107P	Computer Fundamental Lab	Practical	50

First Year, Second Semester

Subject Code	Subject Name	Th/Pr	Marks
BBA 201	Business Statistics	Theory	50
BBA 202	Business Costing	Theory	50
BBA 203	Organizational Behaviour	Theory	50
BBA 204	Business Law	Theory	50
BBA 205	Managerial Economics (Macro)	Theory	50
BBA 206	Fundamentals Of Human Resource Management	Theory	50
BBA 207P	Computer Programming Lab	Practical	50

Second Year, Third Semester

Subject Code	Subject Name	Th/Pr	Marks
BBA 301	Company Law And Corporate Governance	Theory	50
BBA 302	Strategic Human Resource Management	Theory	50
BBA 303	Principles Of Marketing Management	Theory	50
BBA 304	Quantitative Techniques In Management	Theory	50
BBA 305	Financial Management	Theory	50
BBA 306	Computer Networking & Database Management System	Theory	50
BBA 307P	Accounting And DBMS Lab	Practical	50

Second Year, Fourth Semester

Subject Code	Subject Name	Th/Pr	Marks
BBA 401	Production & Operations Management	Theory	50
BBA 402	Industrial Relations & Labour Welfare	Theory	50
BBA 403	Business Environment	Theory	50
BBA 404	Environmental Management & Sustainable Development	Theory	50
BBA 405	Business Research Methodology	Theory	50
BBA 406	Business Ethics And Human Values	Theory	50
BBA 407P	Web Technology And Application Lab	Practical	50



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Third Year, Fifth Semester

Subject Code	Subject Name	Th/Pr	Marks
BBA 501	Project Management	Theory	50
BBA 502	Enterprise Resource Planning	Theory	50
BBA 503	International Business Management	Theory	50
BBA 504	Strategic Business Management	Theory	50
BBA 505	Entrepreneurship	Theory	50
BBA 506	Corporate Taxation	Theory	50
BBA 507P	Term Paper	Practical	100

Third Year, Sixth Semester (Finance Specialization)

Subject Code	Subject Name	Th/Pr	Marks
BBA 601FM	Corporate Finance	Theory	50
BBA 602FM	Security Analysis And Portfolio Management	Theory	50
BBA 603FM	Global Finance	Theory	50
BBA 604	Management Information System	Theory	50
BBA 605P	Project/Internship	Practical	100
BBA 606P	Grand Viva	Practical	100

Third Year, Sixth Semester (Marketing Specialization)

Subject Code	Subject Name	Th/Pr	Marks
BBA 601MM	Retail Management	Theory	50
BBA 602MM	Services Marketing	Theory	50
BBA 603MM	Global Marketing Management	Theory	50
BBA 604	Management Information System	Theory	50
BBA 605P	Project/Internship	Practical	100
BBA 606P	Grand Viva	Practical	100