



**FUTURE
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COURSE CURRICULUM & EVALUATION SCHEME

**For
Bachelor of Business Administration
(BBA)**

(Session: 2025-29)

*wef. Academic Session
[2025-26]*



FUTURE UNIVERSITY, BAREILLY (U.P.) INDIA



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Course Curriculum

Of

Bachelor of Business Administration (BBA)
Faculty of Commerce and Management Studies
(3 Year Degree / 4 Year Hons. / 4 Year Hons. with Research)

Syllabus

As per National Educational Policy 2020

(Applicable w.e.f. Academic Session 2025-29)

**FUTURE UNIVERSITY
BAREILLY, UTTAR PRADESH**

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SYLLABUS & SCHEME OF EXAMINATION

FIRST SEMESTER							
S. No.	Paper Code	Subject Title	NEP Category	Teaching Load			
				L	T	P	TC
1.	BBA101	Management Process and Organizational Behaviour	DSC/CC	4	0	0	4
2.	BBA103	Business Mathematics	DSC/CC	4	0	0	4
3.	BBA105	Financial Accounting and Analysis	DSC/CC	4	0	0	4
4.	BBA107	Business Economics	MI	3	1	0	4
5.	BCS213	Artificial Intelligence for Everyone	AEC	1	1	0	2
6.	BBA109	Communication Skills	SEC	1	1	0	2
7.	BBA111	Communication Skills (Lab)	SEC	0	0	2	1
8.	BBAV01	Life Skills and Personality Development	VAC	2	0	0	2
9.	BBAIK1	Indian Knowledge System	IKS	0	0	2	1
10.	BBAMC1	MOOCs (Self-Paced Learning)	MC	0	0	0	3
Total				19	3	4	24

SECOND SEMESTER							
S. No.	Paper Code	Subject Title	NEP Category	Teaching Load			
				L	T	P	TC
1.	BBA102	Marketing Management	DSC/CC	4	0	0	4
2.	BBA104	Decision Techniques for Business	DSC/CC	4	0	0	4
3.	BBA106	Human Resource Management	DSC/CC	4	0	0	4
4.	BBA108	Business Communication	AEC	1	1	0	2
5.	BBA110	IT Applications in Business	SEC	1	1	0	2
6.	BBA112	IT Applications in Business (Lab)	SEC	0	0	4	2
7.	BBAV02	Online/Inhouse Industrial Skill-Based Training/Apprenticeship	VAC	0	0	0	4
8.	BBAIK2	Indian Knowledge System	IKS	0	0	2	1
9.	BBAMC2	MOOCs (Self-Paced Learning)	MC	0	0	0	3
Total				14	2	6	23

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THIRD SEMESTER							
S. No	Paper Code	Subject Title	Course Category	Teaching Load			
				L	T	P	TC
1.	BBA201	Business Law	CC	4	0	0	4
2.	BBA203	Production and Operations Management	CC	4	0	0	4
3.	BBA***	Major Elective-1	CC	4	0	0	4
4.	BBA***	Minor Elective-1	MI	4	0	0	4
5.	BBA221	NSS/NCC/ Club Activities	AEC	3	0	0	3
6.	BBA207	Business Research Methodology	SEC	2	0	0	2
7.	BBA219	Business Research Methodology Lab	SEC	0	0	1	1
8.		*MOOCs/IKS	MC	0	0	0	2
		Total		21	0	1	23

FOURTH SEMESTER							
S. No	Paper Code	Subject Title	Course Category	Teaching Load			
				L	T	P	TC
1.	BBA202	Cost and Management Accounting	DSC/CC	4	0	0	4
2.	BBA204	Business Ethics and Corporate Social Responsibility	DSC/CC	4	0	0	4
3.	BBA206	Business Analytics	MDE	4	0	0	4
4.	BBA***	Major Elective-2	DSC/CC	4	0	0	
5.	BBA***	Minor Elective 2	MI	4	0	0	4
6.	BBA208	MOOC/ Disaster Management	VAC	3	0	0	3
		Total		26	0	1	27
Note: *** will be replaced with respective paper code from the Discipline Specific/ Major Course and Inter- disciplinary / Minor Course							

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DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)

FOR THIRD SEMESTER

Select any two papers, each from different specialization

(1 paper for Major Specialization, 1 paper for Minor Specialization)

Specialization	Paper ID	Paper Title
Human Resource Management	BBA209	Training and Development
Marketing	BBA211	Consumer Behavior
Finance	BBA213	Income Tax Law and Practices
International Business	BBA215	Management of International Business
Entrepreneurship Development	BBA217	Foundation of Entrepreneurship and Startups

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)

FOR FOURTH SEMESTER

Select any two papers, each from a different specialization

(1 paper for Major Specialization, 1 paper for Minor Specialization)

Specialization	Paper ID	Paper Title
Human Resource Management	BBA210	Talent Management
Marketing	BBA212	Sales and Channel Management
Finance	BBA214	Goods and Services Tax
International Business	BBA216	International Business Environment and Strategy
Entrepreneurship Development	BBA218	Opportunity and Feasibility Analysis

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Revised Paper Code list (3 Nov. 2025)

