

BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME**(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27**

Course Code	Definitions
DSCC	Discipline Specific Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value-added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
VEC	Value Education Course
CC	Co-Curricular Activities
VSC	Vocational Skill Course
MI	Minor
IKS	Indian Knowledge System
FP/SIP	Field Project/Summer Internship Project
RP	Research Project

BBA SEMESTER- I

S.No.	Course Code	Title	Credits
1.	DSCC101	Principles of Management	4
2.	DSCC102	Financial Accounting	4
3.	DSCC103	Business Economics	4
4.	MDE 101	Media Literacy/ Emerging Technologies	2
5.	AEC101	Business Communication-I	2
6.	AEC102	English	2
7.	IKS101	Indian Economics & Business Model	2
8.	VEC101	Environment & Sustainability	2
TOTAL CREDITS			22

BBA SEMESTER- II

S.No.	Course Code	Title	Credits
1.	DSCC201	Principles of Marketing	4
2.	DSCC202	Cost Accounting	4
3.	DSCC203	Fundamentals of Human Resource Management	4
4.	MDE201	AI for Business / E-Commerce & M-Commerce	2
5.	AEC201	Business Communication-II	2
6.	AEC202	Content Writing	2
7.	VEC201	Indian Constitution	2
8.	SEC201	Advance Excel	2
TOTAL CREDITS			22

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S.No.	Course Code	Title	Credits
1.	DSCC301	Basics of Business Statistics	4
2.	DSCC302	Business Legislation	4
3.	DSCC303	Fundamentals of Financial Management	4
4.	DSCC304	International Business Management	4
5.	MDE301	Financial Wellbeing/ Introduction to Sociology and Psychology	2
6.	SEC301	Aptitude Development-I	2
7.	CC201	Yoga/Sports/NCC/NSS/Disaster Management	2
TOTAL CREDITS			22

BBA SEMESTER- IV

S.No.	Course Code	Title	Credits
1.	DSCC401	Entrepreneurship and Startup Ecosystem	4
2.	DSCC402	Introduction to Business Analytics	4
3.	DSCC403	Business Ethics & Corporate Governance	4
4.	DSCC404	Business Research Methods	4
5.	DSCC405	Organizational Behavior	4
6.	VAC401	IPR Development & Training	2
TOTAL CREDITS			22

BBA SEMESTER- V

S.No.	Course Code	Title	Credits
1.	DSE501	Discipline Specific Electives - I	4
2.	DSE502	Discipline Specific Electives - II	4
3.	MI501	Minor-I	4
4.	DSCC501	Operations Management	4
5.	VAC501	Aptitude Development-II	2
6.	SIP501	Summer Internship- I / Capstone/ Field Project	4
TOTAL CREDITS			22

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S.No.	Course Code	Title	Credits
1.	DSE601	Discipline Specific Electives – III	4
2.	DSE602	Discipline Specific Electives - IV	4
3.	MI601	Minor-II	4
4.	VSC601	Employability Skill	4
5.	AEC601	Business Taxation	2
6.	RP601	Final Project	4
TOTAL CREDITS			22

BBA SEMESTER- VII- HONOURS

S.No.	Course Code	Title	Credits
1.	DSCC701H	Project Management	4
2.	DSCC702H	Strategic Management	4
3.	DSE701	Discipline Specific Electives-V	4
4.	MI 701	Minor-III	4
5.	AEC601	MOOCS-I	2
6.	SIP701	Summer Internship- II / Capstone/ Field Project	4
TOTAL CREDITS			22

BBA SEMESTER- VIII- HONORS

S.No.	Course Code	Title	Credits
1.	DSE801	Discipline Specific Electives-VI	4
2.	DSE802	Discipline Specific Electives-VII	4
3.	MI 801	Minor-IV	4
4.	AEC801	MOOCS-II	2
5.	RP801	Major Project	8
TOTAL CREDITS			22

BBA SEMESTER- VII- RESEARCH

S.No.	Course Code	Title	Credits
1.	DSCC701R	Advanced Data Analysis Tools	4
2.	DSCC702R	Strategic Management	4
3.	DSE 701	Discipline-Specific Electives -V	4
4.	MI 801	Minor-III	4
5.	SIP701	Internship Report and Viva –Voce	4
6.	AEC701	MOOCS-I	2
TOTAL CREDITS			22

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S.No.	Course Code	Title	Credits
1.	RP801	Major Research Project	20
2.	AEC601	MOOCS-II	2
TOTAL CREDITS			22

LIST OF MAJORS

Sr. N.	Marketing	Finance	HRM
DSE 501	IMC & Branding	Management Accounting	Recruitment Training & Development
DSE 502	Consumer Buying Behaviour	Money Banking & Finance	Job Analysis & PMS
DSE 601	Retail Marketing	Corporate Finance	Generative AI in HR
DSE 602	Digital Marketing	Financial Market & Investment Analysis	Collective Bargaining & Negotiation Skills
DSE 701	Rural Marketing	Security Analysis & Portfolio Management	Legal Aspects & IR
DSE 801	Strategic Marketing	Fintech	HR Analytics
DSE 802	Marketing Analytics	Behavioural Finance	International HRM

LIST OF MINORS

Sr. No	Business Analytics	Entrepreneurship Development	Event Management	Logistics & Supply Chain	Hospitality & Tourism
MI 501	Business Analytics for Managers	Business Plan Formulation	Event Planning & Production	Introduction to Logistics & Supply Chain	Fundamentals of Travel & Tourism
MI 601	Data Management & Visualization (Practical)	Entrepreneurial Marketing	Corporate Event Management	Warehousing & Inventory Management	Healthcare Management
MI 701	Predictive Analytics & Machine Learning	Social Entrepreneurship	Legal Framework in Hospitality	Retail Logistics	Strategic Management for Hospitality
MI 801	Advanced Statistics for BA (Practical)	Women Entrepreneurship & Economic Empowerment	Event Budgeting & Logistics	Global Supply Chain Management	Sustainable Hospitality

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1. Teaching and Examination Scheme for BBA AICTE Structure

A teaching and examination scheme for students admitted to the BBA Program shall be as follows:

