

Proposed Course Structure for BBA under GU as per the Guidelines of NEP -2020

BBA 1st Semester			
Serial Number	Subjects	Core/ Major/ Minor	Credits
1.	Principles of Management	Core A-1	4
2.	Managerial Economics	Core B-1	4
3.	Financial Accounting	Core C-1	4
4.	Indian Constitution	VAC 1	2
5.	Creative Writing	SEC 1	3
6.	Computer Fundamentals	MULTI 1	3
7.	Business Communication -1	AEC 1	2
BBA 2nd Semester			
1.	Business Organization and Systems	Core A-2	4
2.	Business Mathematics and Statistics	Core B-2	4
3.	Indian Economic Scenario	Core C-2	4
4.	Environmental Science	VAC 2	2
5.	Office Management & Practices	SEC 2	3
6.	MIS and Database Management	MULTI 2	3
7.	Business Communication -2	AEC 2	2
BBA 3rd Semester			
1.	Organizational Behaviour	Major 1	4
2.	Financial Management	Major 2	4
3.	Principles of Marketing	Major 3	4
4.	Personality & Personal Skill Development	SEC 3	3
5.	Computer Application	MULTI 3	3
6.	Minor Project	Internship	4
BBA 4th Semester			
1.	Human Resource Management	Major 4	4
2.	Management Accounting	Major 5	4
3.	Consumer Behaviour	Major 6	4
4.	Operations Management and Control	Major 7	4
5.	Business Research Methodology	Minor 1	4
6.	Yoga Education	VAC 3	2
BBA 5th Semester			
1.	Management of Industrial Relations	Major 8	4
2.	Indian Financial Markets and Operations	Major 9	4
3.	Sales Management	Major 10	4
4.	Business Policy and Strategic Management	Major 11	4
5.	Banking and Insurance	Minor 2	4
6.	Functional Usage of English- 1	AEC 3	2
BBA 6th Semester			
1.	Investment Banking and Financial Services	Major 12	4
2.	Human Resource Development: Systems	Major 13	4

	and Strategies		
3.	Income Tax Law and Practice	Major 14	4
4.	Legal Aspects of Business	Major 15	4
5.	Entrepreneurship Development	Minor 3	4
6.	Functional Usage of English-2	AEC 4	2

VAC 1

CREDITS: 2

INDIAN CONSTITUTION

Unit I: INTRODUCTION TO THE INDIAN CONSTITUTION

The Indian Constitution or The Bharatiya Samvidhana; The Historical Background- The Adoption, Location and the Signatories; Previous Legislation; Timeline of formation of the Constitution of India; Amendment of the Constitution of India.

Unit II: THE CONSTITUENT ASSEMBLY OF INDIA

The Proposal; The Members and Leadership; Structure of the Assembly; Power and Functions of the Assembly; Committees of the Constituent Assembly.

Unit III: THE GOVERNMENTAL SOURCES OF POWER

The Separation of Power or the branches of the Government- Executive, Legislature and Judiciary; Legislative Chambers- Rajya Sabha, Lok Sabha; Features of the Constitution- Federal and Unitary; The President; The Prime Minister; The Governors.

Unit IV: STRUCTURE AND SCHEDULES OF THE INDIAN CONSTITUTION

The Preamble; The Union and its Territory; Citizenship; Fundamental Rights and Duties; Directive Principles of State Policy; The Union, States and the Union Territories; Panchayats and Municipalities; Co-operative Societies and Scheduled and Tribal Areas; Finance, Property, Contracts and Suits; Trade and Commerce within India.

Unit V: INFLUENCE OF OTHER CONSTITUTIONS

Influence of- The United Kingdom, The United States, Ireland, Australia, France, Canada, Soviet Union, Weimar Republic, South Africa, Japan.

SEC 1

CREDITS: 3

CREATIVE WRITING

Unit 1: Introduction to Creative Writing :

Purpose of Creative Writing
Types of Creative Writing.
Styles of Creative Writing.
Steps of Creative Writing.
Ways to improve Creative Writing.

Unit 2: Readings from texts to derive themes, symbols, literary tropes , structure, imagination, creativity, Vocabulary etc.

1. Featured Articles
2. Short Story
3. Poetry
4. Travelogues
5. Blogs
6. Scripts for T.V. / Radio
7. Songs.

PRACTICAL EXERCISES:

- Writing a short story
- Editing a passage
- Writing featured articles
- Blogs
- Speeches
- Any of the categories mentioned in 'B'.

MULTI 1
CREDITS: 3

COMPUTER FUNDAMENTALS

Unit 1: Brief history of development of Computers, Generations and its evolution, characteristics of computers, Hardware, software, computer languages.

Unit 2: Criteria for using the computers, main areas of applications. Basic Architecture, Components and Functions Of Computers, Computer Accessories.

Unit3: Types of Computers: Analog, Digital, Hybrid, General purpose and Special purpose computers, Micro Computers, Mini Computers, main frame computers and Super Computers.

Unit 4: Operating System and Office Automation: Booking concept, MS and open source operating systems, Introduction to system management, overview of languages, Compilers, interpreters, Assemblers, LAN, MAN, WAN, WiFi, Communication Channels.

Unit 5: Basic commands in MS Excel, Features, functions and uses of MS word, Mail Merge feature in MS Word, Basic Concepts of MS Powerpoint.

Unit 6: Information Technology: Fundamentals, Perspective, Applications and scope, Introduction to Internet, Browsers, applications and scope.

- **Suggested Books:**

1. Computer Fundamentals by D.P. Nagpal
2. First Course in Computers by Sanjay Saxena
3. Computer Fundamentals by V. Raja Raman
4. Introduction to Computers by Leon & Leon

AEC 1

CREDITS: 2

BUSINESS COMMUNICATION- 1

Unit I : Introduction, Types of communication , Process of Communication , Nature of Communication ,Importance of communication , communication barriers.

Unit II:Business Letters, Quotation, Enquiry, Order , Complaints and Adjustments.

Unit III: Vocabulary: Common errors, Words misspelt,words often confused, Business terms and Idioms.