



**MANIPAL UNIVERSITY  
JAIPUR**

**SCHOOL OF BUSINESS AND COMMERCE  
DEPARTMENT OF BUSINESS ADMINISTRATION**

**Curriculum of BBA**

**THREE YEAR FULL TIME UNDERGRADUATE  
PROGRAMME  
(BATCH 2023-2026)**

**From Academic Session 2023-24 Onwards**

**MANIPAL UNIVERSITY JAIPUR  
BACHELOR OF BUSSINESS ADMINISTRATION**

**The University reserves the right to amend the curriculum from time to time to meet the changing requirements of the business and commerce. The focus of this three-year degree program will be on the student's ability to specialize in any one Program Elective: Human Resource Management; Banking and Insurance; Accounting and Finance; Marketing; Retailing, Supply Chain and Logistics. The focus shall be on employability of the graduate students for onwards placement in the corporate sector.**

## **PROGRAMME**

The program shall be called Bachelor of Business Administration which is abbreviated as BBA This program is carefully structured and includes pedagogy and andragogy. The program blends academic excellence with industrial requirements. Classroom teaching, group work and field visits with internship and project work forms part of the teaching-learning exercise. Different courses like banking and insurance, accounting and finance, marketing, business law and human resource management will be covered to blend academic excellence and industrial requirement. A fair amount of industry connect will be enabled through Industrial Visits, Guest Lectures, Seminars and Workshops.

## **OBJECTIVE**

The core objective of this program is to impart deep knowledge of various aspects of business and commerce. Thus, the Program enables the students to appreciate emerging issues in the course to take on real life challenges successfully.

## **DURATION OF THE PROGRAMME**

The BBA programme shall be of three years with six semesters. Each semester will have 13 weeks of course work and 2 weeks for examination. There will be term papers, minor project, summer internship report and dissertation preparation and presentation in different semesters to enable the student to be able to actualize his learning and communicate it effectively. A student will be required to complete the programme within a maximum of 5 years from the date of registration in the first Semester. The student shall also be required to undergo 45 days Summer Internship at the end of the second year (4<sup>th</sup> Semester) and shall complete a project study and write a report.

**TOTAL CREDIT REQUIREMENTS FOR THE AWARD OF BBA DEGREE ARE 148, SPREAD OVER SIX SEMESTERS IN THREE YEARS. THE SEMESTER-WISE CREDIT DISTRIBUTION IS AS FOLLOWS.**

<b>Semester</b>	<b>Total credits per semester</b>	<b>Cumulative Credits</b>
I	22	22
II	25	47

III	26	73
IV	27	100
V	24	124
VI	24	148

## ATTENDANCE REQUIREMENT

Classroom attendance requirement is mandatory at 75% in each course.

A student with less than 75% attendance in individual course shall **not** be permitted to write the end semester examination in that course and will be given DT (Detained) letter grade in the course. For calculation of 75% attendance of students all lectures, tutorials, practical classes, all assignments including expert lectures workshops and seminars will be counted and must also be 75%.

## EVALUATION SCHEME

S.No.		Internal	External / End Semester
1	All Theory Courses	Internal (1 Midterm-30 marks+ CWS 30 Marks (Quiz/Presentation/Project/Assignment)	40 Marks
2	Summer Internship Report	60 marks	40 Marks
3	Computer Lab	60 marks	40 Marks
4	Group Discussion/ Soft Skills	60 Marks	40 Marks
5	Project Work/Dissertation	60 Marks	40 Marks

## GRADING METHOD:

The academic performance of a student is evaluated internally by concerned course faculty. The overall performance of a student is expressed in terms of a Letter Grade A to DT as per the following system. The student performance in each course is evaluated out of a maximum of 100 marks and will be converted accordingly in letter grade. The value of different grades is given below:

Grade	A <sup>+</sup>	A	B	C	D	E	F	I	DT
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								<b>(Incomplete)</b>	<b>(Detained)</b>
<b>Grade Point</b>	10	9	8	7	6	5	0	0	0

## PERFORMANCE REQUIREMENTS

A student shall obtain a minimum of 'E' grade to pass in any course.

## PROGRAM ELECTIVES OFFERED

**Note:** The BBA Degree program offers **single Program Elective** for all students. Students will be required to select **any one Program Elective at the end of the first year** having twelve papers of 3 credits each out of the six Program Electives given below. Three courses (subjects) from each selected Program Elective will be offered during 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> Semester. Students will be required to take those Program Elective courses from the chosen group **only and pass in all of them individually.**

## PROGRAM ELECTIVES

- I. Human Resource Management
- II. Banking and Insurance
- III. Accounting and Finance
- IV. Marketing
- V. Retailing, Supply Chain and Logistics

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**BBA PROGRAMME STRUCTURE**  
**2023-2026**

Year	FIRST SEMESTER						SECOND SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
I	BB1101	Fundamentals of Business Organization & Management	4	0	0	4	BB1202	Financial Management	3	1	0	4
	BB1102	Fundamentals of Financial Accounting	3	1	0	4	BB1204	Marketing Management	3	0	0	3
	BB1104	Business Economics	3	0	0	3	BB1205	Principles of Macro Economics	4	0	0	4
	BB1105	Principles of HR Management	3	0	0	3	BB1207	Cost Accounting	3	1	0	4
	BB0025	Values, Ethics and Governance (Online)	2	0	0	2	BB1208	Business Communication (Online)	3	0	0	3
	LN1106	Communicative English	2	0	0	2	BB1270	Term Paper	0	0	4	2
	CA1170	Fundamentals of Computer (Theory)(Online)	1	1	0	2	LA1240	Business laws	3	0	0	3
	CA1171	Fundamentals of Computer (Lab)(Online)	0	0	4	2	LN1208	Spoken English	1	1	0	2
			<b>18</b>	<b>2</b>	<b>4</b>	<b>22</b>			<b>20</b>	<b>3</b>	<b>4</b>	<b>25</b>
Total Contact Hours (L + T + P)			<b>24</b>				Total Contact Hours (L + T + P)			<b>27</b>		

II	THIRD SEMESTER						FOURTH SEMESTER					
	BB2101	Management Accounting	3	1	0	4	BB2202	Business Research Methods	3	0	0	3
	LA2140	Corporate Laws	3	0	0	3	BB2203	Business Analytics Using Excel	2	0	2	3
	BB2106	Project Planning & Management	3	0	0	3	BB2204	Production & Operations Management	3	0	0	3
	LN2108	Fundamental French- I	3	0	0	3	CY1003	Environmental Science (Online)	3	0	0	3
	MA2117	Introduction to Business Statistics	3	1	0	4	LN2208	Fundamental French- II	3	0	0	3
							*****	Open Elective (Online)	3	0	0	3
		<b>Programme Electives/ Discipline Specific Electives</b>						<b>Programme Electives/ Discipline Specific Elective</b>				
	BB21**	Course 1	3	0	0	3	BB22**	Course 4	3	0	0	3
	BB21**	Course 2	3	0	0	3	BB22**	Course 5	3	0	0	3
	BB21**	Course 3	3	0	0	3	BB22**	Course 6	3	0	0	3
			24	2	0	26			26	0	2	27
	Total Contact Hours (L + T + P)		26			Total Contact Hours (L + T + P) + OE				28		

III	FIFTH SEMESTER						SIXTH SEMESTER					
	BB3102	Personality Development	3	0	0	3	BB3202	Advanced Business Analytics	3	0	0	3
	BB3104	Total Quality Management	3	0	0	3	BB3203	Strategic Management	3	0	0	3
	BB3105	Indian Financial System	3	0	0	3	BB3204	International Business Management	3	0	0	3
	BB3106	Entrepreneurship Management	3	0	0	3	BB3270	Dissertation	0	0	6	3
	BB3170	Summer Project	0	0	6	3	*****	Open Elective (Online)	3	0	0	3
	<b>Programme Electives/ Discipline Specific Electives</b>						<b>Programme Electives/ Discipline Specific Electives</b>					
	BB31**	Course 7	3	0	0	3	BB32**	Course 10	3	0	0	3
	BB31**	Course 8	3	0	0	3	BB32**	Course 11	3	0	0	3
	BB31**	Course 9	3	0	0	3	BB32**	Course 12	3	0	0	3
			21	0	6	24			21	0	6	24
	Total Contact Hours (L + T + P)		27				Total Contact Hours (L + T + P) + OE		27			

## **PROGRAM ELECTIVES & COURSES**

### **Program Elective I: Human Resource Management**

<b>SEMESTER III</b>							<b>SEMESTER IV</b>						
<b>Course No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Course Code</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	BB2140	Human Resource Planning & Development	3	0	0	3	4	BB2240	International Human Resource Management	3	0	0	3
2	BB2141	Management of Industrial Relation	3	0	0	3	5	BB2241	Compensation Management	3	0	0	3
3	BB2142	Organizational Performance Management	3	0	0	3	6	BB2242	Training and Development	3	0	0	3
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>			<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>
<b>SEMESTER V</b>							<b>SEMESTER VI</b>						
<b>Course No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Course No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
7	BB3140	Employment Laws	3	0	0	3	10	BB3240	Contemporary issue in Human Resource Management	3	0	0	3
8	BB3141	Performance Appraisal	3	0	0	3	11	BB3241	Strategic Human Resource Management	3	0	0	3
9	BB3142	Recruitment & Selection	3	0	0	3	12	BB3242	Human Resource Information system (Online)	3	0	0	3
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>			<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>



## Program Elective II: Banking & Insurance

SEMESTER III							SEMESTER IV						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	BB2143	Management of Banking Services	3	0	0	3	4	BB2243	Banking Products	3	0	0	3
2	BB2144	Principle & Practice of General Insurance	3	0	0	3	5	BB2244	E-Banking	3	0	0	3
3	BB2145	Banking Law & Practice	3	0	0	3	6	BB2245	Marketing of Insurance	3	0	0	3
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>			<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>
SEMESTER V							SEMESTER VI						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
7	BB3143	Banking & Insurance Accounting	3	0	0	3	10	BB3243	International Banking	3	0	0	3
8	BB3144	Insurance Risk Management	3	0	0	3	11	BB3244	Legal aspects of Insurance	3	0	0	3
9	BB3145	Credit operations & Recovery Management	3	0	0	3	12	BB3245	Life Insurance Underwriting	3	0	0	3
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>			<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>

### Program Elective III: Accounting & Finance

SEMESTER III							SEMESTER IV						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	BB2146	Corporate Accounting	3	0	0	3	4	BB2246	Advance Accounting	3	0	0	3
2	BB2147	Direct Taxes	3	0	0	3	5	BB2247	Indirect Taxes	3	0	0	3
3	BB2148	Micro Finance & Rural Credit	3	0	0	3	6	BB2255	Strategic Cost Management	3	0	0	3
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>			<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>
SEMESTER V							SEMESTER VI						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
7	BB3146	Security Analysis & Portfolio Management	3	0	0	3	10	BB3246	Financial derivatives	3	0	0	3
8	BB3147	Financial Reporting	3	0	0	3	11	BB3247	Personal Financial Planning	3	0	0	3
9	BB3148	Global Financial Markets & Products	3	0	0	3	12	BB3248	FinTech	3	0	0	3
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>			<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>

### Program Elective IV: Marketing

SEMESTER III							SEMESTER IV						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	BB2149	Product & Brand Management	3	0	0	3	4	BB2249	Marketing Research	3	0	0	3
2	BB2150	Customer Relations Management (Online)	3	0	0	3	5	BB2250	Marketing of Services	3	0	0	3
3	BB2151	Advertising Management	3	0	0	3	6	BB2251	Consumer Behaviour	3	0	0	3
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>			<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>
SEMESTER V							SEMESTER VI						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
7	BB3149	Distribution & Salesmanship	3	0	0	3	10	BB3249	International Marketing	3	0	0	3
8	BB3150	Public Relation & Event Management	3	0	0	3	11	BB3250	Digital Marketing (Online)	3	0	0	3
9	BB3151	Sales Management (Online)	3	0	0	3	12	BB3251	Rural Marketing	3	0	0	3
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>			<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>

## Program Elective V: Retailing, Supply Chain & Logistics

SEMESTER III							SEMESTER IV						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	BB2152	Fundamentals of Logistics & Supply Chain Management	3	0	0	3	4	BB2252	Business Needs in Procurement & Supply	3	0	0	3
2	BB2153	Procurement & Supply Workflow	3	0	0	3	5	BB2253	Merchandising Management	3	0	0	3
3	BB2154	Retail Management	3	0	0	3	6	BB2254	Import & Export Logistics	3	0	0	3
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>			<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>
SEMESTER V							SEMESTER VI						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
7	BB3152	Logistic System	3	0	0	3	10	BB3252	Contract & Business Negotiation for Procuring & Supply	3	0	0	3
8	BB3153	Supply Chain Planning	3	0	0	3	11	BB3253	Managing Procurement Contracts & Relationship	3	0	0	3
9	BB3154	Managing Business Process Flow	3	0	0	3	12	BB3254	International Retailing	3	0	0	3
		<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>			<b>TOTAL</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>9</b>