Bachelor of Business Administration
BBA – Semester I

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max Marks	Max. Marks	Total Marks	Min Passing Marks	
				Theory	Practical	Total	SEE (TH) *	SEE (PR)	(CIE)			
1.	DSCC101	Principles of Management		4	-	4	60	-	40	100	40	4
2.	DSCC102	Financial Accounting		4	-	4	60	-	40	100	40	4
3.	DSCC103	Business Economics		4	-	4	60	-	40	100	40	4
4.	MDE101	MDE101A: Media Literacy Or MDE101B: Emerging Technologies		2	-	2	30	-	20	50	20	2
5.	AEC101	Business Communication - I		2	-	2	-	-	50	50	20	2
6.	AEC102	English		2	-	2	-	-	50	50	20	2
7.	IKS101	Indian Economics & Business Model		2	-	2	-	-	50	50	20	2
8.	VEC101	Environment & Sustainability		2	-	2	-	-	50	50	20	2
		TOTAL		22	-	22	210	0	340	550	220	22

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BBA – Semester – II

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max. Marks	Max. Marks	Total Marks	Min. Passing Marks	
				Theory	Practical	Total	SEE (TH)*	SEE (PR)	(CIE)			
1.	DSCC201	Principles of Marketing		4	-	4	60	-	40	100	40	4
2.	DSCC202	Cost Accounting		4	-	4	60	-	40	100	40	4
3.	DSCC203	Fundamentals of Human Resource Management		4	-	4	60	-	40	100	40	4
4.	MDE201	MDE201A: AI for Business Or MDE201B: E-Commerce & M-Commerce		2	-	2	30	-	20	50	20	2
5.	AEC201	Business Communication-II		2	-	2	-	-	50	50	20	2
6.	AEC202	Content Writing		2	-	2	-	-	50	50	20	2
7.	VEC201	Indian Constitution		2	-	2	-	-	50	50	20	2
8.	SEC201	Advance Excel		-	4	4	-		100	100	50	2
		TOTAL		20	4	24	210	0	390	600	250	22

BBA – Semester – III

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max. Marks	Max. Marks	Total Marks	Min. Passing Marks	
				Theory	Practical	Total	SEE (TH)*	SEE (PR)	(CIE)			
1.	DSCC301	Basics of Business Statistics		4	-	4	60	-	40	100	40	4
2.	DSCC302	Business Legislation		4	-	4	60	-	40	100	40	4
3.	DSCC303	Fundamentals of Financial Management		4	-	4	60	-	40	100	40	4
4.	DSCC304	International Business Management		4	-	4	60	-	40	100	40	4
5.	MDE301	Financial Wellbeing		2	-	2	30	-	20	50	20	2

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		Or Introduction to Sociology and Psychology										
6.	SEC301	Aptitude Development-I		-	4	4	-	-	100	100	50	2
7.	CC201	Yoga/Sports/NCC/NSS/ Disaster Management		-	4	4	-	-	100	100	50	2
		TOTAL		18	8	26	270	-	380	650	280	22

BBA – Semester – IV

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max. Marks	Max. Marks	Total Marks	Min. Passing Marks	
				Theory	Practical	Total	SEE (TH) *	SEE (PR)	(CIE)			
1.	DSCC401	Entrepreneurship and Startup Ecosystem		4	-	4	60	-	40	100	40	4
2.	DSCC402	Introduction to Business Analytics		4	-	4	60	-	40	100	40	4
3.	DSCC403	Business Ethics & Corporate Governance		4	-	4	60	-	40	100	40	4
4.	DSCC404	Business Research Methods		4	-	4	60	-	40	100	40	4
5.	DSCC405	Organizational Behavior		4	-	4	60	-	40	100	40	4
6.	VAC401	IPR Development & Training		-	4	4	-	-	100	100	50	2
		TOTAL		20	4	24	300	-	300	600	250	22

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BBA – Semester – V

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max Marks	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total	SEE (TH) *	SEE (PR)				
1.	DSE501	Discipline Specific Electives - I		4	-	4	60	-	40	100	40	4
2.	DSE502	Discipline Specific Electives - II		4	-	4	60	-	40	100	40	4
3	MI501	Minor-I		4	-	4	60	-	40	100	40	4
4.	DSCC501	Operations Management		4	-	4	60	-	40	100	40	4
5.	VEC501	Aptitude Development-II		-	4	4	-	-	100	100	50	2
6.	FP501	Summer Internship- I / Capstone/ Field Project		-	-	-	-	-	100	100	50	4
		TOTAL		16	4	20	240	0	360	600	260	22

BBA – Semester – VI

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max Marks	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total	SEE (TH) *	SEE (PR)				
1.	DSE601	Discipline Specific Electives – III		4	-	4	60	-	40	100	40	4
2.	DSE602	Discipline Specific Electives - IV		4	-	4	60	-	40	100	40	4
3	MI601	Minor-II		4	-	4	60	-	40	100	40	4
4.	VSC601	Employability Skill		-	4	4	-	-	100	100	50	4
5.	AEC601	Business Taxation		2	-	2	-	-	50	50	20	2

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6.	RP602	Project		-	4	4	-	50	50	100	50	4
		TOTAL		14	8	22	180	50	320	550	240	22

BBA Semester – VII (Honours Degree)

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max. Marks	Max. Marks	Total Marks	Min. Passing Marks	
				Theory	Practical	Total *	SEE (TH)	SEE (PR)	(CIE)			
1.	DSCC701H	Project Management		4	-	4	60	-	40	100	40	4
2.	DSCC702H	Strategic Management		4	-	4	60	-	40	100	40	4
3.	DSE701	Discipline Specific Electives-V		4	-	4	60	-	40	100	40	4
4.	MI 701	Minor-III		4	-	4	60	-	40	100	40	4
5.	AEC601	MOOCS-I		-	-	-	-	-	-	100	40	2
6.	FP701	Summer Internship- II / Capstone/ Field Project		-	-	-	-	-	100	100	50	4
		TOTAL		16	-	16	240	-	260	600	250	22

BBA Semester – VIII (Honours Degree)

