

ARKA JAIN UNIVERSITY

School of
Commerce and Management

Department of
Bachelors Business Administration

FACULTY - BBA

Scheme of Study
(w.e.f Batch 2020-21)



ARKA JAIN
University
Jharkhand (Jamshedpur)

SEMESTER - I

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA *	Attendance
1	Management Principles & Applications	Core	4	4	100	70	20	5	5
2	Business Accounting 1	Core	4	4	100	70	20	5	5
3	Managerial Economics	Core	4	4	100	70	20	5	5
4	Case Study Analysis	SES	4	4	100	70	20	5	5
5	Business Communication	AECC	4	4	100	70	20	5	5
6	Behavioral Science	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER - II

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA *	Attendance
1	Financial Management	Core	4	4	100	70	20	5	5
2	Business Accounting - 2	Core	4	4	100	70	20	5	5
3	Macro Economics	Core	4	4	100	70	20	5	5
4	Organizational Behavior	SES	4	4	100	70	20	5	5
5	Environmental Science	AECC	4	4	100	70	20	5	5
6	Business Awareness	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER - III

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA *	Attendance
1	Marketing Management	Core	5	5	100	70	20	5	5
2	Managerial Accounting	Core	5	5	100	70	20	5	5
3	Statistics in Business Decisions	Generic	5	5	100	70	20	5	5
4	Human Resource Management	Core	5	5	100	70	20	5	5
5	Information Technology for Managers	Generic	4	4	100	70	20	5	5
	Total		24	24	500	350	100	25	25

SEMESTER - IV

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA *	Attendance
1	Strategic Management	Core	5	5	100	70	20	5	5
2	Retail Management	Core	5	5	100	70	20	5	5
3	Research Methodology	Core	5	5	100	70	20	5	5
4	Business Law	DSE	4	4	100	70	20	5	5
5	Taxation	DSE	4	4	100	70	20	5	5
6	E Commerce	Generic	4	4	100	70	20	5	5
	Total		27	27	600	420	120	30	30



SEMESTER - V

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA *	Attendance
1	Production and Operations Management	Core	5	5	100	70	20	5	5
2	Entrepreneurship Development	DSE	5	5	100	70	20	5	5
3	International Economics	Generic	5	5	100	70	20	5	5
4	Consumer Behavior (Elective - I, Marketing)	Core	5	5	100	70	20	5	5
5	Advertising and Sales Promotion (Elective - II, Marketing)	Core	5	5	100	70	20	5	5
6	Service Marketing (Elective - III, Marketing)	Core	5	5	100	70	20	5	5
7	Principles of Investment Management (Elective - I, Finance)	Core	5	5	100	70	20	5	5
8	International Finance (Elective - II, Finance)	Core	5	5	100	70	20	5	5
9	Financial Market & Institutions (Elective - III, Finance)	Core	5	5	100	70	20	5	5
10	Recruitment and Selection (Elective - I, HRM)	Core	5	5	100	70	20	5	5
11	Industrial Relations and Labor Laws (Elective - II, HRM)	Core	5	5	100	70	20	5	5
12	Knowledge Management (Elective - III, HRM)	Core	5	5	100	70	20	5	5
13	Summer Internship	Core	5	5	100	70	20	5	5
	Total		30	30	600	420	120	30	30



SEMESTER - VI

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA *	Attendance
1	Business Ethics	DSE	5	5	100	70	20	5	5
2	Event Management	Generic	5	5	100	70	20	5	5
3	Banking Concepts and Practices (Elective IV, Finance)	Core	5	5	100	70	20	5	5
4	Company Accounts and Audit (Elective V, Finance)	Core	5	5	100	70	20	5	5
5	Financial Statements and Analysis (Elective VI, Finance)	Core	5	5	100	70	20	5	5
6	Brand Management (Elective IV, Marketing)	Core	5	5	100	70	20	5	5
7	Sales and Distribution Management (Elective V, Marketing)	Core	5	5	100	70	20	5	5
8	Rural and International Marketing (Elective VI, Marketing)	Core	5	5	100	70	20	5	5
9	Training and Development (Elective IV, HRM)	Core	5	5	100	70	20	5	5
10	Performance Management and Appraisal System (Elective V, HRM)	Core	5	5	100	70	20	5	5
11	Change Management and Organization Development (Elective VI, HRM)	Core	5	5	100	70	20	5	5
12	Dissertation	DSE	5	5	100	70	20	5	5
	Total		25	25	500	350	100	25	25



DISTRIBUTION OF CREDIT ACROSS 6 SEMESTERS:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	18	84
2	Generic Paper	7	31
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	23
5	Skill Enhancement	2	8
Total		34	154

*CIA - Continuous Internal Assessment - Based on Projects / Assignment during the semester

GS - Generic Subject | AECC - Ability Enhancement Compulsory Course

SECC - Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective