

CENTRE FOR DISTANCE & ONLINE EDUCATION

**EVALUATION SCHEME
SYLLABUS
(REVISED)**

**BACHELOR OF BUSINESS ADMINISTRATION
(BBA)**

EFFECTIVE FROM: 2025-26



**Centre for Distance & Online Education
Swami Vivekanand Subharti University
Meerut (U.P.)**

**CENTRE FOR DISTANCE & ONLINE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT (U.P.)**

**Evaluation Scheme
Bachelor of Business Administration (BBA)**

| 1ST YEAR SEMESTER-I BACHELOR OF BUSINESS ADMINISTRATION (BBA) | | | | | | | | |
|-----------------------------------------------------------------------------------------|-----------------|----------------------------|-------------------------------|----------------------------------|-----------|-----------------------------|---------------------|-------------|
| S.N. | Course Code | Course Name | Course Type | Theory/ Practical /Project | Credit | Continuous Assessment Marks | Term End Exam Marks | Grand Total |
| | | | | | | AW | | |
| 1 | BBA-101A | Business Economics | (Any One) MJC-1 (Major) | Theory | 6 | 30 | 70 | 100 |
| | BBA-101B | Basic Accounting | | | | | | |
| 2 | BBA-102A | Business Statistics | (Any One) MIC-1 (Minor) | Theory | 4 | 30 | 70 | 100 |
| | BBA-102B | Principles of Management | | | | | | |
| 3 | BBA-103 | Green Marketing Management | MIC-2 (Minor) | Theory | 4 | 30 | 70 | 100 |
| 4 | BBA-104 | Computer Applications | MDC-1 | Theory | 4 | 30 | 70 | 100 |
| 5 | AEC-1 | English Communication | AEC-1 | Theory | 2 | 30 | 70 | 100 |
| 6 | Z010101T | First Aid and Basic Health | SEC-1 | Theory | 3 | 30 | 70 | 100 |
| 7 | VAC-RB | Rashtra Bodh | Qualifying | Theory | 0 | 15 | 35 | 50 |
| TOTAL | | | | | 23 | 180 | 420 | 600 |

CENTRE FOR DISTANCE & ONLINE EDUCATION
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MEERUT (U.P.)

| 1ST YEAR | | | | | | | | |
|--------------------------------------------------|-----------------|--------------------------------|-------------------------------|----------------------------------|-----------|-----------------------------|---------------------|-------------|
| SEMESTER-II | | | | | | | | |
| BACHELOR OF BUSINESS ADMINISTRATION (BBA) | | | | | | | | |
| EXIT OPTION WITH U.G. CERTIFICATE | | | | | | | | |
| S.N. | Course Code | Course Name | Course Type | Theory/ Practical/ Project | Credit | Continuous Assessment Marks | Term End Exam Marks | Grand Total |
| | | | | | | AW | | |
| 1 | BBA-201A | Organisational Behavior | (Any One) MJC-2 (Major) | Theory | 5 | 30 | 70 | 100 |
| | BBA-201B | Business Finance | | | | | | |
| 2 | BBA-202A | Human Resource Development | (Any One) MIC-3 (Minor) | Theory | 4 | 30 | 70 | 100 |
| | BBA-202B | Marketing Theory and Practices | | | | | | |
| 3 | BBA-203 | Talent Management | MIC-4 (Minor) | Theory | 4 | 30 | 70 | 100 |
| 4 | BBA-204 | Advertising Management | MDC-2 | Theory | 4 | 30 | 70 | 100 |
| 5 | AEC-2 | Environmental Science | AEC-2 | Theory | 2 | 30 | 70 | 100 |
| 6 | Z020201 | Food, Nutrition and Hygiene | SEC-2 | Theory | 3 | 30 | 70 | 100 |
| 7 | VAC-IKS | Indian Knowledge System | VAC | Theory | 2 | 15 | 35 | 50 |
| TOTAL | | | | | 24 | 195 | 455 | 650 |

CENTRE FOR DISTANCE & ONLINE EDUCATION
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MEERUT (U.P.)

| 2 ND YEAR | | | | | | | | |
|-------------------------------------------|-----------------|----------------------------------------|-------------------------------|----------------------------------|-----------|-----------------------------|---------------------|-------------|
| SEMESTER-III | | | | | | | | |
| BACHELOR OF BUSINESS ADMINISTRATION (BBA) | | | | | | | | |
| S.N. | Course Code | Course Name | Course Type | Theory/ Practical/ Project | Credit | Continuous Assessment Marks | Term End Exam Marks | Grand Total |
| | | | | | | AW | | |
| 1 | BBA-301A | Management & Cost Accounting | (Any One) MJC-3 (Major) | Theory | 5 | 30 | 70 | 100 |
| | BBA-301B | Business Environment | | | | | | |
| 2 | BBA-302A | Production Management | (Any One) MJC-4 (Major) | Theory | 4 | 30 | 70 | 100 |
| | BBA-302B | Fundamentals of Business Analytics | | | | | | |
| 3 | BBA-303A | Business Communication | (Any One) MIC-5 (Minor) | Theory | 4 | 30 | 70 | 100 |
| | BBA-303B | Tourism and Travel Management | | | | | | |
| 4 | BBA-304 | Business Law | MDC-3 | Theory | 4 | 30 | 70 | 100 |
| 5 | AEC-3 | Disaster Risk Management | AEC-3 | Theory | 2 | 30 | 70 | 100 |
| 6 | Z030301 | Human Values and Environmental Studies | SEC-3 | Theory | 3 | 30 | 70 | 100 |
| TOTAL | | | | | 22 | 180 | 420 | 600 |

CENTRE FOR DISTANCE & ONLINE EDUCATION
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| 2ND YEAR | | | | | | | | |
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| SEMESTER-IV | | | | | | | | |
| BACHELOR OF BUSINESS ADMINISTRATION (BBA) | | | | | | | | |
| EXIT OPTION WITH U.G. DIPLOMA | | | | | | | | |
| S.N. | Course Code | Course Name | Course Type | Theory/ Practical/ Project/ Viva | Credit | Continuous Assessment Marks | Term End Exam Marks | Grand Total |
| | | | | | | AW | | |
| 1 | BBA-401A | Supply Chain Management | (Any One) MJC-5 | Theory | 5 | 30 | 70 | 100 |
| | BBA-401B | Research Methodology | | | | | | |
| 2 | BBA-402A | Specialised Accounting | (Any One) MJC-6 | Theory | 5 | 30 | 70 | 100 |
| | BBA-402B | Consumer Behaviour | | | | | | |
| 3 | BBA-403A | Investment Analysis & Portfolio Management | (Any One) MJC-7 | Theory | 5 | 30 | 70 | 100 |
| | BBA-403B | Banking and Insurance | | | | | | |
| 4 | BBA-404A | Business Policy | (Any One) MJC-8 | Theory | 5 | 30 | 70 | 100 |
| | BBA-404B | Global HRM | | | | | | |
| 5 | BBA-405A | Computer Application Analysis with Excel & SPSS | (Any One) MIC-6 | Theory | 3 | 30 | 70 | 100 |
| | BBA-405B | Business Ethics and Governance | | | | | | |
| 6 | BBA-406 | Communication Skills & Personality Development | CC | Theory | 2 | 30 | 70 | 100 |
| TOTAL | | | | | 25 | 180 | 420 | 600 |

CENTRE FOR DISTANCE & ONLINE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT (U.P.)

| 3RD YEAR | | | | | | | | |
|--------------------------------------------------|-----------------|------------------------------------------------|-------------------|----------------------------------|-----------|-----------------------------|---------------------|-------------|
| SEMESTER-V | | | | | | | | |
| BACHELOR OF BUSINESS ADMINISTRATION (BBA) | | | | | | | | |
| S.N. | Course Code | Course Name | Course Type | Theory/ Practical/ Project | Credit | Continuous Assessment Marks | Term End Exam Marks | Grand Total |
| | | | | | | AW | | |
| 1 | BBA-501A | Income Tax | (Any One) | Theory | 5 | 30 | 70 | 100 |
| | BBA-501B | Marketing Communication | MJC-9 (Major) | | | | | |
| 2 | BBA-502A | Entrepreneurship and small business management | (Any One) | Theory | 5 | 30 | 70 | 100 |
| | BBA-502B | Sales management | MJC-10 (Major) | | | | | |
| 3 | BBA-503A | Digital Marketing | (Any One) | Theory | 5 | 30 | 70 | 100 |
| | BBA-503B | E- Commerce | MJC-11 (Major) | | | | | |
| 4 | BBA-504A | Industrial Relations & Labour Laws | (Any One) | Theory | 5 | 30 | 70 | 100 |
| | BBA-504B | Company Accounts | MJC-12 (Major) | | | | | |
| 5 | BBA-505A | Personal Selling and Salesmanship | (Any One) | Theory | 3 | 30 | 70 | 100 |
| | BBA-505B | Business Mathematics | MIC-7 (Minor) | | | | | |
| 6 | BBA-507 | Principles and Practices of Insurance | CC | Theory | 4 | 30 | 70 | 100 |
| TOTAL | | | | | 27 | 180 | 420 | 600 |

**CENTRE FOR DISTANCE & ONLINE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT (U.P.)**

| 3RD YEAR | | | | | | | | |
|--------------------------------------------------|-----------------|----------------------------------------------|-------------------|--------------------------------------|-----------|-----------------------------|---------------------|-------------|
| SEMESTER-VI | | | | | | | | |
| BACHELOR OF BUSINESS ADMINISTRATION (BBA) | | | | | | | | |
| EXIT OPTION WITH U.G. DEGREE | | | | | | | | |
| S.N. | Course Code | Course Name | Course Type | Theory/ Practical / Project | Credit | Continuous Assessment Marks | Term End Exam Marks | Grand Total |
| | | | | | | AW | | |
| 1 | BBA-601A | Project Management | MJC-13 (Major) | Theory | 5 | 30 | 70 | 100 |
| | BBA-601B | Goods & Service Tax | | | | | | |
| 2 | BBA-602A | Auditing | MJC-14 (Major) | Theory | 5 | 30 | 70 | 100 |
| | BBA-602B | International Trade | | | | | | |
| 3 | BBA-603A | Strategic Management | MJC-15 (Major) | Theory | 5 | 30 | 70 | 100 |
| | BBA-603B | Training and Development | | | | | | |
| 4 | BBA-604A | Soft Skills & Personality Development | MJC-16 (Major) | Theory | 5 | 30 | 70 | 100 |
| | BBA-604B | Negotiation & Counseling | | | | | | |
| 5 | BBA-605A | Corporate Financial Restructuring | MIC-8 (Minor) | Theory | 3 | 30 | 70 | 100 |
| | BBA-605B | Social Responsibility & Community Engagement | | | | | | |
| 6 | BBA-606A | Corporate Accounting | MIC-9 | Theory | 3 | 30 | 70 | 100 |
| | BBA-606B | Monetary Theory and Banking in India | | | | | | |
| TOTAL | | | | | 26 | 180 | 420 | 600 |

**CENTRE FOR DISTANCE & ONLINE EDUCATION
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Total of All Semester Credits: 147

ABBREVIATIONS:

**AW : Assignment Work
MJC : Major Course
MIC : Minor Course
MDC : Multidisciplinary Course
AEC : Ability Enhancement Course
SEC : Skill Enhancement Course
CC : Core Compulsory
VAC : Value Added Course**