

FOUR YEAR - B B A
UNDERGRADUATE PROGRAM
(2024-28)

DEPARTMENT OF COMMERCE & Management
(FACULTY OF COMMERCE)

COURSE CURRICULUM
(UNDER NEP-2020)

GOVT. OF CHHATTISGARH
DEPARTMENT OF HIGHER EDUCATION
RAIPUR
MAY - 2024

Sad
(Dr Syed Saleem Aghil)

(Dr. D. R. Mehergham)

11/6/24
(R.K. MOURYA)

(Prof. A.K. Saini)

S. L.

BBA FOUR YEAR COURSE

Semester	Category & Paper Code	Subjects/Paper Titles	L	T	P	Credits	Max. Marks	
FIRST	BBSC-01	Principles of Management	3	1	-	4	100	
	BBSC-02	Business Mathematics	3	1	-	4	100	
	BBSC-03	Financial Accounting	3	1	-	4	100	
	BBGE-01	Computer Application or (Choose any one from Pool in Other Faculty as per rule)	3	1	-	4	100	
	BBAEC-01	Environmental Studies	1	1	-	2	50	
	BBVAC-01	Social Media Marketing OR (Choose any one from Pool Group)	1	1	-	2	50	
	TOTAL CREDIT & TOTAL MARKS						20	500
SECOND	BBSC-04	Business Economics	3	1	-	4	100	
	BBSC-05	Business Statistics	3	1	-	4	100	
	BBSC-06	Cost Accounting	3	1	-	4	100	
	BBGE-02	(Choose any one from Pool in Other Faculty as per rule)	3	1	-	4	100	
	BBAEC-02	English Language	1	1	-	2	50	
	BBSEC-01	Soft Skill and Personality Development OR (Choose any one from Pool Group)	1	1	-	2	50	
	TOTAL CREDIT & TOTAL MARKS						20	500
	<i>Students on exit shall be awarded undergraduate Certificate in the Field of Multidisciplinary study after securing the requisite 44 Credits in Sem. I & II (Extra Credits of Voc /Skill Course)</i>						40	1000
THIRD	BBSC-07	Business Communication	3	1	-	4	100	
	BBSC-08	Managerial Economics	3	1	-	4	100	
	BBSC-09	Business Environment	3	1	-	4	100	
	BBSE-01	Gr.-I-Management – Human Resource Management Gr.-II-Finance – Financial Management Gr.-III-Marketing– Marketing Management (One-BBSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Choose any one from Pool in Other Faculty as per rule)	3	1	-	4	100	
	BBAEC-03	Hindi Language	1	1	-	2	50	
	BBVAC-02	Digital Marketing OR(Choose any one from Pool Group)	1	1	-	2	50	
	TOTAL CREDIT & TOTAL MARKS						20	500
FOURTH	BBSC-10	Organizational Behaviour	3	1	-	4	100	
	BBSC-11	Business Law	3	1	-	4	100	
	BBSC-12	Management Information System	3	1	-	4	100	
	BBSE-02	Gr.-I-Management –Production Management Gr.-II-Finance –Banking Operations & Management Gr.-III-Marketing– Sales &Advertisement Management (One-BBSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Choose any one from Pool in Other Faculty as per rule)	3	1	-	4	100	
	BBAEC-03	Communicative English/Other	1	1	-	2	50	
	BBSEC-02	Creative Writing & Content Development OR (Choose any one from Pool Group)	1	1	-	2	50	
	TOTAL CREDIT & TOTAL MARKS						20	500
	<i>Students on exit shall be awarded undergraduate Diploma in the Field of Multidisciplinary study after securing the requisite 88 Credits on completion of Semester IV (8 Credits extra)</i>						80	2000
	BBSC-13	Marketing Research	3	1	-	4	100	
	BBSC-14	Material Management	3	1	-	4	100	
	BBSC-15	Quantitative Techniques	3	1	-	4	100	

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FIFTH	BBSE-03	Gr.-I-Management – Office Organization and Management	3	1	-	4	100	
	OR	Gr.-II-Finance – Investment Management						
	BBGE-05	Gr.-III-Marketing–Agriculture& Rural Marketing (One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-05-Choose any one from Pool in Other Faculty as per rule)						
	BBVAC-03	Data Analytics using MS ExcelOR(Choose any one from Pool Group)	1	1	-	2	50	
BBSEC-03	i. Analytics Skills OR ii. GST with ReturnFiling OR (Choose any one from Pool Group)	1	1	-	2	50		
TOTAL CREDIT & TOTAL MARKS						20	500	
SIXTH	BBSC-16	Business Ethics	3	1	-	4	100	
	BBSC-17	Entrepreneurship	3	1	-	4	100	
	BBSC-18	Business Taxation	3	1	-	4	100	
	BBSE-04	Gr.-I-Management – Business Policy & Strategy	3	1	-	4	100	
	OR	Gr.-II-Finance – Financial Institutions & Markets						
	BBGE-06	Gr.-III-Marketing- Logistics & Supply Chain Management (One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-06-Choose any one from Pool in Other Faculty as per rule)						
	INTERNSHIP	(2 c) Compulsory for all	1	1	-	2	50	
	BBSEC-04	i. Basic Statistics using Microsoft ExcelOR ii. Web Analytics OR (Choose any one from Pool Group)	1	1	-	2	50	
	TOTAL CREDIT & TOTAL MARKS						20	500
	Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester						120	3000
For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)								
SEVENTH	BBSC-19	Strategic Management (4C)	3	1	-	4	100	
		Elective - 1: Human Resource Management						
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100	
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100	
	BBSE-07	Talent Management	3	1	-	4	100	
	BBSE-08	Customer Relationship Management	3	1	-	4	100	
		Elective - 2 :Finance						
	BBSE-05	Microfinance	3	1	-	4	100	
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100	
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100	
	BBSE-08	Insurance and Risk Management	3	1	-	4	100	
		Elective - 3 : Marketing						
	BBSE-05	E Commerce	3	1	-	4	100	
	BBSE-06	Retail Management	3	1	-	4	100	
	BBSE-07	Consumer Behaviour	3	1	-	4	100	
	BBGE-08	Advertising and Media Management	3	1	-	4	100	
		(Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16)						
	TOTAL CREDIT & TOTAL MARKS						20	500
BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100		
	Elective - I: Human Resource Management							
BBSE-09	Project Management	3	1	-	4	100		
BBSE-10	Compensation & Performance Management	3	1	-	4	100		
BBSE-11	Industrial Relations	3	1	-	4	100		
BBSE-12	Training and Development	3	1	-	4	100		
	Elective - II: Finance							
BBSE-09	Financial Analytics	3	1	-	4	100		

EIGHT H	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management	3	1	-	4	100
	BBSE-12	Artificial Intelligence for Business & Society	3	1	-	4	100
		Elective -III Marketing					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	3	1	-	4	100
	BBSE-11	Services Marketing	3	1	-	4	100
	BBSE-12	Tourism Management	3	1	-	4	100
	(Choose 4- DSE (9 to 12)From any One Group from Own faculty4x4=16)						
TOTAL CREDIT & TOTAL MARKS						20	500
GRAND TOTAL CREDITS(I to VIII)						160	4000
For Award of Bachelor Degree with Honors & Research (Students Securing 7.5 CGPA)							
SEVEN TH	BBSC-19	Strategic Management (4C)	3	1	-	4	100
		Elective - 1: Human Resource Management					
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100
	BBSE-07	Talent Management	3	1	-	4	100
		Elective - 2 :Finance					
	BBSE-05	Microfinance	3	1	-	4	100
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100
		Elective - 3 : Marketing					
	BBSE-05	E Commerce	3	1	-	4	100
	BBSE-06	Retail Management					
	BBSE-07	Consumer Behaviour	3	1	-	4	20
TOTAL CREDIT & TOTAL MARKS						B to B Marketing	500
EIGHT H	BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100
		Elective - I: Human Resource Management					
	BBSE-09	Project Management	3	1	-	4	100
	BBSE-10	Compensation & Performance Management	3	1	-	4	100
	BBSE-11	Industrial Relations	3	1	-	4	100
		Elective - II: Finance					
	BBSE-09	Financial Analytics	3	1	-	4	100
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management					
		Elective -III Marketing					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	-	-	-	-	
	BBSE-11	Services Marketing				8	200
TOTAL CREDIT& TOTAL MARKS						24	600
GRAND TOTAL CREDIT (I TO VIII)						160/164	4100

Awarded Bachelor of (in theField of Multidisciplinary Study){Honors (160/164) or Honors with Academic Research (164)} after securing the requisite Credits on Completion of Semester VIII

Name and Signature of Convenor & Members :

Sr.No.	Name	Designation	Signature
01	Dr. Tapes Chandra Gupta (Convenor)	Professor	
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
04	Dr. Susan R. Abraham (Member)	Assistant Professor	

