



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION/
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)/
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS with RESEARCH) - 2023

SEMESTER I

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBA10101	Principles of Management and Organizational Behaviour	4	0	0	40	60	100	4	Major
2	BBA10102	Financial Accounting	3	1	0	40	60	100	4	Major
3	BBA10001	Business Statistics	2	1	0	40	60	100	3	IC
4	AEC00005	Functional English	2	0	0	40	60	100	2	AEC
5	BBA10002	Soft Skills	3	0	0	40	60	100	3	SEC
6	VAC09002	Computing Skills Lab	0	0	4	40	60	100	2	VAC
7	VAC00007	Human Values and Ethics	2	0	0	40	60	100	2	VAC
Total			16	2	4	280	420	700	20	

SEMESTER II

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBA20103	Financial Management	3	1	0	40	60	100	4	Major
2	BBA20104	Principles of Marketing	4	0	0	40	60	100	4	Major
3	BBA20001	Principle of Microeconomics	3	0	0	40	60	100	3	IC
4	AEC00002	Communicative English	2	0	0	40	60	100	2	AEC
5	BBA20002	Business Communication	3	0	0	40	60	100	3	SEC
6	VAC00006	Environmental Studies	2	0	0	40	60	100	2	VAC
7	VAC09003	Data Analytics Lab	0	0	4	40	60	100	2	VAC
			17	1	4	280	420	700	20	



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SEMESTER III

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBA30105	Cost and Management Accounting	3	1	0	40	60	100	4	Major
2	BBA30106	Human Resource Management	3	0	0	40	60	100	3	Major
3	BBA30107	Managerial Communication	2	0	0	40	60	100	2	Major
4	BBA30108	Production and Operations Management	3	0	0	40	60	100	3	Major
5	BBA30001	Heritage of Indian Polity and Economy	3	0	0	40	60	100	3	IC
6	AEC09001	Communicative English Lab	0	0	4	40	60	100	2	AEC
7	BBA30002	Quantitative Reasoning & Employability Skills	3	0	0	40	60	100	3	SEC
TOTAL			17	1	4	280	420	700	20	

SEMESTER IV

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBA40109	Business Environment	3	0	0	40	60	100	3	Major
2	BBA40110	Research Methodology	3	1	0	40	60	100	4	Major
3	BBA40111	Legal Aspects of Business	3	0	0	40	60	100	3	Major
4	BBA40201	Indian Ethos in Management	4	0	0	40	60	100	4	Minor
5	BBA40202	Operations Research	3	1	0	40	60	100	4	Minor
6	AEC00006	A. Modern Indian Language A. Hindi B. Bengali C. Alternative English	2	0	0	40	60	100	2	AEC
TOTAL			18	2	0	240	360	600	20	



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SEMESTER V

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBA50112	Financial Institutions and Markets	3	0	0	40	60	100	3	Major
2	BBA50113	Supply Chain and Logistics Management	3	0	0	40	60	100	3	Major
3	BBA50114	Integrated Marketing Communication	4	0	0	40	60	100	4	Major
4	BBA58001	Internship	0	0	0	0	100	100	2	IAPC
Specialisation - Finance										
5	BBA50203A	Investment Analysis and Portfolio Management	4	0	0	40	60	100	4	Minor
6	BBA50204A	Managing Financial Services	4	0	0	40	60	100	4	Minor
Specialisation - HR										
5	BBA50203B	Training and Development	4	0	0	40	60	100	4	Minor
6	BBA50204B	Organizational Development and Change Management	4	0	0	40	60	100	4	Minor
Specialisation - Marketing										
5	BBA50203C	Retail Management	4	0	0	40	60	100	4	Minor
6	BBA50204C	Sales and Distribution Management	4	0	0	40	60	100	4	Minor
Specialisation - Entrepreneurship										
5	BBA50203D	Entrepreneurship Development	4	0	0	40	60	100	4	Minor
6	BBA50204D	Succession Planning in Family Business	4	0	0	40	60	100	4	Minor
TOTAL			18	0	0	200	400	600	20	

