



# **COURSE STRUCTURE UNDER UG PROGRAMMES (As per NEP-2020)**

Subject to the guidelines as per Ordinance 14(a) issued by MPHE

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

Session 2025-26

<b>SEMESTER - 1 (Any One Group From A, B OR C)</b>			
Course Type	Course Code	Course Credit	Course Name
Major-A	S1-BBAH1	6	BUSINESS MANAGEMENT
Minor-A	S1-BBAH2	6	COMMUNICATION SKILLS
Major-B	S1-BBAM1	6	MICRO ECONOMICS
Minor-B	S1-BBAM2	6	BUSINESS STATISTICS
Major-C	S1-BBAF1	6	FINANCIAL ACCOUNTING
Minor-C	S1-BBAF2	6	BUSINESS MATHEMATICS
AECC	S1-AECC01	4	ENVIRONMENTAL EDUCATION
<b>Elective (Any One) - Generic Elective Course (GEC)</b>			
GEC-1	S1-GEC-01	4	MONEY AND BANKING
GEC-2	S1-GEC-02	4	TOURISM PRODUCT IN INDIA
GEC-3	S1-GEC-03	4	INTRODUCTION TO COMPUTERS
GEC-4	S1-GEC-04	4	INVESTING IN STOCK MARKET
GEC-5	S1-GEC-05	4	BUSINESS ETHICS & HUMAN VALUES

<b>SEMESTER - 2 (Any One Group From A, B OR C Except opted in 1st Semester)</b>			
Course Type	Course Code	Course Credit	Course Name
Major-A	S2-BBAH1	6	BUSINESS MANAGEMENT
Minor-A	S2-BBAH2	6	COMMUNICATION SKILLS
Major-B	S2-BBAM1	6	MICRO ECONOMICS
Minor-B	S2-BBAM2	6	BUSINESS STATISTICS
Major-C	S2-BBAF1	6	FINANCIAL ACCOUNTING
Minor-C	S2-BBAF2	6	BUSINESS MATHEMATICS
AECC	S2-AECC02	4	ENGLISH LANGUAGE & INDIAN CULTURE
<b>Elective (Any One) - Generic Elective Course (GEC)</b>			
GEC-1	S2-GEC-01	4	BANKING & PUBLIC FINANCE
GEC-2	S2-GEC-02	4	TOURISM: THEORY & PRACTICES
GEC-3	S2-GEC-03	4	DATA PROCESSING SOFTWARE
GEC-4	S2-GEC-04	4	CORPORATE LAW
GEC-5	S2-GEC-05	4	PEOPLE MANAGEMENT

<b>SEMESTER - 3 (Any One Group From A, B OR C)</b>			
Course Type	Course Code	Course Credit	Course Name
Major-A	S3-BBAH1	6	HUMAN RESOURCE MANAGEMENT
Minor-A	S3-BBAH2	6	ORGANISATIONAL BEHAVIOUR
Major-B	S3-BBAM1	6	MARKETING MANAGEMENT
Minor-B	S3-BBAM2	6	MARKETING RESEARCH
Major-C	S3-BBAF1	6	FINANCIAL MANAGEMENT
Minor-C	S3-BBAF2	6	FINANCIAL MARKETS AND FINANCIAL SERVICES
SEC	S3-SEC01	4	DIGITAL MARKETING
<b>Elective (Any One) - Generic Elective Course (GEC)</b>			
GEC-1	S3-GEC-01	4	BASICS OF LIFE & GENERAL INSURANCE & SOURCING
GEC-2	S3-GEC-02	4	ADVENTURE TOURISM
GEC-3	S3-GEC-03	4	PUBLIC ADMINISTRATION AND BUSINESS
GEC-4	S3-GEC-04	4	ARTIFICIAL INTELLIGENCE FOR BUSINESS
GEC-5	S3-GEC-05	4	E-ACCOUNTING AND TAXATION WITH GST

<b>SEMESTER - 4 (Any One Group From A, B OR C Except opted in 3rd Semester)</b>			
Course Type	Course Code	Course Credit	Course Name
Major-A	S4-BBAH1	6	HUMAN RESOURCE MANAGEMENT
Minor-A	S4-BBAH2	6	ORGANISATIONAL BEHAVIOUR
Major-B	S4-BBAM1	6	MARKETING MANAGEMENT
Minor-B	S4-BBAM2	6	MARKETING RESEARCH
Major-C	S4-BBAF1	6	FINANCIAL MANAGEMENT
Minor-C	S4-BBAF2	6	FINANCIAL MARKETS AND FINANCIAL SERVICES
SEC	S4-SEC02	4	EXPORT - IMPORT MANAGEMENT
<b>Elective (Any One) - Generic Elective Course (GEC)</b>			
GEC-1	S4-GEC-01	4	BANKING & INSURANCE
GEC-2	S4-GEC-02	4	TOURISM MARKETING
GEC-3	S4-GEC-03	4	GOOD GOVERNANCE
GEC-4	S4-GEC-04	4	ACCOUNTING & TALLY
GEC-5	S4-GEC-05	4	NEW VENTURE PLANNING

<b>SEMESTER - 5</b>			
Course Type	Course Code	Course Credit	Course Name
SEC	S5-SEC03	4	PERSONALITY DEVELOPMENT
PROJECT	S5-PROJECT1	6	FIELD PROJECT/INTERNSHIP
<b>Any one group (Marketing / HR / Finance)</b>			
MARKETING	S5-MM5	6	CONSUMER BEHAVIOUR
	S5-MMDSE1	4	ADVERTISING AND SALES MANAGEMENT
HR	S5-HRM5	6	HUMAN RESOURCE MANAGEMENT
	S5-HRDSE1	4	WAGES AND SALARY MANAGEMENT
FINANCE	S5-FM5	6	INDIAN FINANCIAL SYSTEM
	S5-FMDSE1	4	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

<b>SEMESTER - 6</b>			
Course Type	Course Code	Course Credit	Course Name
PROJECT	S6-PROJECT2	6	FIELD PROJECT/INTERNSHIP
<b>Any one group (Marketing / HR / Finance)</b>			
MARKETING	S6-MM6	6	RETAIL MANAGEMENT (Major)
	S6-MMDSE2	4	MARKETING OF SERVICES
	S6-MMDSE3	4	INTERNATIONAL MARKETING
HR	S6-HRM6	6	FUNCTIONAL MANAGEMENT (Major)
	S6-HRDSE2	4	PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS
	S6-HRDSE3	4	EMPLOYEES RELATIONS & COMPENSATION MANAGEMENT
FINANCE	S6-FM6	6	WORKING CAPITAL MANAGEMENT (Major)
	S6-FMDSE2	4	MERCHANT BANKING AND FINANCIAL SERVICES
	S6-FMDSE3	4	INTERNATIONAL FINANCE