



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 2019)

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	4	100	70	20	5	5
2	* Business Accounting - I	4	5	100	70	20	5	5
3	*Managerial Economics	4	4	100	70	20	5	5
4	» Case Study Analysis	3	3	100	70	20	5	5
5	∞ English	2	2	50	35	10	2.5	2.5
6	▲ Behavioral Science	3	3	100	70	20	5	5
	Total	20	21	550	385	110	27.5	27.5

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	*Financial Management	4	5	100	70	20	5	5
2	*Business Accounting -II	4	5	100	70	20	5	5
3	*Macro Economics	4	5	100	70	20	5	5
4	∞Hindi	2	3	50	35	10	2.5	2.5
5	» Organizational Behaviour	4	4	100	70	20	5	5

6	▲ E - Commerce	2	3	50	35	10	2.5	2.5
	Total	20	25	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 – I	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	5	5	100	70	20	5	5
5	∅ Taxation	3	3	100	70	20	5	5
6	▲ Business Awareness – II	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	Credits	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA**	Attendance
1A	*Principles of Investment Management (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 Behaviour (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	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

SEMESTER-VI

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
1A	* Banking Concepts and Practices	5	5	100	70	20	5	5
2A	*Company Accounts and Audit	5	5	100	70	20	5	5
1B	* Sales and Distribution Management	5	5	100	70	20	5	5
2B	* Brand Management	5	5	100	70	20	5	5
1C	* Training and Development	5	5	100	70	20	5	5
2C	* Performance Management and Appraisal System	5	5	100	70	20	5	5
7	∅ Business Ethics	5	5	100	70	20	5	5
8	∞Environmental Science	5	5	100	70	20	5	5

9	▲ Retail Management	4	5	100	70	20	5	5
9	Đ Dissertation	6	5	100	70	30		
	Total	35	35	700	490	150	30	30

*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 16.09.2019 & Approved by Academic council on dated 19.07.2019.