



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) – 2024

SEMESTER I

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBA10101	Principles of Management and Organizational Behaviour	4	0	0	40	60	100	4	Major
2	BBA10201	Financial Accounting	3	1	0	40	60	100	4	Minor
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
						CIA	ESE			
1	BBA20102	Principles of Marketing	4	0	0	40	60	100	4	Major
2	BBA20202	Financial Management	3	1	0	40	60	100	4	Minor
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
TOTAL			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
						CIA	ESE			
1	BBA30103	Human Resource Management	3	0	0	40	60	100	3	Major
2	BBA30104	Managerial Communication	2	0	0	40	60	100	2	Major
3	BBA30105	Production and Operations Management	3	0	0	40	60	100	3	Major
4	BBA30203	Cost and Management Accounting	3	1	0	40	60	100	4	Minor
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
						CIA	ESE			
1	BBA40106	Business Environment	3	0	0	40	60	100	3	Major
2	BBA40107	Research Methodology	3	1	0	40	60	100	4	Major
3	BBA40108	Legal Aspects of Business	3	0	0	40	60	100	3	Major
4	BBA40109	Operations Research	3	1	0	40	60	100	4	Major
5	BBA40204	Indian Ethos in Management	4	0	0	40	60	100	4	Minor
6	AEC00006	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
						CIA	ESE			
1	BBA50110	Financial Institutions and Markets	3	0	0	40	60	100	3	Major
2	BBA50111	Supply Chain and Logistics Management	3	0	0	40	60	100	3	Major
3	BBA50112	Integrated Marketing Communication	4	0	0	40	60	100	4	Major
4	BBA50113	Entrepreneurship Development	4	0	0	40	60	100	4	Major
5	BBA58001	Internship	0	0	0	0	100	100	2	IAPC
Specialisation - Finance										
6	BBA50205A	Investment Analysis and Portfolio Management	4	0	0	40	60	100	4	Minor
Specialisation - HR										
6	BBA50205B	Training and Development	4	0	0	40	60	100	4	Minor
Specialisation - Marketing										
6	BBA50205C	Sales and Distribution Management	4	0	0	40	60	100	4	Minor
Specialisation - Entrepreneurship										
6	BBA50205D	Social Entrepreneurship	4	0	0	40	60	100	4	Minor
TOTAL			18	0	0	200	400	600	20	

SEMESTER VI

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBA60114	Event Management	4	0	0	40	60	100	4	Major
2	BBA60115	Leadership for Change Management	3	0	0	40	60	100	3	Major
3	BBA60116	International Business	3	0	0	40	60	100	3	Major
4	BBA60117	Marketing of Services	4	0	0	40	60	100	4	Major
5	BBA68118	Research Project	0	0	0	40	60	100	2	Major
Specialisation - Finance										
6	BBA60206A	Business Analysis and Valuation	4	0	0	40	60	100	4	Minor
Specialisation - HR										
6	BBA60206B	Performance Management	4	0	0	40	60	100	4	Minor
Specialisation - Marketing										
6	BBA60206C	Rural Marketing	4	0	0	40	60	100	4	Minor
Specialisation - Entrepreneurship										
6	BBA60206D	Entrepreneurial Finance	4	0	0	40	60	100	4	Minor
TOTAL			22	0	0	240	360	600	20	



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SEMESTER VII

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	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	

SEMESTER VIII (Honours)

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	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	



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SEMESTER VIII (Honours with Research)

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	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	