

SANSKRITI UNIVERSITY

MATHURA, UTTAR PRADESH

SCHOOL NAME: School of Management & Commerce

PROGRAMME NAME: BBA BRANCH: Management

SEMESTER: I

S.NO.	COURSE CODE	COURSE NAME	L	Т	Р	С	
CORE THEORY COURSES / PRACTICAL COURSES							
1	BBA 101	Business Organization & Management	4	0	0	4	
2	BBA 103	Business Mathematics	3	1	0	4	
3	BBA 105	Principles of Micro Economics	3	1	0	4	
4	BBA 107	Book Keeping and Basic Accounting	3	1	0	4	
5	BBA 109	Business Laws	4	0	0	4	
6	BBA 111	Organizational Behaviour	4	0	0	4	
7	BBA 113	Business Ethics	4	0	0	4	
TOTAL NO. OF CREDITS						28	



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SCHOOL NAME: School of Management

PROGRAMME NAME: BBA BRANCH: Management

SEMESTER: II

S.NO.	COURSE CODE	COURSE NAME	L	Т	Р	С	
CORE THEORY COURSES / PRACTICAL COURSES							
1	BBA 102	Business Environment	4	0	0	4	
2	BBA 104	Business Communication	4	0	0	4	
3	BBA 106	Indian Economy	4	0	0	4	
4	BBA 108	Principles of Accounting	3	1	0	4	
5	BBA 110	Principles of Macro Economics	4	0	0	4	
6	BBA 112	Business Statistics	3	1	0	4	
		ELECTIVE COURSES					
1						•	
2							
TOTAL NO. OF CREDITS						24	

SUBMITTED BY:	SIGNATURE OF DIRECTOR / HOD



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MATHURA, UTTAR PRADESH

SCHOOL NAME : School of Management
PROGRAMME NAME: BBA
BRANCH : Management

SEMESTER: III

S.NO.	COURSE CODE	COURSE NAME	L	Т	Р	С	
CORE THEORY COURSES / PRACTICAL COURSES							
1	BBA 201	Advertising Management	4	0	0	4	
2	BBA 203	Indian Banking System	4	0	0	4	
3	BBA 205	Human Resource Management	4	0	0	4	
4	BBA 207	Marketing Management	4	0	0	4	
5	BBA 209	Company Accounts	4	0	0	4	
6	BBA 211	Company Law	4	0	0	4	
TOTAL NO. OF CREDITS						24	

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MATHURA, UTTAR PRADESH SCHOOL NAME: School of Management

PROGRAMME NAME: BBA BRANCH: Management

SEMESTER: IV

S.NO.	COURSE CODE	COURSE NAME	L	T	Р	С		
CORE THEORY COURSES / PRACTICAL COURSES								
1	BBA 202	Consumer Behaviour	3	2	0	4		
2	BBA 204	Financial Management	2	4	0	4		
3	BBA 206	Research Methodology	3	1	0	4		
4	BBA 208	Fundamentals of Computers	3	0	1	4		
	ELECTIVE COURSES ANY TWO							
5	5 BBA 210 Production Management				0	4		
6	BBA 212	Total Quality Management	4	0	0	4		
7	BBA 214	Sales Management	4	0	0	4		
8	BBA 216	Distribution Management	4	0	0	4		
TOTAL NO. OF CREDITS						24		

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PROGRAMME NAME: BBA BRANCH: Management

SEMESTER: V

S.NO.	COURSE CODE	COURSE NAME	L	T	Р	С	
CORE THEORY COURSES / PRACTICAL COURSES							
1	1 BBA 301 Income Tax 3 2 0						
2	BBA 303	Entrepreneurship & Small Business Management	4	0	0	4	
3	BBA 305	Cost and Management Accounting	4	0	0	4	
4	BBA 307	Industrial Law	3	2	0	4	
5	BBA 309	Operation Research	4	0	0	4	
6	BBA 300	Industrial Training	0	0	0	4	
TOTAL NO. OF CREDITS						24	

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SCHOOL NAME: School of Management

PROGRAMME NAME: BBA BRANCH: Management

SEMESTER: VI

S.NO.	COURSE CODE	COURSE NAME	L	Т	Р	С	
CORE THEORY COURSES / PRACTICAL COURSES							
1	BBA 302	International Trade	4	0	0	4	
2	BBA 304	Strategic Management Business Policy	4	0	0	4	
3	BBA 306	GST	2	0	4	4	
4	BBA 308	Management Information System	2	0	4	4	
5	BBA 310	Auditing	4	0	0	4	
6	BBA 312	Fundamentals of E-Commerce	2	0	4	4	
7	BBA 350	Dissertation	0	0	0	6	
TOTAL NO. OF CREDITS					30		

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