

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

The course and its duration:

The college runs Bachelor of Business Administration (BBA) 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 BBA Honours

Course No.	Odd Semester (Session July to December)	Course Type*	Marks	Credits		Course No.	Even Semester (Session December 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	GC-I	75	6		204	Business Environment	GC- 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	GC- III	75	6		404	E Commerce	SEC -II	75	6
305	Entrepreneurship Development	SEC - I	75	2		405	GST and Customs Duty	GC –IV	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:	6FA	Financial Statement Analysis	DSE – III & DSE - IV	75+ 75	6+ 6
5FB	Financial Markets and Institutions				FINANCE	6FB	Investment banking and Financial Services			
5FC	Microfinance and Financial Inclusion				6FC	Security Analysis and Portfolio Management				
5MA	Marketing of Services	do	do	do	Group B:	6MA	Advertising and Sales Promotion	do	do	do
5MB	Consumer Behaviour				MARKETING	6MB	Distribution and Retail Management			
5MC	Product& Brand Management				6MC	International Marketing				
5HA	Labour Legislation	do	do	do	Group C:	6HA	Training and Development	do	do	do
5HB	Human Resource Development				HRM	6HB	Discipline and Grievance Management			
5HC	Organisational Development				6HC	Labour Welfare and Compensation				

Notes:

1. One credit is equivalent to one hour of teaching (Lecture or Tutorial) or two hours of practical work per week in a semester.
2. Students need to choose the specialisation at **the beginning of the 5th Semester** and **retain the same specialisation in the 6th semester** too.