



Girijananda Chowdhury University, Assam

School of Management and Commerce

Course Structure

Bachelor of Business Administration (BBA) Programme

Effective from Academic Session 2023-2024

Department of Business Administration

**Course Structure for
Three-year/Four-year Full time Bachelor of Business Administration (BBA)
as per NEP 2020**

A Student of UG Programme in Business Administration can opt for –

1. **Certificate in Business Administration** [after successfully completing minimum 40 credits spread over 2 Semesters + a vocational training (of 4 credits) for 2 months]
2. **Diploma in Business Administration** [after successfully completing minimum 80 credits spread over 4 Semesters + a vocational training (of 4 credits) for 2 months]
3. **Degree in Business Administration** [after successfully completing minimum 120 credits spread over 6 Semesters]
4. **Degree (Hons./ Hons. with Research) in Business Administration** [after successfully completing minimum 160 credits spread over 8 Semesters]

Summary of Credit Distribution

| Semester | Core (Major) | Core (Minor) | Multidisciplinary | AECC | SEC | VAC | Total |
|---|--------------|--------------|-------------------|------|-----|-----|------------|
| I | 4 | 4+4 | 3 | 2 | 3 | 2 | 22 |
| II | 4 | 4+4 | 3 | 2 | 3 | 2 | 22 |
| Exit option with CERTIFICATION in Business Administration after successfully undertaking Vocational Training of 8 weeks (4 credits). | | | | | | | |
| III | 4 | 4+4 | 3 | 2 | 3 | - | 20 |
| IV | 20 | - | - | - | - | - | 20 |
| Exit option with DIPLOMA in Business Administration after successfully undertaking Vocational Training of 8 weeks (4 credits). | | | | | | | |
| V | 16 | - | - | 2 | - | 2 | 20 |
| VI | 20 | - | - | - | - | - | 20 |
| Total | | | | | | | 124 |
| DEGREE in Business Administration with Major in Management and single/double Minor(s) | | | | | | | |
| VII | 12 | 4+4 | - | - | - | - | 20 |
| VIII | 20 | - | - | - | - | - | 20 |
| Total | | | | | | | 164 |
| DEGREE in Business Administration (Hons./Hons. with Research) with Major in Management and single/double Minor(s). | | | | | | | |

YEAR 1

| First Semester | | | | |
|----------------|-----------------------------------|--------------------|-------|--------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Principles of Management (Core 1) | Core | 4-0-0 | 4 |
| | Core 2* | Core | 4-0-0 | 4 |
| | Core 3* | Core | 4-0-0 | 4 |
| | Multidisciplinary - I | OEC | 3-0-0 | 3 |
| | AECC – I | AECC | 2-0-0 | 2 |
| | SEC - I | SEC | 3-0-0 | 3 |
| | VAC - I | VAC | 2-0-0 | 2 |
| TOTAL | | | | 22 |

**Refer Annexure I*

| Second Semester | | | | |
|-----------------|-----------------------------------|--------------------|-------|--------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Organisational Behaviour (Core 1) | Core | 4-0-0 | 4 |
| | Core 2* | Core | 4-0-0 | 4 |
| | Core 3* | Core | 4-0-0 | 4 |
| | Multidisciplinary - II | OEC | 3-0-0 | 3 |
| | AECC – II | AECC | 2-0-0 | 2 |
| | SEC - II | SEC | 3-0-0 | 3 |
| | VAC - II | VAC | 2-0-0 | 2 |
| TOTAL | | | | 22 |

**Refer Annexure I*

EXIT OPTION WITH CERTIFICATION in Business Administration

However, students who desire to exit after 1 year of study need to undertake Vocational Training of 8 weeks (4 credits).

YEAR 2

| Third Semester | | | | |
|-----------------------|--|---------------------------|--------------|---------------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Quantitative Techniques in Management (Core 1) | Core | 4-0-0 | 4 |
| | Core 2* | Core | 4-0-0 | 4 |
| | Core 3* | Core | 4-0-0 | 4 |
| | Multidisciplinary - III | OEC | 3-0-0 | 3 |
| | AECC – III | AECC | 2-0-0 | 2 |
| | SEC - III | SEC | 3-0-0 | 3 |
| | | | TOTAL | 20 |

**Refer Annexure I*

| Fourth Semester | | | | |
|------------------------|------------------------------------|---------------------------|--------------|---------------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Research Tools & Techniques | Core | 4-0-0 | 4 |
| | Financial Management | Core | 4-0-0 | 4 |
| | Human Resource Management | Core | 4-0-0 | 4 |
| | Marketing Management | Core | 4-0-0 | 4 |
| | Production & Operations Management | Core | 4-0-0 | 4 |
| | | | TOTAL | 20 |

**Refer Annexure I*

EXIT OPTION WITH DIPLOMA in Business Administration

However, students who desire to exit after 2 years of study and have not undertaken Vocational Training of 8 weeks after 1st year, need to go for such training.

