



School of Management

2020-23

Programme Structure

of

Bachelor of Business Administration

Adamas University

Barasat-Barrackpore Road, Barbaria, P.O Jagannathpur,

District-24 Parganas (North), Kolkata-700 126,

West Bengal, India

BACHELOR OF BUSINESS ADMINISTRATION

Introduction:

The School of Management under ADAMAS University offers Bachelors Degree in Business Administration. The curriculum of the BBA Programme has been innovatively designed and is constantly updated to meet the changing requirements of the industry. The course tends to maintain consistent improvement in its academic, research and placement performance over the last few years. The syllabus strives to strike a balance between professional knowledge and personal skills. The current curriculum enables over-all development of budding managers, to meet the expectations of the corporate world. The curriculum is taught by distinguished faculty combining academic excellence and real world experience with dedication and commitment.

During the course, the students are encouraged to get hands-on experience in the corporate world through internship projects with reputed organizations. This will help to amalgamate theoretical knowledge with practical experience. They also undertake projects in the local industries or dealing with local problems. These projects enable them to understand the relevance of working in a group and realize the finer aspects of teamwork such that they can establish themselves in the dynamic corporate world of the day.

Program Aims:

The program aims to enable graduated to understand the challenges of Business across all sectors in different functional areas of management. The program is amalgamation of academic rigor and practical exposures. There is a careful balance of teaching and learning, individual and group work, case study analysis and class based discussion, problem solving and decision making abilities, conceptual and analytical discussion, and above all regular seminars by external industry experts and academia.

Learning outcomes:

Students who complete the program successfully will be able to

- Graduates will understand effective leadership techniques,
- Develop decision making skills
- Demonstrate problem solving skills

- Use application of technology in Business
- Demonstrate a critical awareness of current issues in business
- Demonstrate business intelligence system
- Ethical Decision maker

Knowledge Objectives:

- Demonstrate marketing, finance and accounting knowledge through a case analysis, which shows the ability to integrate information from each subject area.
- Develop cross functional skills
- Create Holistic management approach
- Sensitivity towards cross cultural skills
- Develop peer based learning and working in a group,

Skills Objectives:

- Use of conceptual, analytical and quantitative skills for decision making
- Demonstrate ethical, social and environmental responsibilities in business environment,
- Demonstrate the ability to apply knowledge to real business situation
- Graduates will communicate competently in a business environment.

Programme Structure:

The Bachelor of Business Administration Programme is a 3 years, full-time programme. In each year there are two semesters. In the first two years the students are required to take up various diverse courses that enhance their understanding, skills and abilities in supervisory roles in any business enterprise. These courses are from the categories like: Foundation Courses, Core Courses, SEC – Skill Enhancement Courses, and AECC – Ability Enhancement Credit Courses. In the 3rd year i.e. 5th and 6th semesters the students may opt for two specializations in the order of their preference. For each of the specialization areas, they must study two courses in the 5th and the 6th semesters respectively. The students must undertake a summer training of at the end of 4th semester and a Dissertation Project/Live Project in the 6th semester. At the end of 2nd Year, the students are required to opt for two electives in the order of their preference. For each elective, they must study two courses in the Semesters V and VI. Allotment of electives shall be based on aptitude and merit of the student and availability of the seats. The students must also undertake Summer Internship Training/Project at the end of 2nd Year for a period of 6-8 weeks, during the months of May, June & July. During the internship the students are required to learn about the realities of work environment. They are required to submit a training report for evaluation/assessment. Successful completion of the internship shall facilitate the students to be rated for 2 credits. The students must undertake a Dissertation/ Live Project worth 4 credits during the Semester VI. Unlike internship, the dissertation project work must be conducted on a topic chosen from the elective area of specialization in which the student wants to build his/her career. The student is also required to submit a detailed report to the school/university and present the work to the faculty panel for evaluation/assessment.

ADAMAS UNIVERSITY, BARASAT, WEST BENGAL				
SCHOOL OF MANAGEMENT				
PROGRAMME - BBA HONOURS [3 YEARS DEGREE COURSE]				
SYLLABUS FOR THE SESSION FROM 2019				
SEMESTER	DURATION	Total Marks	No. of Credits	Examination Months
I	July - Dec.	650	26	December
II	Jan. - June	650	26	May
III	July - Dec.	650	26	December
IV	Jan. - June	650	26	May
V	July - Dec.	650	26	December
VI	Jan. - June	650	26	May
Personal & Professional Skills Development (PPSD); Participation in Co-curricular & Extracurricular activities through membership and active involvement in Gymkhana		Grades	--	--
TOTAL		3900	156	

SEMESTER-I						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
Foundation/AECC	HEN31113	Business English - I	2	0	0	2
Core	MBA31101	Business Environment	2	0	0	2
Core	MBA31103	Principles of Management	3	1	0	4
Foundation/GE	SMA31121	Business Mathematics	3	1	0	4
Foundation/GE	CEC31151	Micro Economics for Business	3	1	0	4
Core	CCO31105	Principles of Accounting - I	3	1	0	4
Core	LWJ31153	Business Law - I	3	1	0	4
SEC	ECS31207	Computer Skills	0	0	4	2
						26

SEMESTER-II						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
Foundation/AECC	HEN31112	Business English - II	2	0	0	2
Foundation	SCY31122	Environment Studies	2	0	0	2
Foundation/GE	SMA31122	Business Statistics	3	1	0	4
Foundation/GE	CEC31152	Macro Economics for Business	3	1	0	4
Core	CCO31126	Principles of Accounting - II	3	1	0	4
Core	MBA31104	Behavioural Science – I	3	1	0	4
Core	MBA31108	Business Systems	2	0	0	2
Core	LWJ31154	Business Law - II	3	1	0	4
						26

SEMESTER-III						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
Foundation/AECC	HEN32215	Communication Skills - I	0	0	4	2
Core	MBA32103	Marketing Management - I	3	1	0	4
Core	CCO32127	Financial Management	3	1	0	4
Core	MBA32105	Human Resource Management - I	3	1	0	4
Core	MBA32115	Management Information System	1	0	2	2
Core	MBA32117	Sustainability & CSR	2	0	0	2
Core	MBA32119	Production & Operations Management	3	1	0	4
Core	MBA32121	Behavioural Science – II	3	1	0	4
SEC	MBA32223	Employability and Practitioner Skills-I	PPSD			
						26

SEMESTER-IV						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
Foundation/AECC	HEN32214	Communication Skills - II	0	0	4	2
Core	MBA32118	Marketing Management - II	3	1	0	4
Core	CCO32128	Cost & Management Accounting	3	1	0	4
Core	MBA32104	Human Resource Management - II	3	1	0	4
Core	MBA32108	Enterprise Resource Planning	3	1	0	4
Core	MBA32110	Introduction to Research Methodology	2	0	0	2
Core	MBA32114	Entrepreneurship Development	3	1	0	4
SEC	MBA32216	Spreadsheet & its application in Business	0	0	4	2
SEC	MBA32220	Employability and Practitioner Skills-II	PPSD			
						26

At the end of 2nd Year, the students are required to opt for **two electives** in the order of their preference. For each elective, they must study two courses in the Semesters V and VI. Allotment of electives shall be based on aptitude and merit of the student and availability of the seats.

The students must also undertake **Summer Internship Training/Project at the end of 2nd Year for a period of 6-8 weeks, during the months of May, June & July**. During the internship the students are required to learn about the realities of work environment. They are required to submit a training report for evaluation/assessment. Successful completion of the internship shall facilitate the students to be **rated for 2 credits**.

The students must undertake a **Dissertation/ Live Project worth 4 credits during the Semester VI**. Unlike internship, the dissertation project work must be conducted on a topic chosen from the elective area of specialization in which the student wants to build his/her career. The student is also required to submit a detailed report to the school/university and present the work to the faculty panel for evaluation/assessment.

SEMESTER-V						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
Core	MBA33117	International Business	3	1	0	4
Core/SEC	MBA33127	Data Visualization	2	1	2	4
ELECTIVES						
Marketing Management (Any two)	MBA33119	Digital Marketing	3	1	0	4
	MBA33121	Services Marketing	3	1	0	4
	MBA33129	Consumer Behaviour	3	1	0	4
Financial Management (Any two)	CCO33131	Financial Services	3	1	0	4
	CCO33133	Investment Management	3	1	0	4
	CCO33135	Financial Institutions & Market	3	1	0	4
Human Resource Management (Any two)	MBA33109	Industrial Relations & Labour Laws	3	1	0	4
	MBA33111	Compensation & Rewards Management	3	1	0	4
	MBA33131	Performance Management System	3	1	0	4
SEC	MBA33625	Summer Internship Training/Project	0	0	4	2
						26

SEMESTER-VI						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
Core	MBA33106	Business Strategy & Policy	3	1	0	4
SEC	MBA33122	E-Commerce	2	0	0	2
ELECTIVES						
Marketing Management (Any two)	MBA33124	Advertising & Sales Management	3	1	0	4
	MBA33126	Retail Management	3	1	0	4
	MBA33128	International Marketing	3	1	0	4
Financial Management (Any two)	CCO33134	Taxation & Audit	3	1	0	4
	CCO33136	Banking & Insurance Management	3	1	0	4
	CCO33138	Corporate Finance	3	1	0	4
Human Resource Management (Any two)	MBA33108	Organization Change & Development	3	1	0	4
	MBA33120	Training & Development	3	1	0	4
	MBA33130	International Human Resource Management	3	1	0	4
SEC	MBA33718	Dissertation/ Live Project	0	0	8	4
						26

SEC- Skill Enhancement Courses **AECC-** Ability Enhancement Credit Courses