

University of North Bengal Course structure for B.B.A. Honours Program under CBCS System (w.e.f 2018-19)

The course and its duration:

The college runs Bachelor of Business Administration (B.B.A.) Honours Program offered by the University of North Bengal. The course is divided into six semesters. The duration of each semester is 6(six) months and that of complete course is 3 (three) years.

Specialisation offered: (a) Finance, (b) Marketing and (c) Human Resource Management.

Outline the syllabus of B.B.A. Honours

Course No.	Odd Semester (Session July to December)	Course Type*	Marks	Credits		Course No.	Even Semester (Session January to June)	Course Type*	Marks	Credits
	SEMESTER – I Total Marks: 325, Total Credits: 20						SEMESTER – II Total Marks: 275, Total Credits: 20			
101	Environmental Studies	AECC- I	100	2		201	English/MIL Communication	AECC– II	50	2
102	Principles of Management and Organisation Behaviour	CC – I	75	6		202	Business Mathematics	CC -III	75	6
103	Business Regulatory Framework	CC – II	75	6		203	Financial Accounting for Managers	CC–IV	75	6
104	Managerial Economics	GE-I	75	6		204	Business Environment	GE- II	75	6
	SEMESTER – III Total Marks: 375, Total Credits: 26						SEMESTER – IV Total Marks: 375, Total Credits: 26			
301	Income Tax – Laws &Practice	CC – V	75	6		401	Human Resource Management	CC -VIII	75	6
302	Cost & Management Accounting	CC - VI	75	6		402	Marketing Management	CC –IX	75	6
303	Financial Management	CC –VII I	75	6		403	Production Management	CC – X	75	6
304	Quantitative Techniques for Managers	GE- III	75	6		404	GST and Customs Duty	GE –IV	75	6
305	Entrepreneurship Development	SEC - I	75	2		405	E-Commerce	SEC -II	75	2
	SEMESTER – V Total Marks: 300, Total Credits: 24						SEMESTER – VI Total Marks: 300, Total Credits: 24			
501	Business Statistics	CC – XI	75	6		601	Computer Applications in Business	CC - XIII	75	6
502	Strategic Management	CC -XII	75	6		602	Report on Project Work	CC -XIV	75	6
	<i>Two papers from a particular Group</i>						<i>Two papers from the Group opted in Sem V</i>			
5FA	Corporate Accounting	DSE – I & DSE - II	75+ 75	6+ 6	Group A: FINANCE Specialisation	6FA	Financial Statement Analysis	DSE – III & DSE - IV	75+ 75	6+ 6
5FB	Financial Markets and Institutions					6FB	Investment banking and Financial Services			
5FC	Microfinance and Financial Inclusion					6FC	Security Analysis and Portfolio Management			
5MA	Marketing of Services	DSE – I & DSE - II	75+ 75	6+ 6	Group B: MARKETING Specialisation	6MA	Advertising and Sales Promotion	DSE – III & DSE - IV	75+ 75	6+ 6
5MB	Consumer Behaviour					6MB	Distribution and Retail Management			
5MC	Product& Brand Management					6MC	International Marketing			
5HA	Labour Legislation	DSE – I & DSE - II	75+ 75	6+ 6	Group C: HRM Specialisation	6HA	Training and Development	DSE – III & DSE - IV	75+ 75	6+ 6
5HB	Human Resource Development					6HB	Discipline and Grievance Management			
5HC	Organisational Development					6HC	Labour Welfare and Compensation			

Notes:

- One credit is equivalent to one hour of teaching (Lecture or Tutorial) or two hours of practical work per week in a semester.
- Students need to choose the specialisation at **the beginning of the 5th Semester Admission** and **retain the same specialisation in the 6th Semester** too.
- Every Course/ Subjects includes 15 marks i.e. internal assessment (10 marks) and class attendance (5 marks) except EVS(20 marks) and Report on Project Work(25 marks).