YEAR 3

| Fifth Semester | | | | |
|-----------------------|---------------------------|---------------------------|--------------|---------------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Elective – A1** | Core | 4-0-0 | 4 |
| | Elective – A2** | Core | 4-0-0 | 4 |
| | Elective – A3** | Core | 4-0-0 | 4 |
| | AECC– IV | AECC | 2-0-0 | 2 |
| | VAC - IV | VAC | 2-0-0 | 2 |
| | Summer Internship Project | Core | 0-0-8 | 4 |
| | | | TOTAL | 20 |

** Refer Annexure III

| Sixth Semester | | | | |
|-----------------------|----------------------|---------------------------|--------------|---------------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Strategic Management | Core | 4-0-0 | 4 |
| | Business Law | Core | 4-0-0 | 4 |
| | Elective – B1** | Core | 4-0-0 | 4 |
| | Elective – B2** | Core | 4-0-0 | 4 |
| | Elective – B3** | Core | 4-0-0 | 4 |
| | | | TOTAL | 20 |

** Refer Annexure III

EXIT OPTION WITH BACHELOR DEGREE in Business Administration with –

- Major in Management
- Major in Management with Single Minor
- Major in Management with Double Minors

YEAR 4

Students may opt for either **BBA (Hons.)** or **BBA (Hons. with Research)** Degree in Year 4 of BBA Programme.

(a) BBA (Hons.) Degree

| Seventh Semester | | | | |
|------------------|--------------------------------------|--------------------|-------|--------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Technology and Innovation Management | Core | 4-0-0 | 4 |
| | Consumer Behavioural Analysis | Core | 4-0-0 | 4 |
| | Entrepreneurship Management | Core | 4-0-0 | 4 |
| | Core 2# | Core | 4-0-0 | 4 |
| | Core 3# | Core | 4-0-0 | 4 |
| TOTAL | | | | 20 |

Continuation of opted Minor Disciplines of preceding Three Years

| Eighth Semester | | | | |
|-----------------|--|--------------------|-------|--------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Operations Research in Industry | Core | 4-0-0 | 4 |
| | Knowledge Management | Core | 4-0-0 | 4 |
| | Derivatives Management | Core | 4-0-0 | 4 |
| | Managerial & Behavioural Effectiveness | Core | 4-0-0 | 4 |
| | Marketing of Services | Core | 4-0-0 | 4 |
| TOTAL | | | | 20 |

(b) BBA (Hons. with Research)

| Seventh Semester | | | | |
|------------------|--|--------------------|-------|--------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Technology and Innovation Management/ Entrepreneurship Management | Core | 4-0-0 | 4 |
| | Advanced Research Methodology | Core | 4-0-0 | 4 |
| | Dissertation – I ## | Core | 0-0-8 | 4 |
| | Core 2# | Core | 4-0-0 | 4 |
| | Core 3# | Core | 4-0-0 | 4 |
| TOTAL | | | | 20 |

Continuation of opted Minor Disciplines of preceding Three Years

| Eighth Semester | | | | |
|-----------------|---|--------------------|--------|--------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Operations Research in Industry | Core | 4-0-0 | 4 |
| | Knowledge Management | Core | 4-0-0 | 4 |
| | Derivatives Management/ Managerial & Behavioural Effectiveness/ Marketing of Services | Core | 4-0-0 | 4 |
| | Dissertation – II ## | Core | 0-0-16 | 8 |
| TOTAL | | | | 20 |

Under Dissertation – I, Topic for Dissertation needs to be finalised after extensive Review of Literature. In addition to Review of literature, students need to formulate research objectives, research design and submit a Research Proposal. However, Designing of questionnaire, pilot survey, data collection, data analysis and report writing need to be carried out during the Eighth Semester i.e., under Dissertation - II.