*Choose any of the specializations from (Finance, HR, Marketing and Entrepreneurship)



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SEMESTER VI

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBA60115	Event Management	4	0	0	40	60	100	4	Major
2	BBA60116	Leadership for Change Management	3	0	0	40	60	100	3	Major
3	BBA60117	International Business	3	0	0	40	60	100	3	Major
4	BBA68118	Research Project	0	0	0	40	60	100	2	Major
Specialisation - Finance										
5	BBA60205A	Business Analysis and Valuation	4	0	0	40	60	100	4	Minor
6	BBA60206A	Banking and Insurance Management	4	0	0	40	60	100	4	Minor
Specialisation - HR										
5	BBA60205B	Performance Management	4	0	0	40	60	100	4	Minor
6	BBA60206B	Human Resource Planning	4	0	0	40	60	100	4	Minor
Specialisation - Marketing										
5	BBA60205C	Marketing of Services	4	0	0	40	60	100	4	Minor
6	BBA60206C	Rural Marketing	4	0	0	40	60	100	4	Minor
Specialisation - Entrepreneurship										
5	BBA60205D	Social Entrepreneurship	4	0	0	40	60	100	4	Minor
6	BBA60206D	Entrepreneurial Finance	4	0	0	40	60	100	4	Minor
TOTAL			18	0	0	240	360	600	20	

SEMESTER VII

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBA70119	Management Information System	4	0	0	40	60	100	4	Major
2	BBA70120	Policy Analysis and Advocacy	4	0	0	40	60	100	4	Major
3	BBA70121	Agribusiness Management	4	0	0	40	60	100	4	Major
4	BBA70122	Corporate Governance	4	0	0	40	60	100	4	Major
Specialisation - Finance										
5	BBA70207A	Forex Management	4	0	0	40	60	100	4	Minor
Specialisation - HR										
5	BBA70207B	Strategic HRM	4	0	0	40	60	100	4	Minor
Specialisation - Marketing										
5	BBA70207C	Consumer Behaviour	4	0	0	40	60	100	4	Minor
Specialisation - Entrepreneurship										
5	BBA70207D	Managing MSME	4	0	0	40	60	100	4	Minor
TOTAL			20	0	0	200	300	500	20	



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SEMESTER VIII (Honours)

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBA80123H	Strategic Management	4	0	0	40	60	100	4	Major
2	BBA80124H	Data Visualization and Interpretation	4	0	0	40	60	100	4	Major
3	BBA80125H	Project Evaluation and Financing	4	0	0	40	60	100	4	Major
4	BBA80126H	CSR and Business Ethics	4	0	0	40	60	100	4	Major
Specialisation - Finance										
5	BBA80208HA	Financial Analytics	4	0	0	40	60	100	4	Minor
Specialisation - HR										
5	BBA80208HB	HR Analytics	4	0	0	40	60	100	4	Minor
Specialisation - Marketing										
5	BBA80208HC	Marketing Analytics	4	0	0	40	60	100	4	Minor
Specialisation - Entrepreneurship										
5	BBA80208HD	Entrepreneurial Cases	4	0	0	40	60	100	4	Minor
TOTAL			20	0	0	200	300	500	20	

SEMESTER VIII (Honours with Research)

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBA80123R	Strategic Management	4	0	0	40	60	100	4	Major
2	BBA88001R	Major Research Project	0	0	0	40	60	100	12	RPC
Specialisation - Finance										
3	BBA80208RA	Financial Derivatives	4	0	0	40	60	100	4	Minor
Specialisation - HR										
3	BBA80208RB	Cross Cultural Management	4	0	0	40	60	100	4	Minor
Specialisation - Marketing										
3	BBA80208RC	Green Marketing	4	0	0	40	60	100	4	Minor
Specialisation - Entrepreneurship										
3	BBA80208RD	Entrepreneurial Project Writing	4	0	0	40	60	100	4	Minor
TOTAL			8	0	0	120	180	300	20	