

J.D. BIRLA INSTITUTE
 Department of Management
PROPOSED NEW CURRICULUM UNDER NEP
BBA Four Year (8-Semester)
(Applicable from Session 2023-2024)

Subject Code	Course Nomenclature	Details	Theory/ Practical	Marks	Credits
SEMESTER-I					
BBA101	DSC	Principles of Management and Organizational Behavior	Theory	100	4
BBA102	EDC	Business Environment	Theory	100	4
BBA103	IDC	Environmental Studies& Sustainability	Theory	100	3
BBA104	AEC	Communicative English	Theory	100	2
BBA105	SEC	IT Tools for Business	Practical	100	3
BBA106	VAC	Health and Wellness	Theory	100	4
Total				600	20
SEMESTER-II					
BBA201	DSC	Business Statistics	Theory	100	4
BBA202	EDC	Business Communication	Theory	100	4
BBA203	IDC	Innovation & Entrepreneurship	Theory	100	3
BBA204	AEC	Soft Skills & Personality Development	Theory	100	2
BBA205	SEC	Investing in Stock Market	Theory	100	3
BBA206	VAC	Ethics & Indian Culture	Theory	100	4
Total				600	20
SEMESTER-III					
BBA301	DSC	Fundamentals of Human Resource Management	Theory	100	4
BBA302	DSC	Managerial Economics (Micro)	Theory	100	4
BBA303	EDC	Business Research Methodology	Theory	100	4
BBA304	IDC	E-Commerce	Theory	100	3
BBA305	AEC	Creative Writing in Hindi/Bengali	Theory	100	2
BBA306	SEC	Digital Marketing	Theory	100	3
BBA307	VAC	Community Engagement & Service	Theory	100	4
Total				700	24
SEMESTER-IV					
BBA401	DSC	Business Accounting	Theory	100	4
BBA402	DSC	Business Mathematics	Theory	100	4
BBA403	DSC	Fundamentals of Marketing Management	Theory	100	4
BBA404	DSC	Cost and Management Accounting	Theory	100	4
BBA405	EDC	Project and Operations Management	Theory	100	4
BBA406	AEC	Excel & Spread Sheet	Practical	100	2
BBA407	SEC	Ad Designing & Sales Promotion	Theory	100	3
BBA408	VAC	E-Learning	Theory	100	4
Total				800	29

SEMESTER-V					
BBA501	DSC	Managerial Economics (Macro)	Theory	100	4
BBA502	DSC	Business and Company Law	Theory	100	4
BBA503	DSC	Financial Management	Theory	100	4
BBA504	EDC	Sales and Distribution Management	Theory	100	4
BBA505	EDC	Introduction to Business Analytics	Theory	100	4
BBA506	AEC	Learning Programming Fundamentals with C	Practical	100	2
BBA507	SEC	Fundamentals of Family Business Management			3
BBA508		INTERNSHIP (6-week)	-----	100	2
Total				800	27
SEMESTER-VI					
BBA601	DSC	Tax Planning	Theory	100	4
BBA602	DSC	Introduction to Quantitative Techniques	Theory	100	4
BBA603	DSC	Strategic Business Management	Theory	100	4
BBA604	EDC	Term Paper & Seminar	-----	100	4
BBA605	EDC	Field Visits & Survey	-----	100	4
BBA606	AEC	Values and Ethics	Theory	100	2
Total				600	22
SEMESTER-VII					
BBA701	DSC	Management Information Systems	Theory	100	4
BBA702	DSC	Security Analysis & Portfolio Management	Theory	100	4
BBA703	DSC	Retail Management	Theory	100	4
BBA704	DSC	International Finance	Theory	100	4
BBA705	DSC	Service Marketing	Theory	100	4
Total				500	20
SEMESTER-VIII					
BBA801	DSC	Management of Industrial Relations	Theory	100	4
BBA802	DSC	Performance & Compensation Management	Theory	100	4
BBA803	<i>Any one from A or B</i>				
	A	DISSERTATION	-----	300	12
	B				
	B1	Business Analysis and Valuation	Theory	100	4
	B2	HRD Systems & Strategies	Theory	100	4
	B3	Consumer Behavior	Theory	100	4
Total				500	20
GRAND TOTAL				5100	182
■ DSC: Discipline Specific Core ■ EDC: Extra Disciplinary Course ■ IDC: Inter Disciplinary Course ■ AEC: Ability Enhancement Course ■ SEC: Skill Enhancement Course ■ VAC: Value Added Course					

**Tentative, subject to approval by Jadavpur University*