S. No	S. No	Course	Year	Sem.	Sect.	Paper Code	Subject Title	NEP Category	Teaching Load					Internal		
									L	T	P	TC	CH	CA	EE	TM
1	1	BBA	1	1	A	BBA1101	Management Process and Organizational Behaviour	DSC/CC	4	0	0	4	60	30	70	100
2	2					BBA1102	Business Mathematics	DSC/CC	4	0	0	4	60	30	70	100
3	3					BBA1103	Financial Accounting and Analysis	DSC/CC	4	0	0	4	70	30	70	100
4	4					BBA1104	Business Economics	MI	3	1	0	4	70	30	70	100
5	5					UCC1102	Artificial Intelligence for Everyone	AEC	1	1	0	2	30	30	70	100
6	6					BBA1105	Communication Skills	SEC	1	1	0	2	30	0	70	70
7	7					BBA1106	Communication Skills (Lab)	SEC	0	0	2	1	30	30	0	30
8	8					BBA1107	Life Skills and Personality Development	VAC	2	0	0	2	30	30	70	100
9	9					UCC1101	Indian Knowledge System	IKS	0	0	2	1	15	30	70	100
10	10						MOOCs	MC	Self-Paced Learning							
11	1	BBA	2	3	A	BBA2301	Marketing Management	Core	4	0	0	4	60	30	70	100
12	2					BBA2302	Human Resource Management	Core	4	0	0	4	60	30	70	100
13	3					BBA2303	Research Methodology	Core	4	0	0	4	60	30	70	100
14	4					BBA2304	Company Law	Minor	4	0	0	4	60	30	70	100
15	5					UCC1102	Artificial Intelligence for Everyone	AEC	1	1	0	2	30	30	70	100
16	6					BBA2305	Human Values and Professional Ethics	MDE	3	0	0	3	45	30	70	100
17	7					BBA2306	Tally and Its Application in Business	SEC	2	0	2	3	45	30	70	100
18	8					BBA2307	Disaster Management	VAC	0	0	4	2	30	30	70	100
19	9						MOOCs	MOOC	Self-Paced Learning							
20	1	B Com	1	1	A	COM1101	Financial Accounting	CC	4	0	0	4	60	30	70	100
21	2					COM1102	Micro Economics	CC	4	0	0	4	60	30	70	100
22	3					COM1103	Quantitative Techniques for Commerce	CC	4	0	0	4	60	30	70	100
23	4					COM1104	Management Processes and Organisational Psychology	MDE	2	0	0	2	30	30	70	100
24	5					COM1105	English Language and Business Communication	AEC	2	0	0	2	30	30	70	100
25	6					COM1106	Computer Applications for Commerce	SEC	1	0	2	2	30	30	70	100
26	7					UCC1101	Indian Knowledge System	VAC	0	0	0	2	30	30	70	100
27	8						MOOCs	MC	Self-Paced Learning							
28	1	MBA	1	1	A	MBA5101	Management Theory	CC	3	0	0	3	60	30	70	100
29	2					MBA5102	Managerial Economics	CC	3	0	0	3	60	30	70	100
30	3					MBA5103	Business Statistics and Analytics for Decision Making	CC	3	0	0	3	60	30	70	100
31	4					MBA5104	Organizational Behaviour	CC	3	0	0	3	60	30	70	100
32	5					MBA5105	Marketing Management	CC	3	0	0	3	60	30	70	100
33	6					MBA5106	Financial Reporting and Analysis	CC	3	0	0	3	60	30	70	100
34	7					MCA5111	Computer Applications for Business (offered through Department of CS and IT)	GE	1	0	2	2	30	15	35	50
35	8					MCA5175	MS-Office (Excel) Lab (Offered through Department of CS and IT)	GE	1	0	2	2	30	15	35	50
36	9					MBA5107	Verbal Communication	SEC	0	1	2	2	30	50	0	50
37	10					MBA5108	Enterprise Analysis	AET	2	0	0	2	30	50	0	50
48	1	MBA	2	3	A	MBA6301	International Business Management	CC	0	0	3	3	20	50	100	150
49	2					MBA6302	Entrepreneurship and Innovation	CC	0	0	3	3	20	50	100	150
50	3					MBA6303	Strategic Management	CC	0	0	3	3	20	50	100	150
51	4					MBA6304	Summer Training Project Report and Viva -Voce	RPR	0	0	3	3	20	50	100	150
52	5					MBA6305	Consumer Behavior and Integrated Marketing Communication	GE	0	0	3	3	20	50	100	150
53	6					MBA6306	Sales and Retail Management	GE	0	0	3	3	20	50	100	150
54	7					MBA6311	Performance Management System	GE	0	0	3	3	20	50	100	150
55	8					MBA6312	Industrial Relations and Labor Laws	GE	0	0	3	3	20	50	100	150
56	9					MBA6316	Investment Analysis and Portfolio Management	GE	0	0	3	3	20	50	100	150
57	10					MBA6317	Financial Market and Services	GE	0	0	3	3	20	50	100	150
58	11	Ph D				MBA6321	Managing Global Business	GE	0	0	3	3	20	50	100	150
59	12					MBA6322	Trade Documentation	GE	0	0	3	3	20	50	100	150
60	13					MBA6326	Data Analytics for Business	GE	3	0	3	3	20	50	100	150
61	14					MBA6327	Business Intelligence and E-Commerce	GE	3	0	3	3	20	50	100	150
62	1					25RMPHDUC01	Research Methodology	UCC	4	0	0	4	60	0	100	100
63	2					25CMPHD101QMC	Quantitative Methods and Computer Applications	UCC	2	0	0	2	30	0	100	100
64	3					25REPHDUC02	Research Ethics and Publications	DSC	3	0	0	3	45	0	100	100
65	4					25CMPHD102FM	Contemporary Issues and Trends in Financial Management	DSE	3	0	0	3	45	0	100	100
66	5					25CMPHD103MM	Contemporary Issues and Trends in Marketing Management	DSE	3	0	0	3	45	0	100	100
67	6					25CMPHD104HR	Contemporary Issues and Trends in Human Resources Management	DSE	3	0	0	3	45	0	100	100

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SEMESTER I

BBA101: MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOR

L – 4, T – 0, P – 0, Total Credits – 4

Objective: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Course Contents

Unit I

(12 Hours)

Introduction: Management: Concept and Need, Managerial Functions An overview; Evolution of Management Thought, Classical Approach - Taylor, Fayol, Neo-Classical and Human Relations Approaches, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Business Process Re-engineering.

Unit II

(12 Hours)

Planning: Types of Plans: Strategic planning; Environmental Analysis and diagnosis (Internal and external environment) Decision-making: Process and Techniques; Perfect rationality and bounded rationality.

Unit III

(12 Hours)

Organizing: Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Types of Organization Structures, Emerging Organization Structures.

Unit IV

(12 Hours)

Introduction to Organizational Behavior: Personality Type A and B, Factors influencing personality. Learning- Concept, Learning theories. Perception- Concept, Perceptual process, Importance, Factors influencing perception, Values and Attitudes- Concept and types of values: Components of attitude, job related attitudes.

Unit V

(12 Hours)

Motivation and Leadership: Motivation and Leadership: Concept, Importance, extrinsic and intrinsic motivation; Leadership: Concept and Importance. Conflict and Culture: Power and conflict, Power tactics, Organizational Culture and climate- Concept and determinants of organizational culture.

Suggested Readings: (All latest editions)

1. Robbins. Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins, S.P. and Sanghi, S, Organizational Behaviour; Pearson Education.
3. Koontz, H, Essentials of Management, McGraw Hill Education.
4. Ghillyer, A, W., Management- A Real-World Approach, McGraw Hill Education.
5. Stoner, Freeman and Gilbert Jr. Management, Pearson Education.
6. Luthans, Fred, Organizational Behavior, McGraw Hill Education.

BBA103: BUSINESS MATHEMATICS

L – 4, T – 0, P – 0, Total Credits – 4

Objective: This course aims to equip students with a broad-based knowledge of mathematics with emphasis on business applications.

Course Contents

Unit I

(12 Hours)

Principle of Counting: Concept of Factorial, Principle of Counting, Mathematical Induction: Principle. Arithmetic Progression and Geometric Progression, Concepts of function.

Unit II

(12 Hours)

Matrix Algebra-Basics: Definition of a matrix, Types of Matrices, Equality of Matrices, Matrix Operations. Transpose of a matrix, Determinants, Inverse of a Matrix. Properties of the Inverse.

Unit III

(12 Hours)

Matrix Algebra-Basics- Application: Solution to a System of Equations by:

- (i) System of Linear equations
- (ii) The Ad-joint Matrix Methods.
- (iii) The Gaussian Elimination method, Rank of a Matrix, Rank of a System of Equations, the Echelon Matrix: Application of Matrices to Business Problems Input Output Analysis, Preparation of Depreciation Lapse Schedule, Leontief I/O Model. Permutation and Combination.

Unit IV

(12 Hours)

Differential Calculus: Derivative of a Parametric Function, Logarithmic Differentiation Derivative of an Inverse Function, Optimization Using Calculus, Point of Inflexion Absolute and Local- Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure. Applications in Business. Introduction to Mathematics of finance such as annuities.

Unit V

(12 Hours)

Integral Calculus: Indefinite Integrals, Techniques of Integration, Definite Integrals, Business application, Consumer's or Producer's surplus, Learning Curve, Probability and Probability, Distribution.

Suggested Readings: (All latest editions)

1. Trivedi, Business Mathematics, Pearson Education,
2. Bhardwaj. R.S. Mathematics and Statistics for Business, Excel Books
3. Khan, Shadab. A Textbook of Business Mathematics, Anmol Publications,
4. Tuttle. Michael, D., Practical Business Math: An Applications Approach, Prentice Hall
5. Hazarika. P.A. textbook of Business Mathematics, S. Chand Publication
6. Budnick, Applied Mathematics for Business, McGraw Hill Education

BBA105: FINANCIAL ACCOUNTING AND ANALYSIS

L – 4, T – 0, P – 0, Total Credits - 4

Objective: The objective of this subject is to give an understanding of the basic accounting principles and techniques of preparing the accounts for users of accounting information.

Course Contents

Unit I

(12 Hours)

Meaning and Scope of Accounting: Meaning and definition of Accounting and Book-keeping. Process and objectives of Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting. Accounting Terminologies: i.e. Assets, Liabilities, Expenditures, and Incomes etc.

Unit II

(12 Hours)

Accounting Framework: Accounting Principles and Standards: Accounting Principles, Accounting Assumptions, Concepts and Conventions, Meaning and relevance of GAAP, Introduction to Accounting Standards Issued by ICAI, Accounting Standards (Overview of IAS, IFRS, AS and Ind AS).

Unit III

(12 Hours)

Accounting Process: Meaning, need and format of journal, Single and Compound Journal Entries, Opening Entries: Numerical problems & solution. Concept and Preparation of Ledger and Trial Balance: errors rectification in trial balance. Sub division of journal (Subsidiary books of accounts): Single, double column cash book, Purchase book, sales book, journal proper-book.

Unit IV

(12 Hours)

Financial Statements and analysis: Preparation of Final Accounts of a sole-proprietorship: Trading Account, Profit and Loss Account. Balance Sheet, Introduction of Financial statement of a Company – Format as per schedule- III of the new Companies Act 2013. Basics of ratio Analysis and comparative balance-sheet.

Unit V

(12 Hours)

Depreciation, Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Method of Recording Depreciation: Fixed Installment (SLM) method & Written down Value Method (WDV) of charging depreciation. Meaning and concepts of Provisions and reserves, need and types of reserves and provisions.

Suggested Readings: (All latest editions)

1. Bhattacharya, S.K. and Dearden, J., Accounting for Manager -Text and Cases, Vikas Publishing House.
2. Bhattacharyya, Asish K., Essentials of Financial Accounting, Prentice Hall of India
3. Maheshwari, S.N. and Maheshwari, S.K., Financial Accounting, Vikas Publishing House
4. Rajasekaran, Financial Accounting, Pearson Education.

BBA107: BUSINESS ECONOMICS

L – 3, T – 1, P – 0, Total Credits – 4

Objective: The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Course Contents

Unit I

(12 Hours)

Introduction to Business Economics: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Time Value of Money, Marginalism, Incrementalism, Market Forces and Equilibrium. Introduction to Behavioural Economics: Nudge theory.

Unit II

(12 Hours)

Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand.

Unit III

(12 Hours)

Price and Output under different market structure: Perfect Competition (features, short run, long run equilibrium of firm/industry), Monopoly (features, short run and long run equilibrium), Control of Monopoly, Monopolistic Competition (features, short run and long run equilibrium), Oligopoly (Cournot Model, kinked demand curve model). Price Discrimination and its types

Unit IV

(12 Hours)

Theory of Production: Meaning and Concept of Production, Factors of Production and Production function. Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.

Unit V

(12 Hours)

Theory of Cost: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Opportunity Costs, Risk, Return and Profits.

Suggested Readings: (All latest editions)

1. Prof. J.V. Vaishampayan, Macro Economics, NRBC.
2. Dwivedi, D.N., Managerial Economics, Vikas Publishing House.
3. Mankiw, NG, Principles of Economics, Cengage Learning.

BBA109: COMMUNICATION SKILLS

L – 1, T – 1, P – 0, Total Credits – 2

Objective: To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles and techniques of business communication.

Course Contents

Unit I (06 Hours)

Fundamental of Communication: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; How to Improve Command over Spoken and Written English, Effective Listening.

Unit II (06 Hours)

Communicating in a Multicultural World: Idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, The Cross Cultural Dimensions of Business Communication.

Unit III (06 Hours)

Technologies and barriers in communication: Application of technologies in communication, Ethical and Legal Issues in Business Communication, Barriers of Communication, Meaning, Need and Types

Unit IV (06 Hours)

Business writing: Business letter writing and Presentation Tools: Business letters- Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters,

Unit V (06 Hours)

Departmental Communication:, Newsletters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, how to make a Presentation, Presentation Tools, Guidelines for Effective Presentation.

Suggested Readings: (All latest editions)

1. Lesikar. Business Communication: Making Connections in a Digital World. McGraw Hill Education.
2. Boove, C.L., Thill, J.V. and Chaturvedi, M. Business Communication Today, Pearson.
3. Krizan et al. Effective Business Communication, Cengage Learning.
4. Scot, D. Contemporary Business Communication, Biztantra, BAREILLY.
5. Chaney and Martin. Intercultural Business Communication, Pearson Education
6. Penrose et al. Business Communication for Managers, Cengage Learning.

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BBA111 – Communication Skills (Lab)

L – 0, T – 0, P – 2, Credits – 1

Unit I: Basics of Practical Communication

(06 Hours)

- Orientation to Communication Lab
- Voice Modulation, Pronunciation and Clarity
- Exercises on Listening and Speaking

Unit II: Oral Communication Practice

(06 Hours)

- Role Plays and Conversations
- Group Discussions and Extempore
- Public Speaking & Presentation Delivery Practice

Unit III: Written Communication Practice

(06 Hours)

- Drafting Business Letters, Notices, Circulars; and Emails
- Report Writing Practice
- Resume and Cover Letter Preparation

Unit IV: Technology-Enabled Communication

(06 Hours)

- Use of MS Word/PowerPoint for Communication
- Preparing Professional Presentations
- Email and Online Meeting Etiquette (Zoom/Google Meet/MS Teams)

Unit V: Applied Communication & Evaluation

(06 Hours)

- Mock Interviews and GDs (with faculty feedback)
- Case-Based Communication Exercises
- Self-Assessment through Video Recording & Peer Review
- Continuous Lab Evaluation and Final Viva

Suggested Readings: (All latest editions)

7. Lesikar. Business Communication: Making Connections in a Digital World. McGraw Hill Education.
8. Boove, C.L., Thill, J.V. and Chaturvedi, M. Business Communication Today, Pearson.
9. Krizan et al. Effective Business Communication, Cengage Learning.
10. Scot, O. Contemporary Business Communication, Biztantra, BAREILLY.
11. Chaney and Martin. Intercultural Business Communication, Pearson Education
- Penrose et al. Business Communication for Managers, Cengage Learning.

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BBAV01: LIFE SKILLS AND PERSONALITY DEVELOPMENT

L – 2, T – 0, P – 0, Total Credits – 2

Objective: The Objectives of the Course are to develop Communication Skills, Social Etiquettes and Self-Management, to build Confidence and develop Team Spirit and all round personality of students.

Course Contents

Unit I

(06 Hours)

Introduction: Meanings & Importance of Life skills, Basics of Communication, Communication definition, process of communication, verbal V/s nonverbal communication, barriers to effective communication, Effective listening and speaking.

Unit II

(06 Hours)

Team Spirit: Exercises: Concept of Team spirit and Co-operation, Team Task: To inculcate a habit of research and serious study, students are to present in teams a comprehensive talk on pre-determined topics. Team tasks also include management games.

Unit III

(06 Hours)

GD Concepts: The purpose of Group discussion is to prepare students to present their views in a limited time in an effective manner and learn to portray their personality in an accommodating manner and accept others' views. It will be an interactive lecture. Mock GDs: It prepares the student not only for entry in the organization but also enhances the ability to handle situations where employees are not given enough time for the preparation of a formal meeting. It is a simulation of actual GD.

Unit IV

(06 Hours)

Confidence and Personality: Exercises: Short video resume: Students will prepare video resume and highlight a skill or experience to showcase themselves as perfect fit for an entry level position
Debate: To generate logical thought process and present views cogently the students are required to debate on a topical issue. The class is divided into teams with six students each. The team is to prepare for or against the topic.

Unit V

(06 hours)

Personality Development Presentations: Quickly organizing thoughts and presenting them is a need in many situations. The students would be asked to give presentations on current affairs. It is intended to develop general awareness on the current issues and talk about them. Also, they will learn how to express themselves verbally and nonverbally.

One to One interview: Students are subjected to interviews before an internal technical panel to develop confidence and interview handling skills.

Suggested Readings:

1. Boove, C.L., Thill, J.V. and Chaturvedi, M. Business Communication Today, Pearson.
2. Master The Group Discussion and Personal Interview: Sheetal Desarda
3. Wiley's Examxpert: Acing WAT, Gds and Interviews Forlins
4. The Hard Truth About Soft Skills: Peggy Klaus
5. Steal The Show from Speeches to Job Interviews to Deal Closing Pitches: Michael Port

BBA IK1: INDIAN KNOWLEDGE SYSTEM

L – 0, T – 0, P – 2, Total Credits – 1

Objective: To create awareness amongst the youths about the rich culture of the country by understanding the scientific value of the traditional knowledge of India; promote spiritual knowledge and wisdom in students, thereby shaping their personality and inculcating leadership skills. This course shall enable students to get a holistic insight into understanding the working of nature and life.

Course Contents

Unit I

Overview of Indian Knowledge: Philosophy: The Vedic Tradition, Upanishad and Classical Indian Darshanas, Indian Culture and Civilization –Different stages in the evolution of Indian Culture, Distinctive features of Indian culture, Components of Culture and Indian Music and Dance

Unit II

Knowledge Systems in Governance and Management: Ancient Indian Approaches to Administration and Economy, Introduction to Arthashastra by Kautilya, Traditional Knowledge Digital Library (TKDL), Geographical Indications of Goods.

Unit III

Spirituality: Spirituality vis-à-vis religion, Concept of Maya (Illusion) – Advaita Vedanta, Meaning, scope and implications at work, Concept of Dharma: varna ashram dharma, svadharma, Concept of karma – meaning and importance to managers, corporate karma. Concept of Vasudhaiva Kutumbakam

Unit IV

Science, Engineering and Technology in IKS: Mathematics, Astronomy, Engineering and Technology: Metals and Metalworking, Town Planning, Architectural Engineering: Vastu Shastra and Shilpa Shastra.

Unit V

Contemporary Application of IKS: Integrating Indian Knowledge System (IKS) in Management Indian Ethos in Business and Leadership, Ethical Governance through Ancient Wisdom, Sustainability and Environmental Harmony in Indian Thought

Suggestive Readings:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla.
3. The Cultural Heritage of India. Vol. I. Kolkata: Ramakrishna Mission Publication, 1972.
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom. BAREILLY: Hindology Books, 2008.
5. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) Macmillan and Co., Limited, London, 1953.

SEMESTER II

BBA102: MARKETING MANAGEMENT

L – 4, T- 1, P – 0, Total Credits – 4

Objective: To provide understanding of the marketing concepts and to familiarize with the emerging trends in marketing.

Course Content

Unit I

(12 Hours)

Introduction: Marketing - Meaning, Scope and Importance; Modern marketing philosophies; Core Concepts of Marketing: Needs, Wants, Demands, Value, Exchange & Customer Satisfaction. Marketing Environment: Macro and Micro environmental factors. Consumer Decision Making Process; Evolution of Marketing (Production, Product, Sales, Marketing & Societal Concepts)

Unit II

(12 Hours)

Consumer / Buyer Behavior & market segmentation: Understanding Consumer and Buyer Behavior – Factors Influencing Consumer Decisions, Consumer Decision-Making Process Business Buyer Behavior (B2B) vs. Consumer Buyer Behavior (B2C). Market Segmentation- Levels and Bases of Segmenting Consumer Markets, Market Targeting- concept and criteria, Product Positioning – concept and bases.

Unit III

(12 Hours)

Marketing Mix Decision –Product and Pricing: Product Decisions: Concept and classification; Levels of Product. Product strategies; Branding decisions; New Product Development; Product life cycle; Pricing Decisions: Objectives; Factors affecting pricing; Pricing methods; Pricing strategies.

Unit IV

(12 Hours)

Marketing Mix Decisions -Promotion and Distribution: Distribution Decisions: Channels of distribution- types and functions. Delivering value- factors affecting choice of distribution channel; Channel Management; Promotion Decisions: Communication process; Decision about Promotion mix tools: advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication approach.

Unit V

(12 Hours)

Introduction to Emerging Trends in Marketing: Relationship Marketing, Sustainable Marketing, Green Marketing, Social marketing, Digital Marketing, Social Media Marketing, Role of AI and Robotics in Marketing, Ethical issues in Marketing.

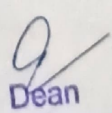
Note: Case Studies are to be covered relevant to the concepts.

Suggested Readings:(Latest Editions)

1. Kotler, P., Keller, K.L., Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Nama kumari, S., Marketing Management: A Strategic Decision-Making Approach Global Perspective Indian Context, McGraw Hill Education Company.
3. Lamb, C.W, Hair, J.F, Sharma, D. and Mc Daniel C., Marketing- A South Asian Perspective Edition, South-Western Cengage Learning.

4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing (Asian Edition), Oxford University Press, BAREILLY.
5. Walker O. C., Mullins J. and Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, McGraw Hill Education Company.
6. Saxena, R., Marketing Management, McGraw Hill Education Company.

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BBA104-DECISION TECHNIQUES FOR BUSINESS

L – 4, T – 0, P – 0, Total Credits – 4

Objective: The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist especially in resolving complex problems and serve as a valuable guide to the decision makers.

Course Contents

Unit I

(12 Hours)

Statistics: Definition. Importance and Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution - Graphics, Bars, Histogram. Tabulation and classification.

Unit II

(12 Hours)

Measures of Central Tendency, Dispersion – meaning, concept, importance & limitations of Measures of central tendency, computation of Mean, Median and Mode, Measures of Dispersion - Range, IQR, quartile and percentiles, quartile deviation Mean deviation and standard deviation, Lorenz Curve.

Unit III

(12 Hours)

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods: Spearman's Rank correlation; Regression: meaning, assumptions, regression lines, ordinary least square method of regression; Pitfalls and Limitations Associated with Regression and Correlation Analysis.

Unit IV

(12 Hours)

Linear Programming: Concept and Assumptions, Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality.

Unit V

(12 Hours)

Transportation and Assignment problems: General Structure of Transportation Problem, Methods for Finding Initial Solution and Testing for Optimality.

Assignment Problem: Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment, Travelling Salesman Model.

Suggested Readings: (All latest editions)

1. Vohra, N.D., Quantitative Techniques in Management, McGraw Hill Education.
2. Gupta, SP and Gupta, P.K., Quantitative Techniques and Operation Research, Sultan Chand.
3. Rajagopalan, S. and Sattanathan, R., Business Statistics and Operations Research, McGraw Hill Education.
4. Sharma, J.K., Operations Research: Problems and Solutions, Macmillan India Ltd.

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BBA106: HUMAN RESOURCE MANAGEMENT

L – 4, T – 0, P – 0, Total Credits – 4

Objective: To develop an understanding of the concepts, techniques and principles to manage human resources of an organization.

Course Content

Unit I

(12 Hours)

Introduction to Human Resource Management: Functions of HR Manager; Policies related to Human Resource Management; Emerging challenges of human resource management - Workforce diversity, welfare, health, safety, social security, empowerment, downsizing, VRS, work life balance. Employee code of conduct, Human Resource Information System (HRIS) and e-HRM.

Unit II

(12 Hours)

Acquisition of Human Resource: Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment–sources, process; Selection – process, techniques and tools; induction and orientation; Retention.

Unit III

(12 Hours)

Training and Development: Concept and importance; Role specific and competency-based training; Training and development techniques and programs – Apprenticeship, understudy, Job rotation, vestibule training, case study, role playing, sensitivity training, In- basket, management games, conferences and seminars, coaching and mentoring, management development programmes; Training process outsourcing, Cultural Shock.

Unit IV

(12 Hours)

Performance Appraisal: Performance appraisal-Nature, objectives, process, methods of performance appraisal: Traditional V/s Modern methods, Employee counselling; Job changes - Transfers and promotions Career planning & Development.

Unit V

(12 Hours)

Compensation Management & Contemporary issues : Compensation-Rules and policies, Base and supplementary compensation; Individual and group incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; HR Audit, Contemporary issues in human resource management.

Note: Case Studies are to be covered relevant to the concepts.

Suggested Readings:(Latest Editions)

1. Dessler, Gary, A Framework for Human Resource Management, Pearson Publishers.
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, Human Resource Management, WileyIndia Private Limited.
3. Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning.
4. Aswathappa,K, Human Resource Management, McGraw Hill Education Company.
5. Robert L. Mathis and Jackson, J., Human Resource Management, South-Western College Publishing.

BBA108 – Business Communication

L – 1, T – 1, P – 0, Credits – 2

Unit I: Fundamentals of Communication

(06 Hours)

Meaning, Nature and Significance of Business Communication, Process of Communication and Models, Principles of Effective Communication (7Cs), Barriers to Communication and Strategies to Overcome, Improving Listening and Speaking Skills

Unit II: Communication in a Global and Digital Context

(06 Hours)

Concept of Globalization and Its Impact on Communication, Cross-Cultural, Communication: Etic and Emic Approaches, Dimensions of Cultural Differences in Business Communication, Role of Technology in Business Communication, Ethical and Legal Issues in Digital Communication.

Unit III: Business Correspondence

(06 Hours)

Business Letters – Structure, Layout and Principles, Types of Letters: Persuasive, Request, Sales, Complaint Letters, and Employment-Related Letters: Job Application, Interview Call, Promotion, Resignation Letters, Drafting Effective Professional Emails

Unit IV: Departmental and Organizational Communication

(06 Hours)

Departmental Communication – Meaning, Need and Types, Newsletters, Circulars, Notices and Office Memorandums, Office Orders, Agenda and Minutes of Meetings, Project and Report Writing – Purpose, Structure and Guidelines

Unit V: Oral Communication and Presentation Skills

(06 Hours)

Preparing and Delivering Business Presentations, Presentation Tools (PowerPoint, Prezi, Digital Platforms), Group Discussions and Public Speaking Skills, Guidelines for Effective Presentations, Case Studies on Corporate Communication Failures and Best Practices

Suggested Readings: (All latest editions)

12. Lesikar. Business Communication: Making Connections in a Digital World. McGraw Hill Education.
13. Boove, C.L., Thill, J.V. and Chaturvedi, M. Business Communication Today, Pearson.
14. Krizan et al. Effective Business Communication, Cengage Learning.
15. Scot, O. Contemporary Business Communication, Biztantra, BAREILLY.
16. Chaney and Martin. Intercultural Business Communication, Pearson Education
17. Penrose et al. Business Communication for Managers, Cengage Learning.

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BBA 110: IT APPLICATIONS IN BUSINESS

L – 1, T – 1, P – 0, Total Credits – 2

Objective: This is a basic paper for students to familiarize with computers and its applications in the relevant fields and exposes them to other related papers of IT.

Course Contents

Unit I

(06 Hours)

Basics of Information Technology: Components of IT systems, Characteristics of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Classification of Computers. **Computer Memory:** Types of Memory, Storage devices, Mass Storage Systems. Concept of Cloud Computing.

Unit II

(06 Hours)

Computer Software: Types of Software. Application Software and their uses. Database concepts. Introduction to Operating System, Need, Functions and Types of Operating systems. Introduction to GUI. Compiler. Interpreter and Assembler, Types of Computer Languages.

