

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 –VI 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:

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 Admission** and **retain the same specialisation in the 6th Semester** too.
3. 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).