

GURU KASHI UNIVERSITY



BACHELOR OF BUSINESS ADMINISTRATION

SESSION: 2023-24

DEPARTMENT OF MANAGEMENT

GRADUATE OUTCOMES OF THE PROGRAMME:

This programme provides a strong foundation of business knowledge, critical thinking skills to analyze and solve complex problems, effective communication abilities, strong teamwork and collaboration aptitude to work effectively with diverse groups.

Program Learning Outcomes: After completing the programme, the learner will be able to:

1. Acquire adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
2. Analyze and comprehend the applicability of management principles in solving complex business issues.
3. Apply various concepts, theories and models in the functional areas of business-like Marketing, HR and Finance in the organizations.
4. Evaluate the skill of economics, mathematics, statistics and production and operation management and its integration relevant to business decisions.
5. Create social sensitivity and understanding CSR, ethical and sustainable business practices demonstrate sensitivity to social, ethical and sustainability issues.
6. Develop the critical thinking and analysis skills that solve business problems in a real-world context.

BBA (Program Structure)

Semester: I						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
OBBA101	Principles of Management	Core	4	0	0	4
OBBA103	Business Mathematics	Core	4	0	0	4
OBBA110	Financial Accounting for Managers	Core	4	0	0	4
OBBA104	Introduction to Computer	Skill Based	2	0	0	2
Discipline Elective-I (Any one of the following)						
OBBA108	Human Resource Management	Discipline Elective-I	3	0	0	3
OBBA111	Retail Management					
Discipline Elective-II (Any one of the following)						
OBBA109	Marketing Management	Discipline Elective-II	3	0	0	3
OBBA112	Banking and Insurance Law					
Total			20	0	0	20

Semester: II						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
OBBA210	Business Economics	Core	4	0	0	4
OBBA211	Business Statistics	Core	4	0	0	4
OBBA212	Environmental Education	Compulsory Foundation	2	0	0	2
OBBA213	Business Communication Skills	Skill Based	2	0	0	2
OBBA214	Introduction to Computer Lab	Skill Based	0	0	4	2
Discipline Elective-III (Any one of the following)						
OBBA215	Management Accounting	Discipline Elective-III	3	0	0	3
OBBA208	Industrial Relations					
Discipline Elective-IV (Any one of the following)						
OBBA216	Marketing Ethics	Discipline Elective-IV	3	0	0	3
OBBA217	Derivatives and Risk Management					
Total			18	0	4	20

Semester: III						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
OBBA301	Production & Operations Management	Core	4	0	0	4
OBBA311	Organizational Behaviour	Core	4	0	0	4
OBBA312	Training and Development for Managerial Effectiveness	Ability Enhancement	1	0	0	1
OBBA313	Seminar on Business Writing Skills	Skill Based	0	0	2	1
Discipline Elective-V (Any one of the following)						
OBBA314	Total Quality Management	Discipline Elective-V	3	0	0	3
OBBA315	Export-Import Procedures, Documentation					
Discipline Elective-VI (Any one of the following)						
OBBA316	Auditing	Disciplinary Elective VI	3	0	0	3
Open Elective Courses						
-	XXX	Open Elective	2	0	0	2
Total			17	0	2	18
Open Elective Courses (For Other Departments)						
OBBA318	Business Ethics and Corporate Social Responsibility	Open Elective	2	0	0	2

Semester: IV						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
OBBA411	Business Law	Core	4	0	0	4
OBBA412	Financial Management	Core	4	0	0	4
OBBA413	Advertisement and Promotional Tactics	Skill Based	4	0	0	4
OBBA410	Digital Marketing	Value Added Course	2	0	0	2
Discipline Elective-VII (Any one of the following)						
OBBA414	Corporate Strategy	Discipline Elective-VII	3	0	0	3
OBBA415	Global Human Resource Management					
Discipline Elective-VIII (Any one of the following)						
OBBA416	Management Information System	Discipline Elective-VIII	3	0	0	3
OBBA417	Performance Appraisal and Management					
Total			20	0	0	20

Semester: V						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
OBBA508	Project Management	Core	4	0	0	4
OBBA509	Financial Services and Markets	Core	4	0	0	4
OBBA504	Internship (4 Weeks)	Skill Based	0	0	0	4
OBBA510	Stock Market and Banking Operations	Skill Based	3	0	2	4
OBBA511	Strategic Leadership	Skill Based	2	0	0	2
OBBA517	Cost Accounting	Discipline Elective	3	0	0	3
Total			16	0	2	21

Semester: VI						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
OBBA603	Company Law	Core	4	0	0	4
OBBA604	Business Environment	Core	4	0	0	4
OBBA605	Entrepreneurship Development	Ability Enhancement	2	0	0	2
OBBA606	Information Technology	Skill Based	0	0	4	2
OBBA607	Emotional Intelligence in Businesses	Skill Based	3	0	0	3
OBBA608	Service Learning	Community Linkage	0	0	4	2
OBBA609	Major Project	Skill Based	0	0	8	4
Total			13	0	16	21
Grand Total						

Note: Students will undergo a summer internship for 4 weeks during summer vacations after 4th semester.