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max. Marks	Max. Marks	Total Marks	Min. Passing Marks	
				Theory	Practical	Total *	SEE (TH)	SEE (PR)	(CIE)			
1.	DSE801	Discipline Specific Electives-VI		4	-	4	60	-	40	100	40	4
2.	DSE802	Discipline Specific Electives-VII		4	-	4	60	-	40	100	40	4

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3.	MI 801	Minor-IV		4	-	4	60	-	40	100	40	4
4.	AEC801	MOOCS-II		-	-	-	-	-	-	100	40	2
5.	FP801	Major Project		-	8	8	-	-	100	100	50	8
		TOTAL		12	8	20	180	-	220	500	210	22

BBA Semester – VII (Research Degree)

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max Marks	Max. Marks	Total Marks	Min. Passing Marks	
				Theory	Practical	Total *	SEE (TH)	SEE (PR)	(CIE)			
1.	DSCC701R	Advanced Data Analysis Tools		-	8	8	-	-	100	100	50	4
2.	DSCC702R	Strategic Management		4	-	4	60	-	40	100	40	4
3.	DSE 701	Discipline-Specific Electives -V		4	-	4	60	-	40	100	40	4
4.	MI 801	Minor-III		4	-	4	60	-	40	100	40	4
5.	FP701	Summer Internship- II / Capstone/ Field Project		-	-	-	-	-	100	100	50	4
6.	AEC701	MOOCS-I		-	-	-	-	-	-	100	40	2
		TOTAL		12	-	12	180	-	320	600	260	22

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BBA Semester – VIII (Research Degree)

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max Marks	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total	SEE (TH) *	SEE (PR)				
1.	RP801	Major Research Project		-	12	12	-	100	100	200	100	20
2.	AEC601	MOOCS-II		-	-	-	-	-	-	100	40	2
		TOTAL		-	12	12	-	100	100	300	140	22

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QUESTION PAPER PATTERN TOTAL MARKS: 60

(For all Subjects unless specified)

Question No.	Unit	Marks	Question Paper Pattern
1.	I	3	1 Question of 3 Marks
	II	3	1 Question of 3 Marks
	III	3	1 Question of 3 Marks
	IV	3	1 Question of 3 Marks
2.	I	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks
3.	II	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks
4.	III	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks
5.	IV	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks

QUESTION PAPER PATTERN TOTAL MARKS: 30

Question No.	Unit	Marks	Question Paper Pattern
1.	I	3	1 Question of 3 Marks
	II	3	1 Question of 3 Marks
2.	I	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks
3.	II	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks

Continuous Internal Evaluation for 20 marks as Internal (02 Credit course)

1a	Subject-wise class test conducted by the teacher concerned	05 Marks
1b	An assignment based on the curriculum to be assessed by the teacher Concerned	05 Marks
1c	Participation and performance in activities conducted by the teacher Concerned	05 Marks
1d	Attendance	05 Marks
Continuous Internal Evaluation Total marks		20 Marks

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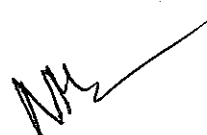
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Continuous Internal Evaluation for 40 marks as Internal (04 Credit course)

1a	Subject-wise class test conducted by the teacher concerned	10 Marks
1b	An assignment based on the curriculum to be assessed by the teacher Concerned	10 Marks
1c	Participation and performance in activities conducted by the teacher Concerned	10 Marks
1d	Attendance	10 Marks
Continuous Internal Evaluation Total marks		40 Marks



SEMESTER – I

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DETAILED SYLLABUS

BBA (NEP)- SEMESTER- I

Course Name- Principles of Management

Course Type: Discipline Specific Core Course

Course Code: DSCC101

Course Credits: 04

Course Outcomes:

CO 1	The students will be able to understand basic Principles of Management
CO 2	The students will be able to plan and organise management functions.
CO 3	The students will be able to apply staffing and leadership styles in organisation.
CO 4	The students will be able to apply techniques of directing.

Unit I: Introduction to Management

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling

Unit II: Planning and Organizing

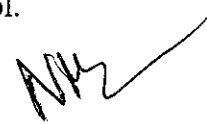
Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational; Planning process and techniques; Decision-making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, coordination and integration.

Unit III: Staffing and Leading

Nature and Importance of staffing – Process of selection and recruitment; Leadership theories (trait, behavioural, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practice (Maslow, Herzberg two factor, McGregor's theory X & theory Y).

Unit IV: Directing and Controlling

Meaning and nature of directing, Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management; Centralization Vs Decentralization of authority and responsibility – Span of Control.



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Reference Books:

1. Management Principles and Applications, Rao, V. S. P., Taxmann Publications.
2. Principles of Management, Bright, D., OpenStax Textbooks, Houston
3. Principles of Management, Kapoor, Premvir, Khanna Book Publishing.
4. Essentials of contemporary management, Jones, G. R., and George, J. M., McGraw-Hill Education.
5. Management, Robbins, S. P. & Coulter, M. A, Pearson.

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BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
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Course Name- Financial Accounting
Course Type: Discipline Specific Core Course
Course Code: DSCC102
Course Credits: 04

Course Outcomes:

CO 1	The students will be able to understand the basics of Financial Accounting
CO 2	The students will be able to demonstrate their knowledge of how to prepare a cash book & trial balance.
CO 3	The students will be able to prepare Annual Financial statements of Sole proprietorship.
CO 4	The students will be able to prepare Annual Financial statements of Company form of business.

Unit I: Introduction to Accounting, Accounting system and process

Meaning, need for accounting and accounting information system, accounting standards in India and International (outline), Branches of Accounting, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit II: Recording transactions and Trial balance

Transactions- nature, Journal Entries, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, Reserves, Entry in Ledger, Preparation of cash book & Trial balance.

Unit III: Final Accounts

Preparation of Trading, Profit and Loss account, and Balance Sheet of sole trading concerns, the importance of disclosures in final accounts.

Unit IV: Company Final Accounts

Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).

Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

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Reference Books:

1. Jain S.P., & Narang K L., Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari, Financial Accounting, Vikas Publishing House, New Delhi.
5. Ashish K Battacharya, Essentials of Financial Accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: www.ifac.org
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
8. IFRS sustainability standards: www.ifrs.org

QUESTION PAPER PATTERN TOTAL MARKS: 60

Question No.	Unit	Marks	Question Paper Pattern
1.	I	3	1 Question of 3 Marks (Theory)
	II	3	1 Question of 3 Marks (Theory)
	III	3	1 Question of 3 Marks (Theory)
	IV	3	1 Question of 3 Marks (Theory)
2.	I	12	2 Questions of 6 Marks Each (Theory) OR 1 Question of 12 Marks (Theory)
3.	II	12	2 Questions of 6 Marks Each (1 Theory, 1 Numerical) OR 1 Question of 12 Marks (Numerical)
4.	III	12	2 Questions of 6 Marks Each (1 Theory, 1 Numerical) OR 1 Question of 12 Marks (Numerical)
5.	IV	12	2 Questions of 6 Marks Each (1 Theory, 1 Numerical) OR 1 Question of 12 Marks (Numerical)

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Course Name- Business Economics
Course Type: Discipline Specific Core Course
Course Code: DSCC103
Course Credits: 04

Course Outcomes:

CO 1	The student will be able to understand the various concepts of economics.
CO 2	The student will be able to apply the various techniques of demand forecasting.
CO 3	The student will be able to understand the theory of production and cost function.
CO 4	The student will be able to analyse the price determination under different types of competition.

Unit I: Fundamentals and Basic elements of Microeconomics

The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics; Scope of Study and Central Problems of Micro and Macroeconomics; Concept of Utility, Types, Law of Diminishing Marginal Utility, Its application; Consumer Choice Theories

Unit II: Demand Analysis:

Demand Schedule: Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand; Demand forecasting, Techniques of Demand forecasting.

Unit III: Producer and Consumer Behaviour

Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Isoquants and Iso-cost; Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves; Economies and Diseconomies of scale.

Unit IV: Market Analysis & National Income

Concept of Market and Main Forms of Market. Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly; Price discrimination, pricing methods; Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.

Reference Books:

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Managerial Economics, D. N. Dwivedi, Vikas Publications.
4. Managerial Economics: Analysis, Problems and Cases, P. L. Mehta, S. Chand.
5. Managerial Economics, Damodaran Suma, Oxford University Press
6. D.M. Mithani: Macro Economics; Himalaya Publishing House.

BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name- Media Literacy
Course Type: Multi-Disciplinary Elective Courses
Course Code: MDE101A
Course Credits: 02

Course Outcomes:

CO 1	Students will be able to understand different forms of Media.
CO 2	Students will be able to understand ethical and regulatory considerations in media.

Unit I: Foundations of Media Literacy

Definition and significance of media literacy, Historical Evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviours; Forms of media texts, including print, broadcast, digital, and social media; The impact of media representations on individual perceptions and societal attitudes; Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content;

Unit II: Ethics, Regulation, and Digital Media Literacy

Techniques for critically evaluating media content and analysing audience consumption patterns, Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, Digital media's impact on contemporary media literacy practices, strategies for directing online information, and promoting digital citizenship.

Reference Books:

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
4. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
5. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name- Emerging Technologies and Applications

Course Type: Multi-Disciplinary Elective Courses

Course Code: MDE101B

Course Credits: 02

Course Outcomes:

CO 1	Students will be able to understand foundational knowledge of emerging technologies such as IoT.
CO 2	Students will be able to evaluate the strategic implications of adopting emerging technologies like AR/VR.

Unit I: Internet of Things (IoT) & Industry 4.0

Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure, Industrial IoT and manufacturing, IoT data processing and storage; Concept of Industry 4.0: Automation and smart manufacturing, Cyber-physical systems and digital twins, Robotics and advanced manufacturing technologies, Impact on Business Models, Transformation of production and supply chains, Business process optimization

Unit II: Augmented Reality (AR) and Virtual Reality (VR)

Introduction to AR/VR, Key concepts and differences between AR and VR, Historical development and current state - AR/VR applications in marketing and customer experience, Training and development through immersive technologies, Challenges and Opportunities, Technological limitations and advancements, Integration with existing business processes.

Reference Books:

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited by Shivani Bali, Sugandha Aggarwal, Sunil Sharma.



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name: Business Communication- I
Course Type: Ability Enhancement Course
Course Code: AEC101
Course Credits: 02

Course Outcomes

CO 1	The students will be able to understand the fundamentals, barriers, and models of communication.
CO 2	The students will be able to demonstrate effective oral, written, and non-verbal communication skills.

Unit I: Introduction to Communication:

What is Communication, Importance and Purpose, Role of Communication Skills in Society, Patterns & Dimensions of Communication, Barriers to Effective Communication, Measures to overcome barriers for effective communication, Communication Models, 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.

Unit II: Formal and Informal Communication:

Oral Communication, Written Communication, Advantages and Disadvantages, Team communication, Communication with virtual team Silence as Communication; **Kinesics**: Importance of body language, Facial Expressions, Eye Contact, Gestures, Postures, Appearance.

Reference Books:

1. Business Communication, Second Edition, K.K. Sinha, Galgotia Publishing House.
2. Communication Skills, First Edition, Dr. Nageshwar Rao, Dr. Rajendra P. Das, Himalaya Publishing House.
3. Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing

NMS

BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Evaluation parameter:

Note: This is an internal course. Hence, the Semester End Examination and Evaluation has to be conducted at college/ institute level.

QUESTION PAPER PATTERN TOTAL MARKS: 30

Question No.	Unit	Marks	Question Paper Pattern
1.	I	3	1 Question of 3 Marks
	II	3	1 Question of 3 Marks
2.	I	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks
3.	II	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks

Continuous Internal Evaluation for 20 marks as Internal (02 Credit course)

1a	Subject-wise class test conducted by the teacher concerned	05 Marks
1b	An assignment based on the curriculum to be assessed by the teacher Concerned	05 Marks
1c	Participation and performance in activities conducted by the teacher Concerned	05 Marks
1d	Attendance	05 Marks
Continuous Internal Evaluation Total marks		20 Marks

MM

BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name: English
Course Type: Ability Enhancement Course
Course Code: AEC102
Course Credits: 02

Course Outcomes

CO 1	The students will be able to develop reading, communication, leadership, and teamwork skills.
CO 2	The students will be able to apply correct grammar in spoken and written English.

Unit I

1. Reading Skills (Skimming, Scanning, understanding graphs, charts, deciphering information)
2. Customer-relation skills (Persuasion, justification, convincing, man-management)
3. Leadership Skills (positivity, confidence building, taking initiative & Nonverbal)
4. Teamwork Skills - collaboration, adjustments, using the best knowledge)

Unit II

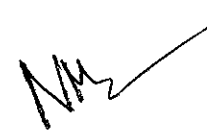
- a) Parts of Speech
- b) Tenses
- c) Subject Verb Agreement

Reference Books:

1. Connecting Chords, Manjushree Sardeshpande, Rajesndra Pise, Neehal Sheikh, Sharad Vihirkar, Orient BlackSwan Pvt. Ltd.
2. Ecstasy, Ganesh Chavhan, Manjushree Sardeshpande, Rajesndra Pise, Neehal Sheikh, Sharad Vihirkar, Orient BlackSwan Pvt. Ltd.
3. English Grammar & Composition, Wren & Martin, S.Chand Publications.

Note: Unit 1 will include passages, which will have the following questions:

- Comprehension-factual questions
- Interpretative questions
- Personal response questions
- Situation-based questions on soft skills prescribed



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Evaluation parameter:

Note: This is an internal course. Hence, the Semester End Examination and Evaluation has to be conducted at college/ institute level.

Continuous Internal Evaluation for 20 marks as Internal (02 Credit course)

1a	Subject-wise class test conducted by the teacher concerned	05 Marks
1b	An assignment based on the curriculum to be assessed by the teacher Concerned	05 Marks
1c	Participation and performance in activities conducted by the teacher Concerned	05 Marks
1d	Attendance	05 Marks
Continuous Internal Evaluation Total marks		20 Marks

Question Paper Pattern

Ability Enhancement Course

Subject: English

Semester-I

Time: 1.30 Hr

Marks: 30

Q.1. Answer **ANY TWO** of the following questions. (04 Marks)
(Any **two** out of **three interpretative questions** based on Unit I)

Q.2. Answer **ANY ONE** of the following questions. (04 Marks)
(Any **one** out of **two personal response questions** will be given related to the passages given in Unit I)

Q.3. Answer **ANY ONE** the following questions. (04 Marks)
(Any **one** out of **two situation based questions** on soft skills prescribed in Unit I)

Q.4. Questions based on Grammar (Unit II) (18 Marks)
a. Parts of Speech (Any **six** out of eight)
b. Tenses (Any **six** out of eight)
c. Subject Verb Agreement (Any **six** out of eight)



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name- Indian Economics & Business Model

Course Type: Indian Knowledge System

Course Code: IKS101

Course Credits: 02

Course Outcomes

CO 1	The students will be able to compare past and present Indian thoughts.
CO 2	The students will be able to compare various Indian Business Models.

Unit I: Introduction to Indian Economic System & Thoughts

Features of Indian Economy, Evolution of Indian Economy: Pre & Post-Independence, Past vs Present History of Indian Economy Thoughts; Kautilya's Economic Ideas. Arthashastra and Principles of Administration, Taxation, Trade, Agriculture and Public Finance in Ancient India.

Unit II: Indian Business Model and Sectoral Contributions

Indian Business Model: Features and Characteristics, Family Business System in India, 10-Point Formula Business Model, Agriculture: Ancient India, Manufacturing: Ancient India, Education in India, Governance, and Business in India, Where India Stands Globally.

Reference Books:

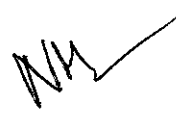
1. Kanagasabapathi; "Indian Models of Economy, Business and Management", Third Edition, Prentice Hall India Ltd., Delhi.
2. Lotus and Stones; Garuda Prakashan (31 October 2020); Garuda Prakashan Pvt. Ltd.
3. Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition.
4. India Uninc by Prof. R Vaidyanathan, Westland Ltd. Publication
5. Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books series
6. Black Money Tax Heaven by R Vaidyanathan, Westland Ltd. Publication.

Web resources:

1. Goswami Anandajit, Economic Modeling, Analysis, and Policy for Sustainability, IGI Global, Latest Edition.
2. Ganguly Anirban, Redefining Governance, published by Prabhat Prakashan, Latest Edition.
3. Vaidyanathan R., India Unincorporated, ICFAI Books, Latest Edition.

Evaluation parameter:

Note: This is an internal course. Hence, the Semester End Examination and Evaluation has to be conducted at college/ institute level.



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

QUESTION PAPER PATTERN TOTAL MARKS: 30

Question No.	Unit	Marks	Question Paper Pattern
1.	I	3	1 Question of 3 Marks
	II	3	1 Question of 3 Marks
2.	I	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks
3.	II	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks

Continuous Internal Evaluation for 20 marks as Internal (02 Credit course)

1a	Subject-wise class test conducted by the teacher concerned	05 Marks
1b	An assignment based on the curriculum to be assessed by the teacher Concerned	05 Marks
1c	Participation and performance in activities conducted by the teacher Concerned	05 Marks
1d	Attendance	05 Marks
Continuous Internal Evaluation Total marks		20 Marks

NM

BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name- Environment & Sustainability

Course Type: Value Added Courses

Course Code: VAC101

Course Credits: 02

Course Outcomes:

CO 1	The students will be able to explore the basic environmental concepts and relevant issues.
CO 2	The students will be able to identify different causes of environmental pollution and its measures.

Unit I: Environment, Natural Resources, and Sustainable Development

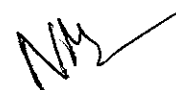
Components and segments of the environment, Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable Development: SDGs, Role of businesses in achieving sustainable development goals and promoting responsible consumption; Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues; Importance of public awareness and education

Unit II: Environmental Pollution

Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies.

Reference Books:

1. Poonia, M.P. Environmental Studies, Khanna Book Publishing Co.
2. Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
3. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
4. Rajagopalan, R. Environmental studies: from crisis to cure, Oxford University Press.
5. Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
6. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
7. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
8. Pritwani, KS. Ustainability of business in the context of environmental management. CRC Press.
9. Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Evaluation parameter:

Note: This is an internal course. Hence, the Semester End Examination and Evaluation has to be conducted at college/ institute level.

QUESTION PAPER PATTERN TOTAL MARKS: 30

Question No.	Unit	Marks	Question Paper Pattern
1.	I	3	1 Question of 3 Marks
	II	3	1 Question of 3 Marks
2.	I	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks
3.	II	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks

Continuous Internal Evaluation for 20 marks as Internal (02 Credit course)

1a	Subject-wise class test conducted by the teacher concerned	05 Marks
1b	An assignment based on the curriculum to be assessed by the teacher Concerned	05 Marks
1c	Participation and performance in activities conducted by the teacher Concerned	05 Marks
1d	Attendance	05 Marks
Continuous Internal Evaluation Total marks		20 Marks

MM

SEMESTER – II

MS

BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

DETAILED SYLLABUS

BBA (NEP)- SEMESTER- II

Course Name- Principles of Marketing

Course Type: Discipline Specific Core Course

Course Code: DSCC201

Course Credits: 04

Course Outcomes:

CO 1	The students will be able to understand the basics of marketing.
CO 2	Students will be able to understand Market Segmentation, Targeting, and Positioning
CO 3	Students will be able to understand how to develop products & apply Pricing Strategies for different products.
CO 4	Students will be able to understand and develop distribution and promotional strategies.

Unit I: Introduction to Marketing

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts: Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio-cultural, Technological environment (Indian context); Market and competition analysis, types of marketing (B2C, B2G, B2B, C2C).

Unit II: Segmentation, Targeting, and Positioning

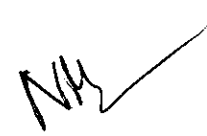
Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Market Targeting, Various Targeting Strategies, Positioning, De- Positioning and Repositioning

Unit III: Product & Pricing Decisions

Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling; Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.

Unit IV: Promotion Decisions

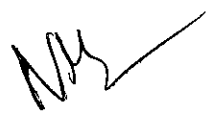
Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers.



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Reference Books:

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.
2. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | Marketing Management. Pearson Higher Education
3. Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.
4. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd.
5. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform? Fresh Perspectives on the Future. Routledge.



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name- Cost Accounting
Course Type: Discipline Specific Core Course
Course Code: DSCC202
Course Credits: 04

Course Outcomes:

CO 1	The students will be able to prepare the cost sheet and Tender sheets.
CO 2	The students will be able to prepare Process Accounts
CO 3	The students will be able to prepare an Operating Cost sheet.
CO 4	The students will be able to calculate the Break-Even Point for business concerns.

Unit I: Introduction to Cost Accounting

Meaning of Cost, Costing and Cost Accounting, Definitions, features, objectives, functions, scope, advantages and limitations. Concept of Cost; Analysis and Classification of Costs; Elements of Cost, Relationship and differences between Cost accounting, Management accounting and Financial Accounting.; Preparation of Cost Sheet (Statement of Cost); Quotations and tender.

Unit II: Process Costing

Meaning, features and applicability, difference between process and job costing, wastage and by-products, normal and abnormal loss. Preparation of process accounts (up to abnormal loss and abnormal gain only).

Unit III: Operating Costing

Operating Costing- Classification of costs, features of operating costing, Cost unit in Transport Services, Calculation of Cost per Kilometre/passenger, Kilometre/tonne kilometre, Preparation of operating cost sheet for Transport Business.

Unit IV: Marginal Costing & CVP Analysis

Meaning and Concepts, Application of Marginal costing in terms of cost control, Contribution, P/V ratio, Break-Even Analysis, Cost- Volume Analysis, Margin of Safety, Managerial Applications of Application of BEP for various business problems.

Reference Books:

1. Cost Accounting, Text and Problems, M.C Shukla, TS Grewal and MP Gupta, S Chand Publications
2. Cost Accounting, RSN Pillai and V. Bhagwathi, S. Chand Publication
3. Management Accounting, Bhagwati & Pillai, Second Edition, S. Chand &. Company ltd.
4. Taxman's Cost & Management Accounting – A student-oriented book with illustrations Ravi M Kishore, 6th Edition, Taxmann publication
5. Cost and Management Accounting- Theory, Problems and Solutions, M N Arora,

BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

2019 Edition, Himalaya Publication.

QUESTION PAPER PATTERN TOTAL MARKS: 60

Question No.	Unit	Marks	Question Paper Pattern
1.	I	3	1 Question of 3 Marks (Theory)
	II	3	1 Question of 3 Marks (Theory)
	III	3	1 Question of 3 Marks (Theory)
	IV	3	1 Question of 3 Marks (Theory)
2.	I	12	2 Questions of 6 Marks Each (Theory) OR 1 Question of 12 Marks (Theory)
3.	II	12	2 Questions of 6 Marks Each (1 Theory, 1 Numerical) OR 1 Question of 12 Marks (Numerical)
4.	III	12	2 Questions of 6 Marks Each (1 Theory, 1 Numerical) OR 1 Question of 12 Marks (Numerical)
5.	IV	12	2 Questions of 6 Marks Each (1 Theory, 1 Numerical) OR 1 Question of 12 Marks (Numerical)

NH

BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name- Fundamentals of Human Resource Management

Course Type: Discipline Specific Core Course

Course Code: DSCC203

Course Credits: 04

Course Outcomes:

CO 1	The student will be able to differentiate between Personnel Management and Human Resource Management.
CO 2	The student will be able to appraise the various sources of recruitment and methods of selection in an organization.
CO 3	The student will be able to analyse the need for training and evaluate the applicability of various training techniques.
CO 4	The student will be able to assess the performance appraisal process.

Unit 1: Human Resource Management Concepts

Introduction, Nature, scope, objectives, importance and functions of HRM, Human resource as an asset in organization, Difference between Personnel Management and Human Resource Management, Roles and Qualities of HR Manager, Concept of Strategic HRM.

Unit 2: Recruitment & Selection

Factors Affecting Recruitment, Sources of Recruitment, Selection Process, Methods of selection: Interviews, Tests; Induction Program.

Unit 3: Training and Development

Introduction of Training; Objectives and Importance of Training; Training Process, Training Needs Identification. Types and Techniques of Training and Development, Evaluation of Training, Management/Executive Development Programs: Need and Importance & Objectives.

Unit 4: Performance Appraisal

Basic Concepts, Objectives, process and methods of Performance Appraisal, Performance Vs Potential Appraisal, Types of employee appraisal systems, Errors during Appraisal.

Reference Books:

1. Human Resource and Personnel Management --Text and cases, K. Aswathappa, McGraw-Hill Publishing.
2. Human Resource Management, Dr. S S Khanka, S. Chand Publication.
3. Human Resource Management, L: R. Wayne Mondy, Robert M., Noe, Pearson Education.



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name: Business Communication- II

Course Type: Ability Enhancement Course

Course Code: AEC201

Course Credits: 02

Course Outcomes

CO 1	The students will be able to develop professional speaking and presentation skills.
CO 2	The students will be able to draft effective business correspondence and documents.

UNIT -I: Professional Communication

Components of an effective talk, Idea of space and time in public speaking, Tone of voice, Pitch, Timing and duration of speech, Audio-Visual Aids in speech. Presentation Skills, Group Discussion and Job Interviews, Telephone etiquettes.

UNIT -II: Business Correspondence

Types and Formats of Business letters, Sales Letters, Resumes and Job applications, Inviting Quotations, Emails; **Business Documentation:** Manuals, Notice Agenda, MOM, Business Memos, Writing Advertisement, E-mail etiquettes.

Reference Books:

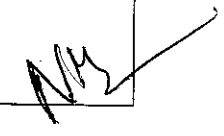
1. Speaking and Writing for Effective Business Communication, First Edition, Francis Soundararaj, Macmillan India Ltd.
2. Business Communication, Second Edition, K.K. Sinha, Galgotia Publishing House.
3. Communication Skills, First Edition, Dr. Nageshwar Rao, Dr. Rajendra P. Das, Himalaya Publishing House.
4. Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing
5. Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press.

Evaluation parameter:

Note: This is an internal course. Hence, the Semester End Examination and Evaluation has to be conducted at college/ institute level.

QUESTION PAPER PATTERN TOTAL MARKS: 30

Question No.	Unit	Marks	Question Paper Pattern
1.	I	3	1 Question of 3 Marks
	II	3	1 Question of 3 Marks
2.	I	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks
3.	II	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Continuous Internal Evaluation for 20 marks as Internal (02 Credit course)

1a	Subject-wise class test conducted by the teacher concerned	05 Marks
1b	An assignment based on the curriculum to be assessed by the teacher Concerned	05 Marks
1c	Participation and performance in activities conducted by the teacher Concerned	05 Marks
1d	Attendance	05 Marks
Continuous Internal Evaluation Total marks		20 Marks

AMS

BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name: Content Writing
Course Type: Ability Enhancement Course
Course Code: AEC202
Course Credits: 02

Course Outcomes

CO 1	The students will be able to understand the fundamentals and process of content writing.
CO 2	The students will be able to create different forms of creative and professional content.

Unit I: Basics of Content Writing

Concept of Content Writing and its relevance, Role and functions of Content Writers, Scope and Types of Content Writing, Principles of Content Writing, **Process of Content Writing:** Getting the brief, ideating, researching, structuring, formatting, editing, and Proof-Reading.

Unit II: Creative Writing and Writing Styles

Writing Blogs, E-book/ white papers, Social Media Posts, Technical Writing; **Writing Styles:** Nonfiction writing, Essays, Business Reports, Case Studies, Survey papers, Risk Assessment Document, Contract.

Reference Books:

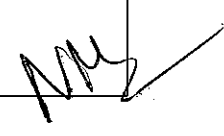
1. Content Writing, Prof. Ajay D. manwatkar, Gratulent Publications.
2. Dr. Abha Mathur, Communication and Documentation in Business, Galgotia Publishing Company.
3. Rai, U. & Rai, S. (2019), Business Communication, Himalaya Publishing House.
4. The Copy Writer's Handbook, Robert W. Bly.
5. The AMA Handbook of Business Documents, Kevin Wilson and Jennifer Wauson, AMACOM / American Management Association.
6. Everybody Writes, Ann Handley, HarperBusiness.

Evaluation parameter:

Note: This is an internal course. Hence, the Semester End Examination and Evaluation has to be conducted at college/ institute level.

QUESTION PAPER PATTERN TOTAL MARKS: 30

Question No.	Unit	Marks	Question Paper Pattern
1.	I	3	1 Question of 3 Marks
	II	3	1 Question of 3 Marks
2.	I	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks



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3.	II	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks
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Continuous Internal Evaluation for 20 marks as Internal (02 Credit course)

1a	Subject-wise class test conducted by the teacher concerned	05 Marks
1b	An assignment based on the curriculum to be assessed by the teacher Concerned	05 Marks
1c	Participation and performance in activities conducted by the teacher Concerned	05 Marks
1d	Attendance	05 Marks
Continuous Internal Evaluation Total marks		20 Marks

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BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
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Course Name: AI for Business
Course Type: Multidisciplinary Elective Course
Course Code: MDE201A
Course Credits: 02

Course Outcomes

CO 1	The students will be able to understand the fundamentals of AI in business.
CO 2	The students will be able to analyse the applications in various business functions.

Unit I: Introduction to AI

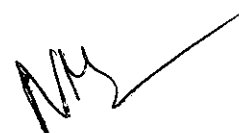
Meaning and evolution of AI, types of AI: Narrow, General, Super, AI, Machine Learning, Deep Learning, and Generative AI, AI tools and Platforms, Overview of ChatGPT, Gemini, Copilot, and Business AI Applications, Role of AI in digital Transformation, AI-driven Decision Making, Benefits and Challenges of AI Adoption.

Unit II: Applications of AI in Business

AI in Marketing: Customer Segmentation, Personalized Marketing; AI in HRM: Recruitment and Talent Acquisition, Employee Performance Analysis, AI-based Training and Development; AI in Finance and Operations: Fraud Detection.

Reference Books:

1. AI for Business: A practical guide for Business leaders to extract value from Artificial Intelligence, Peter Verster, Amaryllis Business.
2. Artificial Intelligence for Business, Doug rose, Springer Nature, Pearson Business analytics Series.
3. Artificial Intelligence in Business, Pavan Kumar Gurazada, Seema Gupta, S Chand publications.



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
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Course Name: E-Commerce & M-Commerce
Course Type: Multidisciplinary Elective Course
Course Code: MDE201B
Course Credits: 02

Course Outcomes

CO 1	The students will be able to explain various business models of E-Commerce.
CO 2	The students will be able to understand various facets of Consumer-Oriented E-Commerce.

Unit I: Introduction to E-Commerce & M-Commerce

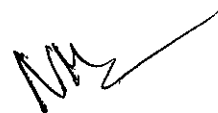
Overview of developments in Information Technology, Defining E-Commerce, The scope of E-commerce, Electronic Market, Electronic Data Interchange, Internet Commerce; Introduction to e-commerce and m-commerce, E-Commerce architecture and its types; E-Commerce Business Models; M-Commerce Services, Benefits and limitations of E-Commerce.

Unit II: E-Retailing

Consumer Oriented E Commerce: E-Retailing: Traditional retailing and e-retailing, Benefits of e-retailing, Key success factors, Models of e-retailing, and Features of e-retailing. E-services: Categories of e-services, Web-enabled services, and matchmaking services, Information-selling on the web, e-entertainment, Auctions, and other specialized services. Business-to-Business Electronic Commerce

Reference Books:

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce: A Manager's guide", Addison- Wesley.



BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name: Constitution of India
Course Type: Value Education Course
Course Code: VEC201
Course Credits: 02

Course Outcomes

CO 1	The students will be able to understand the historical background of the Indian Constitution and interpret the Preamble.
CO 2	The students will be able to explain the significance of Fundamental Rights, and Duties.

Unit I: Historical Background

Historical Background to the Framing of the Indian Constitution: General Idea about the Constituent Assembly of India; **Preamble**- Nature and key concepts/Constitutional values, Socialism, Secularism, Democracy, Justice, Liberty, Equality and Fraternity; Salient Features of the Constitution of India

Unit II: Fundamental Duties

General study about the kinds, nature and importance of; Fundamental Rights, Directive Principles of State Policy and Fundamental Duties.

Reference books:

1. Indian Constitution (BBA-II), Millan Swaroop Sharma, Ankur Goel, Pragati Prakashan.
2. Indian Constitution & Business in India, Mansi P. Balchandani, Kunal N. Kevat, Popular Prakashan.
3. Constitution of India, Dr. Ashish Jha, Dr. Saket Banod, Dr. Nayana Shirbate, Himalaya Publishing House.

Evaluation parameter:

Note: This is an internal course. Hence, the Semester End Examination and Evaluation has to be conducted at college/ institute level.

QUESTION PAPER PATTERN TOTAL MARKS: 30

Question No.	Unit	Marks	Question Paper Pattern
1.	I	3	1 Question of 3 Marks
	II	3	1 Question of 3 Marks
2.	I	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks
3.	II	12	2 Questions of 6 Marks Each OR 1 Question of 12 Marks

BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
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Continuous Internal Evaluation for 20 marks as Internal (02 Credit course)

1a	Subject-wise class test conducted by the teacher concerned	05 Marks
1b	An assignment based on the curriculum to be assessed by the teacher Concerned	05 Marks
1c	Participation and performance in activities conducted by the teacher Concerned	05 Marks
1d	Attendance	05 Marks
Continuous Internal Evaluation Total marks		20 Marks

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BBA AICTE NEP COURSE STRUCTURE- FOUR-YEAR DEGREE PROGRAMME
(HONORS/RESEARCH) TO BE IMPLEMENTED FROM 2026-27

Course Name: Advance Excel
Course Type: Skill Enhancement Course
Course Code: SEC201
Course Credits: 02

Course Outcomes

CO 1	The student will be able to apply functions of MS Excel for various mathematical and conditional analyses.
CO 2	The student will be able to extract information from data using logical functions in MS Excel.

Unit I: Functions of Excel

Using functions: Sum, Average, Max., Min., Count, Counta. SumIf, SumIfs, CountIf, CountIfs, Averagelf, Averagelfs; Upper, Lower, Proper, Left, Mid, Right, Trim, Len, Exact, Concatenate, Find, Substitute. File-level protection, Worksheet protection.

Unit II: Logical and Lookup Functions

If Function, how to fix error: iferror, Nested If, Complex if and or functions, Vlookup/Hlookup, Index and Match, creating smooth User Interface using Lookup, Nested Vlookup, Reverse Lookup using Choose Function, Vlookup with Helper Column.

Reference Books:

1. Excel 2019: All in One, Lokesh Lalwani, BPB Publications.
2. Microsoft Official Academic Course Microsoft Excel 2013,2014, John Wiley & Sons.
3. Microsoft Excel 2016 Step by Step, Curtis Frye, Microsoft Press.

Question Paper Pattern

The end-of-semester examination of the **SEC201-Advanced Excel** course shall have the following question pattern.

Part I: MCQ Test: 25 Multiple Choice Questions of 2 marks each. 25 questions would be prepared covering all four units of the course. The MCQ-based test can be taken in offline mode or online mode, as per the available resources with the colleges. The duration for solving 25 questions would be 1 hour.

Part II: Workbook Submission: A workbook will have to be submitted by the students. This workbook will carry 50 marks. There will be 8-10 practical questions to be performed using MS Excel, and the output will be printed and attached to the workbook.

Evaluation parameter:

Note: This is an internal course. Hence, the Semester End Examination and Evaluation has to be conducted at college/ institute level.

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