

Maulana Abul Kalam Azad University of Technology, West Bengal
3 Years BBA CBCS Structure

SEM-1

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 101	Principles of Management	5	1		6
2.		BBA 102	Business Economics	5	1		6
3.	GE	BBA 103/GE3B-03	Basic Mathematics & Statistics	5	1		6
4.	AECC	BBA 104	Business Communication	2			2
Total Credit							20

SEM-2

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 201	Operations Management	5	1		6
2.		BBA 202	Organizational Behaviour	5	1		6
3.	GE	BBA 203	Values & Ethics	5	1		6
4.	AECC	BBA 204	Environment & Sustainable Development	2			2
Total Credit							20

SEM-3

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 301	Business Research Methods	4		2	6
2.		BBA 302	Financial Accounting	5	1		6
3.		BBA 303	Marketing Management	5	1		6
4.	GE	BBA 304	Management Information Systems	4		2	6
5.	SEC	BBA 305	Personality Development			2	2
Total Credit							26

SEM-4

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 401	Human Resource Management	5	1		6
2.		BBA 402	Sales & Distribution Management	5	1		6
3.		BBA 403	Customer Relationship Management	5	1		6
4.	GE	BBA 404	Business Laws	5	1		6
5.	SEC	BBA 405	Computer Applications			2	2
Total Credit							26

SEM-5

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 501	Financial Management-I	5	1		6
2.		BBA 502	Entrepreneurship Development	4		2	6
3.	DSE	BBA 503	E-Commerce & M-Commerce	4		2	6
4.		BBA 504	Integrated Marketing Communication	5	1		6
Total Credit							24

SEM-6

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA 601	Financial Management-II	5	1		6
2.		BBA 602	Industrial Relations	4		2	6
3.	DSE	BBA 603	Capstone Project		1	5	6
4.		BBA 604	Internship		1	5	6
Total Credit							24