Annexure I

I Major in Management with Single Minor

(a) Three-year Bachelor of Business Administration

- A Student of BBA Programme who **opt for SINGLE MINOR**, need to choose preferably **ANY ONE** of the following disciplines –
Economics/Computer Applications/Commerce
- Such students need to take 6 (six) Courses of the selected discipline (2 courses each in First, Second and Third Semesters)

| First Semester | Second Semester |
|----------------------------|----------------------------|
| 1. Course 1 (Discipline 1) | 1. Course 3 (Discipline 1) |
| 2. Course 2 (Discipline 1) | 2. Course 4 (Discipline 1) |
| Third Semester | |
| 1. Course 5 (Discipline 1) | |
| 2. Course 6 (Discipline 1) | |

(b) Four-year Bachelor of Business Administration

- A Student of BBA Programme who opt for SINGLE MINOR, need to opt for 2 (two) Courses in the chosen discipline during the Seventh Semester.
- Selected discipline should be the continuation of the disciplines chosen in the Three-year UG Programme.

| Seventh Semester |
|----------------------------|
| 1. Course 7 (Discipline 1) |
| 2. Course 8 (Discipline 1) |

II Major in Management with Double Minor

(a) Three-year Bachelor of Business Administration

- A Student of BBA Programme who **opt for DOUBLE MINOR**, need to choose preferably **ANY TWO** of the following disciplines –
Economics/Computer Applications/Commerce
- Such students need to take 3 (three) Courses of the Two selected disciplines (1 course from each discipline in First, Second and Third Semesters).

| First Semester | Second Semester |
|----------------------------|----------------------------|
| 1. Course 1 (Discipline 1) | 1. Course 2 (Discipline 1) |
| 2. Course 1 (Discipline 2) | 2. Course 2 (Discipline 2) |
| Third Semester | |
| 1. Course 3 (Discipline 1) | |
| 2. Course 3 (Discipline 2) | |

(b) Four-year Bachelor of Business Administration

- A Student of BBA Programme who opt for DOUBLE MINOR, need to opt for 1 (one) Course each from the selected two disciplines during the Seventh Semester.
- Selected disciplines should be the continuation of the disciplines chosen in the Three-year UG Programme.

| Seventh Semester |
|----------------------------|
| 1. Course 7 (Discipline 1) |
| 2. Course 8 (Discipline 2) |

Annexure – II

Students of other Discipline opting for MANAGEMENT as Minor

(a) Three-year UG Programme

- Students with a SINGLE MINOR in Management need to opt for 2 (two) courses in each Semester
- Students with DOUBLE MINOR (with Management as one of the Minors) need to opt for 1 (one) course in each Semester

| First Semester | Second Semester |
|---|---|
| 1. Principles of Management | 1. Organisational Behaviour |
| 2. Fundamentals of Marketing Management | 2. Fundamentals of Financial Management |
| Third Semester | |
| 1. Quantitative Techniques in Management/ Business Ethics | |
| 2. Fundamentals of Human Resource Management | |

(b) Four-year UG Programme

- A student with MINOR in Management may select 2 (two) or 1 (one) Course(s) in the Seventh Semester.

| Seventh Semester |
|---|
| 1. Technology and Innovation Management |
| 2. Consumer Behavioural Analysis |
| 3. Entrepreneurship Management |

Annexure – III

Elective (Discipline Specific) Courses

Students need to opt for three courses from any of the TWO Groups during FIFTH & SIXTH Semesters.

| Finance Group (Any THREE) | | | | |
|----------------------------------|--|---------------------------|--------------|---------------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Tax Planning & Management | Core | 4-0-0 | 4 |
| | Investment Analysis & Portfolio Management | Core | 4-0-0 | 4 |
| | Management of Financial Services | Core | 4-0-0 | 4 |
| | Advanced Corporate Accounting | Core | 4-0-0 | 4 |

| HR Group (Any THREE) | | | | |
|-----------------------------|---|---------------------------|--------------|---------------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Industrial Relations & Labour Legislation | Core | 4-0-0 | 4 |
| | Organisational Change & Development | Core | 4-0-0 | 4 |
| | Strategic Human Resource Management | Core | 4-0-0 | 4 |
| | Negotiation and Counselling | Core | 4-0-0 | 4 |

| Marketing Group (Any THREE) | | | | |
|------------------------------------|-------------------------------------|---------------------------|--------------|---------------------|
| Code | Course | Category of Course | L-T-P | Total Credit |
| | Logistics & Supply Chain Management | Core | 4-0-0 | 4 |
| | Brand Management & Advertising | Core | 4-0-0 | 4 |
| | Retail Management | Core | 4-0-0 | 4 |
| | Sales & CRM | Core | 4-0-0 | 4 |