

CURRICULUM AND SYLLABUS

B.B.A. Honours
(w.e.f2016-2017)

UNDER CHOICE BASED CREDIT SYSTEM



KAZI NAZRUL UNIVERSITY
ASANSOL, WEST BENGAL

Kazi Nazrul University

Curriculum and Syllabus for BBA Honours

(6 Semesters Pattern)
With effect from 2016-2017 academic session and onwards



There will be six semesters in the three- year B.B.A Honours. The Curriculum consists of 14 Core Courses (C), 2 Ability Enhancement Compulsory Courses (AECC), 2 Skill Enhancement Courses (SEC) and 4 Discipline Specific Elective (DSE) Courses and 4 Generic Elective (GE) courses. Each course is of 100 marks except AECC and SEC Courses. L stands for Lecture Hour, T for Tutorial Hour and P for Practical Hour.

BBA(Honours): 1st Semester

Course Title	Course Code	Course type (L-T-P)	Credit Marks	
Principles of Management	C-1	5 - 1 - 0	6	100
Business Economics	C-2	5 - 1 - 0	6	100
Business Statistics	GE-1	5 - 1 - 0	6	100
Environment Studies	AECC-1	2 - 0 - 0	2	50
		20		
		350		
				SEMESTER TOTAL:

BBA(Honours): 2nd Semester

Course Title

Course type (L-T-P) Credit Marks

Business Communication

C-3
5 - 1 - 0
6
100

Accounting for Managers

C-4
5 - 1 - 0
6
100

Organisational Behaviour

GE-2
5 - 1 - 0
6
100

MIL/English

AECC-2
2 - 0 - 0
2
50

20
350

SEMESTER
TOTAL:

BBA(Honours): 3rd Semester

Course Title	Course Code	Course type (L-T-P)	Credit Marks
Financial Management	C-5	5 - 1 - 0	6 100
Marketing Management	C-6	5 - 1 - 0	6 100
Computer Fundamentals	C-7	5 - 1 - 0	6 100
Business Mathematics GE-3			(any one to be chosen) 5 - 1 - 0

6
100

Retail Marketing

Computer Applications
SEC-1

2 - 0 - 0
2
50

(any one to be chosen)

Communicative English

SEMESTER
TOTAL:

26
450

BBA(Honours): 4th Semester

Course Title	Course Code	Course type (L-T-P) Credit Marks
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Human Resource Management

C-8

6

5 - 1 - 0
6
100

Production and Material Management

C-9
5 - 1 - 0
6
100

Business Environment

C-10
5 - 1 - 0
6
100

Operation Research
GE-4

(any one to be chosen)
5 - 1 - 0
6
100

Financial Market

Quantitative Aptitudes
SEC-2

(any one to be chosen)
2 - 0 - 0
2
50

Basics of Business Research

SEMESTER
TOTAL:

26

7

BBA(Honours): 5th Semester

Course Title	Course Code
Course Title	Course type (L-T-P) Credit Marks
International Business	C-11 5 - 1 - 0 6 100
Business Law	C-12 4 - 0 - 4 6 100
Any two from Group A (Given below)	DSE-1 5 - 1 - 0 6 100

DSE Group A

DSE-2
5 - 1 - 0
6
100

Sales and Distribution Management

Industrial Relations

Systems Analysis and Design

Taxation

Supply Chain Management

SEMESTER
TOTAL:

24
400

BBA(Honours): 6th Semester

Course Title	Course Code
	Course type (L-T-P) Credit Marks

Project work

C-13
5 - 1 - 0
6
100

Grand Viva

C-14
4 - 0 - 4
6
100

Any two from Group B (Given below)

DSE-3
5 - 1 - 0
6
100

DSE Group B

DSE-4
5 - 1 - 0
6
100

Entrepreneurship Development

Cost and Management Accounting

Marketing of Services

Human Resource Development

Database Management System

24
400

SEMESTER
TOTAL:

140
2400

GRAND
TOTAL:

