

CURRICULUM

B.B.A. Honours
(w.e.f 2016-2017)

UNDER CHOICE BASED CREDIT SYSTEM



KAZI NAZRUL UNIVERSITY
ASANSOL, WEST BENGAL

Kazi Nazrul University

Curriculum for BBA Honours

(6 Semesters Pattern)

With effect from 2016-2017 academic session and onwards



There will be six semesters in the three- year B.B.A Honours. The Curriculum consists of 14 Core Courses (C), 2 Ability Enhancement Compulsory Courses (AECC), 2 Skill Enhancement Courses (SEC) and 4 Discipline Specific Elective (DSE) Courses and 4 Generic Elective (GE) courses. Each course is of 100 marks except AECC and SEC Courses. L stands for Lecture Hour, T for Tutorial Hour and P for Practical Hour.

BBA (Honours): 1st Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks
	Principles of Management	C-1	5 - 1 - 0	6	100
	Business Economics	C-2	5 - 1 - 0	6	100
	Business Statistics	GE-1	5 - 1 - 0	6	100
	Environment Studies	AECC-1	4 - 0 - 0	4	50
SEMESTER TOTAL:				22	350

BBA (Honours): 2nd Semester

Course Title	Course type	(L-T-P)	Credit	Marks	
Business Communication	C-3	5 - 1 - 0	6	100	
Accounting for Managers	C-4	5 - 1 - 0	6	100	
Organisational Behaviour	GE-2	5 - 1 - 0	6	100	
MIL/English	AECC-2	2 - 0 - 0	2	50	
SEMESTER TOTAL:				20	350

BBA (Honours): 3rd Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks
	Financial Management	C-5	5 - 1 - 0	6	100
	Marketing Management	C-6	5 - 1 - 0	6	100
	Computer Fundamentals	C-7	5 - 1 - 0	6	100
	Business Mathematics	GE-3 (any one to be chosen)	5 - 1 - 0	6	100
	Retail Marketing				
	Computer Applications	SEC-1 (any one to be chosen)	2 - 0 - 0	2	50
	Communicative English				
SEMESTER			TOTAL:	26	450

BBA (Honours): 4th Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks
	Human Resource Management	C-8	5 - 1 - 0	6	100
	Production and Material Management	C-9	5 - 1 - 0	6	100
	Business Environment	C-10	5 - 1 - 0	6	100
	Operation Research	GE-4 (any one to be chosen)	5 - 1 - 0	6	100
	Financial Market				
	Quantitative Aptitudes	SEC-2 (any one to be chosen)	2 - 0 - 0	2	50
	Basics of Business Research				
SEMESTER			TOTAL:	26	450

BBA (Honours): 5th Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks	
	International Business	C-11	5 - 1 - 0	6	100	
	Business Law	C-12	5 - 1 - 0	6	100	
	Any two from Group A (Given below)	DSE-1	5 - 1 - 0	6	100	
	DSE Group A	DSE-2	5 - 1 - 0	6	100	
	Sales and Distribution Management					
	Industrial Relations					
	Systems Analysis and Design					
	Taxation					
	Supply Chain Management					
SEMESTER				TOTAL:	24	400

BBA (Honours): 6th Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks	
	Project work	C-13	5 - 1 - 0	6	100	
	Grand Viva and Seminar Talk	C-14	5 - 1 - 0	6	100	
	Any two from Group B (Given below)	DSE-3	5 - 1 - 0	6	100	
	DSE Group B	DSE-4	5 - 1 - 0	6	100	
	Entrepreneurship Development					
	Cost and Management Accounting					
	Marketing of Services					
	Human Resource Development					
	Database Management System					
SEMESTER				TOTAL:	24	400
GRAND				TOTAL:	142	2400