Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur

An Autonomous Institute under UGC, Government of India
College with Potential for Excellence (CPE) Phase III
Reaccredited by NAAC with 'A+' Grade, RUSA 2.0

SCHOOL OF BUSINESS

BACHELOR IN BUSINESS ADMINISTRATION (BBA) – GENERAL

Programme Structure and Syllabus
To be implemented from the academic year 2024-25

PROGRAMME STRUCTURE

SEMESTER-WISE STRUCTURE AND CURRICULUM FOR B.B.A FIRST YEAR

Semester I									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)									
1	CC 101	Principles of Management	3	1	0	4	40	60	100
2	AEC 101	Business Communication-I	1	1	0	2	20	30	50
3	CC 102	Financial Accounting	3	1	0	4	40	60	100
4	CC 103	Organizational Behaviour	3	1	0	4	40	60	100
5	AEC 102	Spoken English (Practical)	1	1	0	2	20	30	50
6	MDE 101	Indian Knowledge System-Chh. Shivaji Maharaj "The Management Guru" (Internal Exam)	2	0	0	2	20	30	50
7	VAC 101	Introduction to Environmental Science and Sustainability	2	0	0	2	20	30	50
8	AEC 103	Reading Comprehension (Practical)	1	1	0	0*			
Total						**20**	**200**	**300**	**500**

Semester II									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 104	Principles of Marketing	3	1	0	4	40	60	100
2	CC 105	Principles of Economics	3	1	0	4	40	60	100
3	CC 106	Business Statistics and Mathematics	3	1	0	4	40	60	100
4	SEC 101	Information Technology	1	0	2	2	20	30	50
5	MDE 102	Media Literacy (Viva)	1	1	0	2	20	30	50
6	VAC 102	Universal Human Values	2	0	0	2	20	30	50
7	AEC 104	Business Communication-II	1	1	0	2	20	30	50
8	AEC 105	Personality Development (Practical)	1	1	0	0			
Total						**20**	**200**	**300**	**500**

SEMESTER-WISE STRUCTURE OF B.B.A. SECOND YEAR

Semester III									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 201	Management Accounting	3	1	0	4	40	60	100
2	CC 202	Business Laws	3	1	0	4	40	60	100
3	CC 203	Human Resource Management	3	1	0	4	40	60	100
4	CC 204	Entrepreneurship and Start-ups	1	1	0	2	20	30	50
5	SEC 201	Management Information System (MIS)	4	0	0	4	40	60	100
6	VAC 201	Introduction to Disaster Management	2	0	0	2	20	30	50
Total						**20**	**200**	**300**	**500**

Semester IV									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 205	Operations Management	3	1	0	4	40	60	100
2	CC 206	Financial Management	3	1	0	4	40	60	100
3	CC 207	Business Research Methods	3	1	0	4	40	60	100
4	MDE 201	Family Business Management	1	1	0	2	20	30	50
5	VAC 202	Business Environment (Seminar-Based)	2	0	0	2	20	30	50
6	SEC 202	Advanced Excel (Lab-Based)	2	0	4	4	40	60	100
Total						**20**	**200**	**300**	**500**

SEMESTER-WISE STRUCTURE OF B.B.A. THIRD YEAR

Semester V									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 301	Strategic Management	3	1	0	4	40	60	100
2	CC 302	Agri-Business Management	3	1	0	4	40	60	100
3	DSE 301	Discipline Specific Electives - I	3	1	0	4	40	60	100
4	DSE 302	Discipline Specific Electives - II	3	1	0	4	40	60	100
5	SEC 301	Internship/Capstone Project	-	-	-	4	40	60	100
6	DSE*303	Marketing for Hospitality and Tourism (Audit Course)	3	1	0	0			
Total						**20**	**200**	**300**	**500**

Semester VI									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 303	Project Management	3	1	0	4	40	60	100
2	CC 304	International Business	2	0	0	2	20	30	50
3	DSE 304	Discipline Specific Electives - III	3	1	0	4	40	60	100
4	DSE 305	Discipline Specific Electives - IV	3	1	0	4	40	60	100
5	SEC 302	Life Skills for Managers (Practical)	2	0	0	2	20	30	50
6	SEC 303	Conflict Management	3	1	0	4	40	60	100
7	DSE*306	Event Management (Audit Course)	3	1	0	0			
Total						**20**	**200**	**300**	**500**

SEMESTER-WISE STRUCTURE OF B.B.A. FOURTH YEAR

Semester VII (BBA (Honours))									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	OE 401	Introduction to AI for Business/ Online Course/ MOOC	3	1	0	4	40	60	100
2	CC 401	Business Ethics and Corporate Governance	4	0	0	4	40	60	100
3	DSE 401	Discipline Specific Electives - V	3	1	0	4	40	60	100
4	DSE 402	Discipline Specific Electives - VI	3	1	0	4	40	60	100
5	SEC 401	Dissertation work [evaluation in Eight Semester]	-	-	-	-			
6	SEC 402	Summer Internship -II	-	-	-	4	40	60	100
Total						**20**	**200**	**300**	**500**

L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University

Semester VIII (BBA(Honours))									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	DSE 403	Discipline Specific Electives - VII	3	1	0	4	40	60	100
2	DSE 404	Discipline Specific Electives - VIII	3	1	0	4	40	60	100
3	DSE 405	Discipline Specific Electives – IX	3	1	0	4	40	60	100
4	SEC 403	Dissertation work [Started in Seventh semester]	-	-	-	8	80	120	200
Total						**20**	**200**	**300**	**500**