



ARKA JAIN University
Jharkhand (Jamshedpur)

Recognized by **UGC**
Approved by **AICTE**

Scheme of Study of the Program

Bachelor of Business Administration (BBA)

Semester I,II,III,IV,V & VI

(w.e.f batch 2017)

SEMESTER-I

S.No	Name of the Subject	Credits	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA**	Attendance
1	Principles of Management*	4	5	100	70	20	5	5
2	Business Accounting - I*	4	5	100	70	20	5	5
3	Micro Economics I*	4	5	100	70	20	5	5
4	Business Communication – I»	4	5	100	70	20	5	5
5	English∞	2	2	50	35	10	2.5	2.5
6	Business Awareness – I ▲	2	2	50	35	10	2.5	2.5
	Total	20	24	500	350	100	25	25

SEMESTER-II

S.No	Name of the Subject	Credits	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA**	Attendance
1	Organizational Behavior*	4	5	100	70	20	5	5
2	Business Accounting -II*	4	5	100	70	20	5	5
3	Macro Economics I*	4	5	100	70	20	5	5
4	Hindi∞	2	3	50	35	10	2.5	2.5
5	Business Communication II»	4	4	100	70	20	5	5
6	Business Awareness II ▲	2	3	50	35	10	2.5	2.5
	Total	20	24	500	350	100	25	25

SEMESTER-III

S.No	Name of the Subject	Credits	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA**	Attendance
1	Marketing Management*	5	5	100	70	20	5	5
2	Managerial Accounting*	5	5	100	70	20	5	5
3	Business Mathematics and Statistics ▲	5	5	100	70	20	5	5
4	Human Resource Management*	5	5	100	70	20	5	5
5	Information Technology for Managers ▲	3	3	50	35	10	2.5	2.5
6	Business Awareness – III ▲	2	2	50	35	10	2.5	2.5
	Total	25	25	500	350	100	25	25

SEMESTER-IV

S.No	Name of the Subject	Credits	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA**	Attendance
1	Strategic Management*	5	5	100	70	20	5	5
2	Quantitative Techniques*	5	5	100	70	20	5	5
3	Research Methodology*	5	5	100	70	20	5	5
4	Business Law Đ	5	5	100	70	20	5	5
5	Taxation Đ	3	3	100	70	20	5	5
6	Business Awareness – IV ▲	2	2	50	35	10	2.5	2.5
	Total	25	25	550	385	110	27.5	27.5

SEMESTER V

S.No	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA **	Attendance
1A	Security Analysis (Elective – I, Finance) *	5	5	100	70	20	5	5
2A	International Finance (Elective – II, Finance) *	5	5	100	70	20	5	5
1B	Consumer Behavior (Elective – I, Marketing) *	5	5	100	70	20	5	5
2B	Advertising and Sales Promotion (Elective – II, Marketing) *	5	5	100	70	20	5	5
1C	Recruitment and Selection (Elective – I, HRM) *	5	5	100	70	20	5	5
2C	Industrial Relations and Labour Laws (Elective – II, HRM) *	5	5	100	70	20	5	5
3	*Production and Operations Management*	5	5	100	70	20	5	5
4	Entrepreneurship Development I D	5	5	100	70	20	5	5
5	Summer Internship*	5		100	100			
6	International Economics ▲	3	4	100	70	20	5	5
7	Management Information System»	2	2	50	35	10	2.5	2.5
	Total	30	26	650	485	110	27.5	27.5

SEMESTER VI

S.No	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA **	Attendance
1A	Banking Concepts and Practices *	5	5	100	70	20	5	5
2A	Company Accounts and Audit*	5	5	100	70	20	5	5
1A	Sales and Distribution Management *	5	5	100	70	20	5	5
2 A	Brand Management*	5	5	100	70	20	5	5
1 A	Training and Development *	5	5	100	70	20	5	5

2 A	Performance Management and Appraisal System*	5	5	100	70	20	5	5
7	Business Ethics Đ	5	5	100	70	20	5	5
8	Environmental Science I ∞	5	5	100	70	20	5	5
9	Retail Management ▲	4	5	100	70	20	5	5
10	Dissertation Đ	6	5	100	70	30		
	Total	30	30	600	420	130	25	25

*Core Subjects ▲ Generic Subjects ∞ Ability Enhancement Subjects

» Skill Enhancement Subject | **Đ** Discipline Elective Subject

****CIA** - Continuous internal Assessment - Based on Class Participation / Assignment

Note :Approved by BOS on dated 12.08.2017 & Approved by Academic council on dated 17.08.2017.