



**TRIBHUVAN COLLEGE
OF
ENVIRONMENT & DEVELOPMENT SCIENCES
NALANDA UNIVERSITY CENTRE, NEEMRANA**



Program Structure

B.B.A. (Hons.)

Academic Year: 2024-25 Onwards

Department of Management Studies

Tribhuvan College of Environment and Development Sciences

Nalanda University Centre

Neemrana, Rajasthan – 301705



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**Program Structure
B.B.A. (Hons.)
2024-25 Onwards**

Sr. No.	Heading	Particulars
1	Title of the course	Bachelor of Business Administration
2	Eligibility for admission	12 th or Equivalent
3	Passing percentage	40%
4	Semesters	I to VIII
5	Level	UG
6	Pattern	04 years & 08 semesters CBGS
7	To be implemented from	From Academic year 2024-25 in a progressive manner



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Bachelor of Business Administration (Hons.) Programme
(To be implemented from Academic Year- 2024-25)

SEMESTER I			
Course Code	Course Title	Type/Stream	Credit(L+T+P)
MGT101	Management Principles & Practices	Major	3(2+1+0)
MGT102	Business Statistics I	Major	3(2+1+0)
MGT103	Business Mathematics	Major	4(3+1+0)
MDC103	Introduction to Data Science	Multidisciplinary	3(2+0+1)
SEC101	Fundamentals of Computer Science	Skill Enhancement	3(2+0+1)
AEC101	English and Communication Skills I	Ability Enhancement	2(2+0+0)
VAC101	Constitutional Values, Rights and Duties	Value added	2(2+0+0)
Semester Credits			20



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SEMESTER II			
Course Code	Course Title	Type/Stream	Credit(L+T+P)
MGT201	Micro Economics	Major	4 (3+1+0)
MGT202	Marketing Management	Major	4 (3+1+0)
MGT203	Financial Accounting	Major	3 (2+1+0)
BDA201	Business and Data Analytics (Refer Annex. 1)	Minor (opt any one)	4 (3+1+0)
DMK201	Digital Marketing (Refer Annex. 2)		
MDC202	Communication in Environment Science & Sustainability	Multidisciplinary	3 (2+1+0)
SEC201	Python Programming	Skill Enhancement	3 (2+0+1)
AEC201	English and Communication Skills -II	Ability Enhancement	2 (2+0+0)
VAC201	Introduction to Indian Knowledge Systems	Value Added	2 (2+0+0)
Semester Credits			25
UG Certificate Credits			45



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SEMESTER III			
Course Code	Course Title	Type/Stream	Credit(L+T+P)
MGT301	Macro Economics	Major	3(2+1+0)
MGT302	Quantitative Techniques in Management	Major	4(3+1+0)
MGT303	Managerial Accounting	Major	4(3+1+0)
BDA301	Business and Data Analytics (Refer Annex. 1)	Minor (opt any one)	4 (3+1+0)
DMK301	Marketing (Refer Annex. 2)		
MDC301	Innovation and Entrepreneurship	Multidisciplinary	3(2+1+0)
SEC301	Artificial Intelligence And Machine learning	Skill Enhancement	3(2+0+1)
AEC301	Academic writing & communication	Ability Enhancement	2(2+0+0)
VAC301	Health and Wellness	Value Added	2(2+0+0)
Semester Credits			25

SEMESTER IV			
Course Code	Course Title	Type/Stream	Credit(L+T+P)
MGT401	Business Statistics II	Major	4(2+1+0)
MGT402	Human Resource Management	Major	4(3+1+0)
MGT403	Organizing Behaviour	Major	4(3+1+0)
BDA401	Business and Data Analytics (Refer Annex. 1)	Minor (opt any one)	4 (3+1+0)
DMK401	Marketing (Refer Annex. 2)		
MDC401	Design Thinking & Innovation	Multidisciplinary	3(2+1+0)
AEC401	Bases of Intellectual Property Rights	Ability Enhancement	2(2+0+0)
VAC401	Ethics & Values	Value Added	2(1+1+0)
SIS401	Summer Internship (Social Service)	Major	3(0+0+3)
Semester Credits			26
UG Diploma Credits			96



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SEMESTER V			
Course Code	Course Title	Type/Stream	Credit(L+T+P)
MGT501	Financial Management	Major	4(3+1+0)
MGT502	Operations Management	Major	3(3+1+0)
MGT503	Management Information System	Major	4(2+1+1)
MGT504	Project Management	Major	3(2+0+1)
BDA501	Business and Data Analytics (Refer Annex. 1)	Minor - I (opt any one)	4 (3+1+0)
DMK501	Digital Marketing (Refer Annex. 2)		
BDA502	Business and Data Analytics (Refer Annex. 1)	Minor - II (opt any one)	4 (3+1+0)
DMK502	Digital Marketing (Refer Annex. 2)		
Semester Credits			22

SEMESTER VI			
Course Code	Course Title	Type/Stream	Credit(L+T+P)
MGT601	Strategic Management	Major	4(3+1+0)
MGT602	Consumer Behavior	Major	4(3+1+0)
MGT603	Research Methodology	Major	3(2+1+0)
BDA601	Business and Data Analytics (Refer Annex. 1)	Minor - I (opt any one)	4 (3+1+0)
DMK601	Digital Marketing (Refer Annex. 2)		
BDA602	Business and Data Analytics (Refer Annex. 1)	Minor - II (opt any one)	4 (3+1+0)
DMK602	Digital Marketing (Refer Annex. 2)		
SIS601	Summer Internship (Corporate Sector)	Major	4(0+0+4)
Semester Credits			23
UG Degree Credits			141



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SEMESTER VII

Course Code	Course Title	Type/Stream	Credit(L+T+P)
MGT701	Block chain & Digital Technologies for Business	Major	3(2+1+0)
MGT702	Corporate Taxation	Major	3(2+1+0)
MGT703	Business law & ethics	Major	4(3+1+0)
MGT704	International Business	Major	4(3+1+0)
MGT705	Sales management	Major	3(3+0+0)
BDA701	Business and Data Analytics (Refer Annex. 1)	Minor (opt any one)	4 (3+1+0)
DMK701	Digital Marketing (Refer Annex. 2)		
Semester Credits			21

SEMESTER VIII

Course Code	Course Title	Type/Stream	Credit(L+T+P)
DS801	Dissertation / Internship	Major	20 (0+0+20)
Semester Credits			20
UG Hons Degree Credits			182

Major Stream Credits	86
Minor Stream Credits	32
Multidisciplinary Course Credits	12
Skill Enhancement Course Credits	9
Ability Enhancement Course Credits	8
Value Added Course Credits	08
Internship/Dissertation	27
Total B. B. A. (Hon) Credits	182