

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)- Marketing

Course Curriculum

Semester I

s.No	Course	Code	Title	Contact hours	Credits
1.	Common	BBAIA01	Transactions : Essential English Language Skills	4	3
2.	Common	BBAIA02	Ways with words: Literatures in English	5	3
3.	Common	BBAIA07	HIN1A07(2) Prose Forms in Hindi Literature / Mal 1A07(2) Malayala SahithyaPadanam 1/ Fre IA 07(2) Communication Skills in French/ Ger1A07(2) Introductory German for Business People- Level 1	5	4
4.	Core	BBAIB01	Management Theory and Practices	6	4
5.	Compl.	BBAIC01	Managerial Economics	5	4
			Ability Enhancement Course		4

Semester II

	Course	Code	Title	Contact hours	Credits
1.	Common	BBA2A03	Writing for Academic and Professional Success	4	4
2.	Common	BBA2A04	Readings on Contemporary Culture	5	4
3.	Common	BBA2A 08	HIN 2A08(2) Poetry correspondence and Translation / Mal2 A08 (2) Malayala Sahithya Padanam 2/ Fre 2A 08(2) Translation and Communication in French/ Ger2A08(2) Introductory German for Business People- Level 2	5	4
4.	Core	BBA2B02	Financial Accounting	6	4
5.	Core	BBA2B03	Marketing Management	5	4
			Ability Enhancement Course		4

Semester III

	Course		Title	Contact hours	Credits
1.	Common	BBA3A11	Basic Numerical Methods	5	4
2.	Common	BBA3A12	Professional Business Skills	4	4
3.	Core	BBA3B04	Corporate Accounting	6	4
4.	Core	BBA3B05	Financial Management	5	4
5.	Compl.	BBA3CO2	Business Regulations	5	4
			Ability Enhancement Course		4

Semester IV

	Course		Title	Contact hours	Credits
1.	Common	BBA4A13	Entrepreneurship Development	5	4
2.	Common	BBA4A14	Banking & Insurance	4	4
3.	Core	BBA4B06	Cost and Management Accounting	6	4
4.	Compl.	BBA4C03	Corporate Regulations	5	4
5.	Compl.	BBA4CO4	Quantitative Techniques for Business	5	4
			Ability Enhancement Course		4

Semester V

	Course		Title	Contact hours	Credits
1.	Core	BBA5B07	Human Resource Management	4	4
2.	Core	BBA5B08	Business Research methods	4	3
3.	Core	BBA5B09	Operations Management	4	4
4.	Core	BBA5B10	Consumer Behaviour	5	4
5.	Core	BBA5B11	Product and Brand Management	5	4
6.	Open.	ENG5D01	English for Competitive Examinations	3	3

Semester VI

s.No	Course	Code	Title	Contact hours	Credits
1.	Core	BBA6B12	Organizational Behaviour	5	4
2.	Core	BBA6B13	Management Science	5	4
3.	Core	BBA6 B14	Project Management	3	2
4.	Core	BBA6B15	Advertising and Sales Promotion	5	4
5.	Core	BBA6B16	Supply Chain and Logistics Management	5	4
6.	Core	BBA6B17 (PR)	Three Weeks Project and Viva Voce	2	2