

SYLLABUS

BACHELOR OF BUSINESS
ADMINISTRATION
(BBA)

ADAMAS UNIVERSITY

SESSION- 2016-19

	ADAMAS UNIVERSITY					
	FACULTY OF COMMERCE AND MANAGEMENT					
	PROGRAMME STRUCTURE					
	PROGRAMME NAME- BBA (HONS)			PROGRAMME CODE:		
		SEMESTER-I				
Type of Course	Course Code	Title of the Course	L	T	P	Credit
Foundation	HEN31113	English & writing skills	3	1	0	4
Core	MBA31103	Principles of Management	3	1	0	4
Core	SMA31121	Mathematics for Business	3	1	0	4
Foundation	HEC31151	Micro Economics	3	1	0	4
Foundation	MBA31109	Principles of Financial Accounting-1	3	1	0	4
Foundation	ECS31107	Essentials of IT	2	0	0	2
Foundation	HPS31101	Principles of Psychology	3	1	0	4
Foundation	LWJ31153	Business Law 1	2	0	0	2

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	PROGRAMME NAME- BBA (HONS)			PROGRAMME CODE:		
		SEMESTER-II				
Type of Course	Course Code	Title of the Course	L	T	P	Credit
Core	MBA31102	Principles of Financial Accounting-2	3	1	0	4
Core	MBA31104	Organizational Behavior	3	1	0	4
Core	HEC31152	Indian Economic Development	3	1	0	4
Foundation	LWJ31154	Business law-2	3	1	0	4
Foundation	HEN31112	Effective Communication and presenting Skills	3	1	0	4
Core	MBA31112	Marketing Management	3	1	0	4
Core	SMA31122	Business statistics	3	1	0	4

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	PROGRAMME STRUCTURE					
	PROGRAMME NAME- BBA (HONS)			COURSE CODE:		
			SEMESTER-III			
Type of Course	Course Code	Title of the Course	L	T	P	Credit
Core	MBA32101	Advance Accounting	3	1	0	4
Core	MBA32103	Direct & Indirect Tax	3	1	0	4
Core	MBA32105	Human Resource Management	3	1	0	4
Core	MBA32107	Consumer Behavior	3	1	0	4
Core	MBA32109	Supply chain & logistic management	3	1	0	4
Foundation	MBA32111	Management of cooperatives & NGO	3	1	0	4
Foundation	HSO32111	Introduction to sociology	2	0	0	2
Foundation	ECS32113	Essentials of IT-2	2	0	0	2

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	PROGRAMME NAME- BBA (HONS)			PROGRAMME CODE:		
			SEMESTER-IV			
Type of Course	Course Code	Title of the Course	L	T	P	Credit
Core	MBA32102	Fundamentals of Management Accounting	3	1	0	4
Core	MBA32104	Financial Management	3	1	0	4
Core	MBA32106	Research methodology in Management	3	1	0	4
Core	LWJ32156	Business Law-3	3	1	0	4
Core	MBA32110	Advertising management	3	1	0	4
Foundation	HEN32108	Business Communication	3	1	0	4
Foundation	SCY 32110	Environmental studies	3	1	0	4

Internship II: 8 weeks.

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	PROGRAMME NAME- BBA (HONS)			PROGRAMME CODE:		
			SEMESTER-V			
Type of Course	Course Code	Title of the Course	L	T	P	Credit
Core	MBA33101	Operation Management	3	1	0	4
Core	MBA33103	Cost & management accounting	3	1	0	4
Core	MBA33105	Entrepreneurship development	3	1	0	4
Foundation	MBA 33107	Leadership ethics and values	3	1	0	4
Specialization	MBA33109	RURAL MARKETING	3	1	0	4
Specialization	MBA33111	Customer relationship management	3	1	0	4
Specialization	MBA33113	Brand Management	3	1	0	4
Specialization	MBA33115	CORPORATE FINANCE	3	1	0	4
Specialization	MBA33117	Auditing	3	1	0	4
Specialization	MBA33119	International corporate finance	3	1	0	4
Specialization	MBA33121	Training & development	3	1	0	4
Specialization	MBA33123	Human resource planning	3	1	0	4
Specialization	MBA33125	Change management	3	1	0	4
core	MBA33127	Family Business	3	1	0	4

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	PROGRAMME NAME- BBA (HONS)			PROGRAMME CODE:		
Type of course	Course code	SEMESTER-VI				
			L	T	P	Credit
Core	MBA33102	Management information system with EXCEL				
Core	MBA33104	Business strategy	3	1	0	4
Specialization	MBA33106	Digital marketing	3	1	0	4
Specialization	MBA33108	Services marketing	3	1	0	4
Specialization	MBA33110	International fiancé management	3	1	0	4
Specialization	MBA33112	Taxation	3	1	0	4
Specialization	MBA33114	Performance management	3	1	0	4
Specialization	MBA33116	Compensation management	3	1	0	4
	MBA33718	DISSERTATION	0	0	0	12

LIST OF ELECTIVES (Semester 5) (Any Three)

Consumer Behavior
Marketing Channel Management
Brand Management
Corporate Accounting
Indian Financial System
Web Technologies
Operating Systems Concept with LINUX
E-Commerce
Employee Relation
Organizations
Managing Family Business

LIST OF ELECTIVES (Semester 6) (Any Two)

Sales and Distribution Management
Services Marketing
Customer Relationship Management
Merchant Banking & Financial Services
Security Analysis & Portfolio Management
Software Engineering Concepts
RDBMS Concepts with Oracle
Data Mining
People Management Skill & Leadership in
Training & Development