

**HIMGIRI ZEE UNIVERSITY,  
DEHRADUN**



**BBA Course Structure**

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<b>BBA – I Semester</b>								
<b>Subject Code</b>	<b>SUBJECTS</b>	<b>Numbers of Hours/Week</b>			<b>Marks</b>			<b>Credits</b>
		<b>L</b>	<b>T</b>	<b>P</b>	<b>E</b>	<b>I</b>	<b>T</b>	
BBA - 101	Principles and Practice of Management	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 102	Business Communication	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA - 103	Financial Accounting	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 104	Business Economics	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 105	Computer Applications in Business	3	-	-	70	30	<b>100</b>	<b>3</b>
<b>Total</b>								<b>15</b>
<b>BBA – II Semester</b>								
BBA – 201	Marketing Management	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 202	Human Resource Management	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 203	Business Environment	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 204	Production Management	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 205	Business Finance	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 206	Environmental Studies	<b>2</b>	-	-	<b>Qualifying</b>			
<b>Total</b>								<b>15</b>

<b>BBA – III Semester</b>								
<b>Subject Code</b>	<b>SUBJECTS</b>	<b>Numbers of Hours/Week</b>			<b>Marks</b>			<b>Credits</b>
		<b>L</b>	<b>T</b>	<b>P</b>	<b>E</b>	<b>I</b>	<b>T</b>	
BBA - 301	International Business	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 302	Organizational Behaviour	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA - 303	Business Laws	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 304	Consumer Behaviour	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 305	Quantitative Analysis	3	-	-	70	30	<b>100</b>	<b>3</b>
<b>Total</b>								<b>15</b>
<b>BBA – IV Semester</b>								
BBA – 401	Company Law	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 402	Research Methodology	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 403	Logistics & Supply Chain Management	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 404	Marketing of Services	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 405	Fundamentals of Retailing	3	-	-	70	30	<b>100</b>	<b>3</b>
<b>Total</b>								<b>15</b>

**Opt any two Papers from any one of the following Specialization Groups**

<b>BBA – V Semester</b>								
<b>Subject Code</b>	<b>SUBJECTS</b>	<b>Numbers of Hours/Week</b>			<b>Marks</b>			<b>Credits</b>
		<b>L</b>	<b>T</b>	<b>P</b>	<b>E</b>	<b>I</b>	<b>T</b>	
BBA - 301	Business Policy & Strategy	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 302	Entrepreneurship and Small Business	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 303 (M1)	Marketing Communication and Advertising	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 304 (M2)	Sales and Distribution Management	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 303 (F1)	Working Capital Management	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 304 (F2)	Financial Institutions and Markets	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 303 (H1)	Industrial Relations	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 304 (H2)	Wage & Salary Administration	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 305	Project and Project Presentation	3	-	-	70	30	<b>100</b>	<b>3</b>
<b>Total</b>								<b>15</b>
<b>BBA – IV Semester</b>								
BBA – 401	Project Management	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 402	Business Ethics	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 403 (M1)	Customers Relations Management	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 404 (M2)	Rural Marketing	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 403 (F1)	Banking and Insurance	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 404 (F2)	Management of Financial Services	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 403 (H1)	Human Resource Planning and Development	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 404 (H2)	Social Security & Labour Welfare	3	-	-	70	30	<b>100</b>	<b>3</b>
BBA – 405	Viva Voce	-	-	-	-	-	<b>100</b>	<b>3</b>
<b>Total</b>								<b>15</b>