Unit III

(06 Hours)

Desktop Components: Introduction to Word Processor, Presentation Software. Advanced Excel: Introduction, features, applications and advanced functions of Excel, creating Tables. Graphs and charts, Table formatting, Worksheets Management, Sort and Filters tools, Subtotal, Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions. Analyze data with Pivot tables, create and manage scenarios and summaries.

Unit IV

(06 Hours)

Computer Networks and IT applications: Data communication concepts, types of communication media, Concepts of Computer Networks, Internet, Intranet. Extranet, Network topologies, Networking devices, OSI model. Internet Services.

Unit V

(06 Hours)

Information Technology and Society: Application of information Technology in Railways, Airlines, Banking, Online Banking System, Insurance, Inventory Control, Financial systems, Hotel management, Education, entertainment and health, Security issues in information technology.

Suggested Readings: (All latest editions)

1. Behl R., Information Technology for Management, McGraw Hill Education
2. C Leon, Introduction to Information Technology, Vikas Publishing House
3. Dhingra S and Tondon A, Introduction to Information Technology, Galgotia Publishing House.
4. Goyal, Anita, Computer Fundamentals, Pearson Education.
5. Joseph A. Brady and Ellen F Monk, Problem Solving Cases in Microsoft and Excel, Thomson Learning

BBA 112: IT APPLICATIONS IN BUSINESS (LAB), Bareilly, Uttar Pradesh
L – 0, T – 0, P – 4, Total Credits – 2

This Lab would be based on the course **BBA-SEC 111: IT Applications in Business**

1. Knowledge of all commands of using Windows is to be taught.

2. Introduction to MS-Word:

Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

3. Introduction to MS-Excel:

Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc. Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions, Analyze data with Pivot tables, create and manage scenarios and summaries.

4. Introduction to MS PowerPoint:

PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.

5. Application & Assignments:

Practical assignments are given to the students to perform tasks on M.S. words, Excel or power point etc.



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(Established under Govt. of U.P. Act No. 3, 2024)

Board of Studies

Course Curriculum & Evaluation Scheme

Of

Bachelor of Business Administration (BBA)

Faculty of Commerce and Management Studies

As per National Educational Policy 2020

(Applicable w.e.f. Academic Session 2025-29)

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Bareilly

18th Milestone, Bareilly-Lucknow Highway NH-24

Near Faridpur, Bareilly, Uttar Pradesh 243503

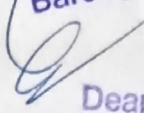
Website: www.futureuniversity.in

COURSE CURRICULUM OF BACHELOR OF BUSINESS ADMINISTRATION

Version Control

Version r	N1.0
Effective from	July 2025

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VISION AND MISSION OF FUTURE UNIVERSITY

Vision

To be a premier global university of higher learning that advances research, innovation, and ethical leadership, empowering students to drive sustainable development and societal well-being with integrity.

Mission

- Provide a transformative educational experience integrating rigorous research and innovative practices.
- Foster ethical leadership and empower students to become skilled professionals.
- Advance knowledge and drive sustainable development.
- Contribute to societal well-being through integrity and excellence.
- Cultivate an inclusive and dynamic learning environment preparing students for global challenges.

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VISION AND MISSION OF FACULTY OF COMMERCE AND MANAGEMENT STUDIES

Vision

To be a globally recognized faculty that excels in commerce and management education, research and innovation, nurturing ethical leaders who drive sustainable business practices and contribute to economic and societal development.

Mission Statement

1. Provide a transformative educational experience that combines theoretical knowledge with practical skills in commerce and management.
2. Cultivate ethical leadership, entrepreneurial spirit and critical thinking among students to thrive in a dynamic global business environment.
3. Foster research and innovation that contribute to sustainable economic growth, corporate responsibility and financial well-being.
4. Build strong industry and community partnerships to offer real-world exposure and enhance the employability of graduates.
5. Prepare students to navigate global business challenges with integrity, adaptability and a commitment to ethical practices and sustainable development.

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A. Introduction

The Bachelor of Business Administration (BBA) is a prestigious and versatile undergraduate degree program designed for individuals aspiring to build successful careers in business and management. The program offers a comprehensive foundation in essential disciplines such as accountancy, taxation, finance, marketing, economics, operations, human resources, and organizational behavior, ensuring students gain a holistic understanding of business functions. Recognized globally for its academic rigor and practical relevance, the BBA combines theoretical concepts with experiential learning through case studies, live projects, internships, simulations, role plays, research work, and group discussions, enabling students to develop problem-solving and decision-making skills tailored to real-world business challenges.

The program emphasizes not just academic excellence but also personal and professional growth, nurturing leadership qualities, strategic thinking, adaptability, and an entrepreneurial mindset to thrive in today's dynamic and competitive global economy. It prepares students for diverse career opportunities in sectors such as finance, consulting, marketing, operations, and human resource management, while also serving as a strong foundation for advanced studies like MBA or professional certifications.

With a curriculum designed to balance core business subjects, skill enhancement courses, and interdisciplinary electives, the BBA ensures students are well-versed in essential management principles while also fostering creativity and innovation. The program's focus on teamwork, effective communication, analytical abilities, and ethical decision-making equips graduates to take on leadership roles and tackle business complexities with confidence. Additionally, the inclusion of industry interactions, workshops, guest lectures by experts, and global exposure opportunities further enriches the learning experience, bridging the gap between academia and the corporate world.

Whether aspiring to lead organizations, create innovative solutions, or launch entrepreneurial ventures, the BBA program is a gateway to success, equipping students with the knowledge, skills, and values required to excel in a constantly evolving business landscape.

B. Definitions

1. **Academic Credit:** Academic credit is a unit that quantifies the coursework undertaken by students, indicating the number of instructional hours required per week.
2. **Courses of Study:** Courses of study represent the pursuit of education within specific disciplines. Each discipline offers various categories, including:
 - Ability Enhancement Courses (AEC)
 - Discipline Specific Course/Core Courses (Major/Core Courses)
 - Massive Open Online Courses (MOOCs)
 - Minor Courses (MI)
 - Multidisciplinary Courses (MDE)
 - Skill Enhancement Courses (SEC)
 - Summer Internships (SI)
 - Value Added Courses (VAC)

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3. **Core Course (CC):** Core courses form the foundation of the BBA program, offering a comprehensive introduction to management education. These courses provide a broad perspective on various management disciplines, including Human Resource Management, General Management, Marketing Management, International Business, Accounting and Finance, Taxation, and Statistics. The curriculum emphasizes practical knowledge, case-based learning, and collaborative skills to enhance critical thinking and decision-making abilities, preparing students for diverse career opportunities.
4. **Ability Enhancement Course (AEC):** In accordance with NEP guidelines, Ability Enhancement Courses focus on developing essential communication skills, particularly in English. These courses aim to equip students with effective communication tools necessary for thriving in professional environments and adapting to corporate cultures.
5. **Multidisciplinary Course (MDE):** Multidisciplinary courses integrate knowledge from various fields to provide students with a well-rounded educational experience.
6. **Skill Enhancement Course (SEC):** Skill Enhancement Courses are designed to impart value-based and skill-oriented knowledge, equipping students with practical skills pertinent to their personal and professional development.
7. **Generic Elective Course (GEC):** Generic Elective Courses are interdisciplinary in nature and complement the core curriculum. The grades earned in these courses contribute to the overall Cumulative Grade Point Index (CGPI) under the CBCS framework.
8. **Discipline Specific Elective Course (DSEC):** Discipline Specific Elective Courses provide specialized knowledge in areas such as Marketing Management, Human Resource Management, Finance, and International Business. Students must select four DSECs during their fifth and sixth semesters, with each course carrying 4 credits. These electives allow for deeper expertise in chosen disciplines.
9. **Viva Voce (VV):** The Viva Voce component assesses students' comprehension of their subjects and projects throughout the program, ensuring clarity and depth of knowledge in specific areas of study.
10. **Value Added Audit Course (VAC):** Value Added Courses aim to enhance students' overall competencies by addressing contemporary issues and essential skills demanded by industries and corporations.
11. **Massive Open Online Courses (MOOC):** Massive Open Online Courses are designed for large-scale participation, offering learners worldwide free or affordable access to quality education through collaborations with universities, institutions, and industry experts.

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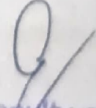
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C. Apprenticeship/ Internship/ Project/ Community Outreach/RPR/VV

1. **Apprenticeship /Field Study/ Minor Project:** Apprenticeship/Field Study/ Minor Project of two weeks duration at the third semester, followed by Viva-Voce examination during the third semester has been provided as Vocational Course to enable the students to have hands on experience in real life business situations and will try to help, uplift and support those who are deprived of certain services and rights. This will be forming a part of the third semester.

Apprenticeship/Field Study/Minor Project of two weeks duration at the fourth semester, followed by Viva-Voce examination during the fourth semester has been provided as Vocational Course to enable the students to have hands on experience in real life business situations and will try to help, uplift and support those who are deprived of certain services and rights. This will be forming a part of the fourth semester.

2. **Summer Internship Training/ Project/ Community Outreach:** At the end of the fourth semester examination, the student has the choice to opt for summer training in any manufacturing, service or financial organization as part of DSE. The training will be of 6 to 8 weeks duration. The student will submit two hard bound copies of summer training project to the Dean/Head of the BBA program. The number of pages in the report will be 75 or more. The report should be typed in Times New Roman font and font size 12, double space with at least one-inch margin on either side on A4 size paper.
3. **Research Project Report (RPR):** In the 6th semester, candidates will have to submit a Research Project Report (RPR) on a problem/topic assigned by the Faculty of Commerce and Management, Future University under the supervision of a core faculty member of the department. The student will submit three hard bound copies of the report to the Head of the BBA program or to the Dean, Faculty of Commerce and Management. The number of pages in the report will be 75 or more. The report should be hard bound and typed in A-4 size paper.
4. **Comprehensive Viva:** In the 6th semester the students are evaluated on the overall learning acquired during the complete duration of the programme through comprehensive viva.
5. **Viva Voce (VV):** The Viva Voce component assesses students' comprehension of their subjects and projects throughout the program, ensuring clarity and depth of knowledge in specific areas of study.


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D. Credit System

Credit system will be followed during the entire three-year course curriculum. One credit will be equivalent to 1 contact hour per week.

Definition of Credit

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

Course code and definition

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Course/Major Course
MI	Minor Course
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
SEC	Skill Enhancement courses
VAC	Value Added Courses
MC	Massive Open Online Course
DSE	Discipline Specific Elective
OE	Open Elective
SI	Summer Internship
RPR	Research Project Report/Dissertation Report

E. Course Name

- Bachelor in Business Administration,
- Bachelor in Business Administration (Honours) and
- Bachelor in Business Administration (Honours with Research)

F. Course Level/Duration/System

The Bachelor of Business Administration (BBA) program is structured to span three or four years, divided into six or eight semesters, respectively, offering students flexibility through multiple entry and exit options. Each semester comprises 15 to 18 weeks of academic instruction, assessments, and practical field engagements, ensuring a balanced approach to theoretical and experiential learning. Students enrolled in the BBA Research Program are provided with the following opportunities:

One year	Under Graduate Certificate in BBA
Two years	Under Graduate Diploma in BBA
Three years	Bachelor Degree in BBA
Four years	BBA (Honours) BBA (Honours with Research)

G. Minimum Eligibility Criteria

As per Future University Norms.

H. Assessment and Evaluation of courses

Programme : Bachelor of Business Administration (BBA)

Duration : Four years full time (Eight Semesters)

Medium : English

Minimum Required Attendance : 75 percent

Credits

Maximum Credit : 170

Minimum credit required for the degree : 160

Assessment (Theory) :	Internal	External	Total
	30%	70%	100%

Assessment (Practical) :	Internal	External	Total
	30%	70%	100%

Internal Evaluation (Theory Papers) :	Class Test I	Class Test II	Assignment (s)	Other Activity (including attendance)	Total Marks
	10	10	5	5	30

Internal Evaluation (Practical Papers) :	Experiment File Viva	Mid Semester Exam	Attendance	Total Marks
	10	10	10	30

Duration of Examination (Theory) :	External	Internal
	3 hrs.	1 ½ hrs

To qualify the course a student is required to secure a minimum of 40% marks in aggregate including the semester end examination and teachers' continuous evaluation. (i.e. both internal and external). A candidate who secures less than of 40% of marks in a course shall be deemed to have failed in that course. The student should have at least 50% marks in aggregate to clear the semester. In case a student has more than 40% in each course, but less than 50% overall in a semester, he/she shall re-appear in courses where the marks are less than 50% to achieve the required aggregate percentage of 50% in the semester.

Question Paper Structure

1. The question paper shall consist of six questions. Out of which first question shall be of short answer type (not exceeding 50 words) and will be compulsory. Question No. 1 shall contain 8 parts representing all units of the syllabus and students shall have to answer any five (weight age 4 marks each).
2. Out of the rest five questions, students shall be required to attempt all five questions, but there will be an internal choice of A or B. Each question will be from one unit of the syllabus. The weight age of Question No. 2 to 6 shall be 10 marks each.

I. Exit and Re-Entry Criteria

As per Future University Norms.

J. Category wise credit requirements and proposed credit distribution

S. No.	Broad Category of Course	Minimum Credit Requirement		Proposed Credit Scheme (Credit Allocation)	
		3-year UG	4-Year UG	3-year UG	4-Year UG
1	Major Course (CC)	60	80	66	74
2	Minor Course (MI)	24	32	26	32
3	Ability Enhancement Courses (AEC)	08	08	7	7
4	Multidisciplinary Courses (MDE)	09	09	9	9
5	Skill Enhancement Courses (SEC)	09	09	12	16
6	Value Added Courses (VAC)	06-08	06-08	6	6
7	Massive Open Online Courses (MOOCs)*	06-08	06-08	0	0
8	Summer Internship	02-04	02-04	2	2
9	Discipline Specific Elective (DSE)	-	8	-	20/8
10	Research Project Report/ Dissertation Report**	-	12	2	8/20
	Total	120	160	130	170

* MOOC course to be chosen subject to synchronize with the academic calendar.