BBA FOUR YEAR COURSE

Semester	Category &	Subjects/Paper Titles	L	T	P	Credits	Max.
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	Paper Code						Marks
FIRST	BBSC-01	Principles of Management	3	1	-	4	100
	BBSC-02	Business Mathematics	3	1	-	4	100
	BBSC-03	Financial Accounting	3	1	-	4	100
	BBGE-01	Computer Application or (Chose any one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-01	Environmental Studies	1	1	-	2	50
	BBVAC-01	Social Media Marketing OR (Choose any one from Pool Group)	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS						20
SECOND	BBSC-04	Business Economics	3	1	-	4	100
	BBSC-05	Business Statistics	3	1	-	4	100
	BBSC-06	Cost Accounting	3	1	-	4	100
	BBGE-02	(Chosseany one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-02	English Language	1	1	-	2	50
	BBSEC-01	Soft Skill and Personality Development OR (Choose any one from Pool Group)	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS						20
<i>Students on exit shall be awarded undergraduate Certificate in the Field of Multidisciplinary study after securing the requisite 44 Credits in Sem. I & II (Extra Credits of Voc /Skill Course)</i>						40	1000
THIRD	BBSC-07	Business Communication	3	1	-	4	100
	BBSC-08	Managerial Economics	3	1	-	4	100
	BBSC-09	Business Environment	3	1	-	4	100
	BBSE-01	Gr.-I-Management – Human Resource Management Gr.-II-Finance – Financial Management Gr.-III-Marketing- Marketing Management (One-BBSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-03	Hindi Language	1	1	-	2	50
	BBVAC-02	Digital Marketing OR(Choose any one from Pool Group)	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS						20
FOURTH	BBSC-10	Organizational Behaviour	3	1	-	4	100
	BBSC-11	Business Law	3	1	-	4	100
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	BBSE-02	Gr.-I-Management –Production Management Gr.-II-Finance –Banking Operations & Management Gr.-III-Marketing- Sales &Advertisement Management (One-BBSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-03	Communicative English/Other	1	1	-	2	50
	BBSEC-02	Creative Writing & Content Development OR (Choose any one from Pool Group)	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS						20
<i>Students on exit shall be awarded undergraduate Diploma in the Field of Multidisciplinary study after securing the requisite 88</i>						80	2000

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Credits on completion of Semester IV (8 Credits extra)							
FIFTH	BBSC-13	Marketing Research	3	1	-	4	100
	BBSC-14	Material Management	3	1	-	4	100
	BBSC-15	Quantitative Techniques	3	1	-	4	100
	BBSE-03	Gr.-I-Management – Office Organization and Management	3	1	-	4	100
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	BBVAC-03	Data Analytics using MS ExcelOR(Choose any one from Pool Group)	1	1	-	2	50
BBSEC-03	iii. Analytics Skills OR iv. GST with ReturnFiling OR (Choose any one from Pool Group)	1	1	-	2	50	
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	INTERNSHIP	(2 c) Compulsory for all	1	1	-	2	50
	BBSEC-04	iii. Basic Statistics using Microsoft Excel OR iv. Web Analytics OR (Choose any one from Pool Group)	1	1	-	2	50
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For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)							
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TOTAL CREDIT & TOTAL MARKS							20	500	
EIGHTH	BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100		
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	BBSE-06	Retail Management							
	BBSE-07	Consumer Behaviour	3	1	-	4	20		
	TOTAL CREDIT & TOTAL MARKS							20	500
							B to B Marketing		
		BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100	
		Elective - I: Human Resource Management							
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BBSE-10		Compensation & Performance Management	3	1	-	4	100		
BBSE-11		Industrial Relations	3	1	-	4	100		
		Elective - II: Finance							
BBSE-09		Financial Analytics	3	1	-	4	100		

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EIGHTH	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management					
		Elective -III Marketing					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	-	-		-	
	BBSE-11	Services Marketing				8	200
	TOTAL CREDIT & TOTAL MARKS						24
GRAND TOTAL CREDIT (I TO VIII)						160/164	4100
Awarded Bachelor of (in the Field of Multidisciplinary Study) {Honors (160/164) or Honors with Academic Research (164)} after securing the requisite Credits on Completion of Semester VIII							

Name and Signature of Convenor & Members:

Sr.No.	Name	Designation	Signature
01	Dr. Tapesh Chandra Gupta (Convenor)	Professor	
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
04	Dr. Susan R. Abraham (Member)	Assistant Professor	

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