** Honours students not undertaking research will do 3 courses for 12 credits in lieu of research project/Dissertation.

K. Semester-wise Credit Distribution

Semester	Core Courses (CC)	Minor Course (MC)	Ability Enhancement Courses (AEC)	Multi-Disciplinary Elective course (MDE)	Skill Enhancement Courses (SEC)	Value Added Courses (VAC)	Massive Open Online Courses (MOOCs)	Discipline Specific Course (DSE)	Summer Internship (SI)	Research Project/ Dissertation (RPR)	Total
1	2	3	4	5	6	7	8	9	10	11	12
I	(100 level)	(100 level)		(1 course)	(1 course)	(1 course)					20
	3×3	3×1		3×1	3×1	2×1					
	9	3		3	3	2					
II	(100 level)	(100 level)		(1 course)	(1 course)						21
	3×3	3×1	3×1	3×1	3×1						
	9	3	3	3	3						
Total	18	6	3	6	6	2					41

Students exiting the programme after securing 41 credits will be awarded UG Certificate in the relevant Discipline /Subject provided they secure 2 credits in work based vocational courses offered during summer term or internship / Apprenticeship in addition to 6 credits from skill-based courses earned during first and second semester

III	(200 level)	(200 & above)	(1 course)	(1 course)	(1 course)	(1 course)	(1 course)				26
	4×3	4×1	2×1	3×1	3×1	2×1					
	12	4	2	3	3	2	0				
IV	(200 level)	(200 & above)	(1 course)	(1 course)	(1 course)	(1 course)	(1 course)				23
	4×3	4×1	2×1		3×1	2×1					
	12	4	2		3	2	0				
Total	24	8	4	3	6	4	0				49

Students exiting the programme after securing 90 credits will be awarded UG Diploma in the relevant Discipline /Subject provided they secure additional 4 credit in skill based vocational courses offered during first year or second year summer term.

V	(300 level)	(200 & above)					(1 course)		(Inter nship)		22
	4×3	4×2					0		2		
	12	8									
VI	(300 level)	(200 & above)					(1 course)				18
	4×3	4×1					2×1		S.I.- I	2×1	
	12	4					0			2	
Total	24	12					0	0	2	2	40
Grand Total	66	26	7	9	12	6	0	0	2	2	130

Students who want to undertake 3-year UG programme will be awarded UG Degree in the relevant Discipline /Subject upon securing 140 credits

BBA (Honours)

VII	(500 level)	(400 & above)									20
	4×1	4×1						4×2	S.I.- II	D.W. (Start)	
	4	4						8	2		

VIII								(600 level)	(500 & above)	D.W. (Viva-voce)	20
Total								4×3			
Grand Total	4	4						12		8	
								12		8	
								20	4	8	40
Students will be awarded UG Degree (Honors) with Research in the relevant Discipline/Subject provided they secure 180 credits											
BBA (Honours with Research)											
VII	(500 level)	(400 & above)				Research/ Project Diss.)					20
	4×1	4×1							4×2		
	4	4				4			8		
VIII										Dissertation (for Research)	20
										20	
Total										20	
Grand Total	4	4				4			8	20	40
Students will be awarded UG Degree (Honors) with Research in the relevant Discipline/Subject provided they secure 180 credits											
Grand Total	70	30	7	9	16	6	0	20/8	2/4	8/20	170

Category-wise distribution

Semester	Core Courses (CC)	Minor Course (MC)	Ability Enhancement Courses (AEC)	Multi-Disciplinary Elective course (MDE)	Skill Enhancement Courses (SEC)	Value Added Courses (VAC)	Massive Open Online Courses (MOOCs)	Discipline Specific Elective (DSE)	Summer Internship (SI)	Research Project/ Dissertation (RPR)	Total
1	2	3	4	5	6	7	8	9	10	11	12
BBA	66	26	7	9	12	6	0		2	2	130
BBA (Honours)	4	4						20	4	8	40
BBA (Honours with Research)	4	4			4			8		20	40
Total	70	30	7	9	16	6	0	20/8	2/4	8/20	170

L. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Grade Point	Letter	Letter Grading
10	O	Outstanding
9	A ⁺	Excellent
8	A	Very good
7	B	Good
6	B ⁺	Above average
5	C	Average
4	P	Pass
0	-	Fail
0	-	Absent

When students take audit courses, they may be given pass (P) and fail (F) grade without and credits.

M. Program Education Objectives

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. Learner to imagine their role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and also to be a responsible global citizen.
3. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
4. To nurture an ability to articulate a business environment with clarity and mindfulness.
5. Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
6. To conduct and demonstrate professional and ethical behaviour.
7. To develop as an effective and emotionally intelligent leader and a decisionmaker who has an acumen to influence and motivate teams.
8. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
9. To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment.

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N. Programme Educational Outcomes (PEOs) and Programme Outcomes (Pos) and Programme Specific Outcomes (PSOs)

Programme Educational Outcomes (PEOs)	
PESO1	Graduates will gain strong knowledge in key business areas, enabling them to manage business functions effectively.
PESO2	Graduates will develop leadership and teamwork skills to achieve organizational objectives.
PESO3	Graduates will explore entrepreneurship and innovative business opportunities.
PESO4	Graduates will apply critical thinking and creativity to solve business challenges using advanced technology and data analysis.
PESO5	Graduates will develop strategic thinking to lead organizations toward sustainable growth and competitiveness in a global market.
Programme Outcomes (POs)	
PO1	Acquire knowledge of core business disciplines such as marketing, finance, operations, economics, accounting, human resource management and Legal aspects of business.
PO2	Develop communication and professional presentation skills
PO3	Demonstrate critical thinking and Analytical skills for business decision making
PO4	Illustrate leadership abilities to make effective and productive teams
PO5	Explore the implications and understanding the process of starting a new venture
PO6	Imbibe responsible citizenship towards sustainable society and ecological environment
PO7	Utilize analytical and quantitative tools to assess business performance, market trends, and financial data for informed decision-making.
PO8	Foster Creative thinking to find innovative solutions for diverse business situations
Programme Specific Outcomes (PSOs)	
PSO1	Apply reflective thinking and research skills using the latest technological tools
PSO2	Assimilate technical functional knowledge of operations in business organization.
PSO3	Formulate strategic business plans, manage resources efficiently and lead organizations towards sustainable growth and competitive advantage.
PSO4	Develop, implement and evaluate marketing strategies based on market research, consumer behavior and digital marketing trends.
PSO5	Apply financial management techniques and accounting principles to make sound financial decisions in business operations.

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