MARIAN COLLEGE
KUTTIKKANAM
AUTONOMOUS
MAKING COMPLETE

SCHEME AND SYLLABUS

Bachelor of Business Administration (BBA) – Semester I to VI

Consolidated Semester-wise Course Structure

Semester	Course Code	Name of the Course	Nature of Course	Theory Hrs./Week	Practical Hrs./Week	Credits
I	261AECGEN101	General English	AEC	3	–	3
I	—	Other Language	AEC II	3	–	3
I	261CRCUBB101	Principles and Practices of Management	Core	4	–	4
I	261CRCUBB102	Financial Accounting	Core	4	–	4
I	261CRCUBB103	Business Statistics and Logic	Core	4	–	4
I	261CRCUBB104	Business Communication – I	Core	3	–	3
I	261MDEUBB101	Indian Systems of Health & Wellness	MDE	2	–	2
I	261VACUBB101	Environmental Science and Sustainability	VAC	2	–	2
		SEMESTER I TOTAL		**25**	**–**	**25**
II	—	Other Language	AEC II	3	–	3
II	262CRCUBB101	Human Behavior and Organization	Core	4	–	4

Semester	Course Code	Name of the Course	Nature of Course	Theory Hrs./Week	Practical Hrs./Week	Credits
II	262CRCUBB102	Marketing Management	Core	4	–	4
II	262CRCUBB103	Business Economics	Core	4	–	4
II	262MDEUBB101	Business Communication – II	MDE	2	–	2
II	262SECUBB101	Emerging Technologies and Applications	SEC	1	2	2
II	262AECUBB101	Media Literacy and Critical Thinking	AEC	3	–	3
II	262VACUBB101	Indian Constitution	VAC	2	–	2
		SEMESTER II TOTAL		**23**	**2**	**24**
III	263CRCUBB201	Human Resources Management & Industrial Relations	Core	4	–	4
III	263CRCUBB202	Cost & Management Accounting	Core	4	–	4
III	263CRCUBB203	Legal Framework for Business Transactions	Core	3	2	4
III	263MDEUBB201	Indian Ethos in Management	Core	3	–	3
III	263VACUBB201	Disaster Management	Core	–	4	2
III	263SECUBB201	Management Information System	Core	3	2	4
		SEMESTER III TOTAL		**17**	**8**	**21**
IV	264CRCUBB201	Business Environment & Public Policy	Core	4	–	4
IV	264CRCUBB202	Financial Management	Core	4	–	4
IV	264CRCUBB203	Entrepreneurship & Start-Ups	Core	4	–	4
IV	264CRCUBB204	Business Research Methods	Core	3	2	4
IV	264VACUBB201	Introduction to Business Analytics	VAC	4	–	4

Semester	Course Code	Name of the Course	Nature of Course	Theory Hrs./Week	Practical Hrs./Week	Credits
IV	264SECUBB201	Statistics for Business	SEC	2	2	3
		SEMESTER IV TOTAL		**21**	**4**	**23**
V	265CRCUBB301	Strategic Management	Core	3	2	4
V	265CRCUBB302	Inclusive and Sustainable Business Models	Core	3	2	4
V	265SECUBB301	Internship	SEC	–	–	4
V	265ACRUBB301	General Aptitude & Soft Skills Training	Audit Course	3	2	0
DISCIPLINE SPECIFIC ELECTIVES – FINANCE (A)						
V	265DSEAUBB301	Banking Operations & Insurance	DSE – Finance	3	2	4
V	265DSEAUBB302	Investment Analysis & Portfolio Management	DSE – Finance	3	2	4
DISCIPLINE SPECIFIC ELECTIVES – MARKETING (B)						
V	265DSEBUBB301	Marketing of Services	DSE – Marketing	3	2	4
V	265DSEBUBB302	Consumer Behaviour	DSE – Marketing	3	2	4
DISCIPLINE SPECIFIC ELECTIVES – SUPPLY CHAIN MANAGEMENT (C)						
V	265DSECUBB301	Supply Chain and Logistics Management	DSE – SCM	3	2	4
V	265DSECUBB302	Quality Management and Business Process Improvement	DSE – SCM	3	2	4
DISCIPLINE SPECIFIC ELECTIVES – BUSINESS ANALYTICS (D)						
V	265DSEDUBB301	Data Analysis and Decision Support Using Spreadsheets.	DSE – Business Analytics	3	2	4
V	265DSEDUBB302	Data Storytelling Through Power BI and Tableau	DSE – Business Analytics	3	2	4
		SEMESTER V TOTAL		**15**	**10**	**20**

Semester	Course Code	Name of the Course	Nature of Course	Theory Hrs./Week	Practical Hrs./Week	Credits
VI	266CRCUBB301	Project Management	Core	4	–	4
VI	266CRCUBB302	Applied Taxation: Income Tax and GST	Core	3	2	4
VI	266SECUBB301	Corporate Governance	SEC	2	–	2
VI	266SECUBB302	Major Project	SEC	4	–	4
DISCIPLINE SPECIFIC ELECTIVES – FINANCE (A)						
VI	266DSEAUBB301	Corporate Finance & Financial Decision-Making	DSE – Finance	3	2	4
VI	266DSEAUBB302	Introduction to FinTech & Financial Innovation	DSE – Finance	3	2	4
DISCIPLINE SPECIFIC ELECTIVES – MARKETING (B)						
VI	266DSEBUBB301	Integrated Marketing Communication	DSE – Marketing	3	2	4
VI	266DSEBUBB302	International Marketing	DSE – Marketing	3	2	4
DISCIPLINE SPECIFIC ELECTIVES – SUPPLY CHAIN MANAGEMENT (C)						
VI	266DSECUBB301	Supply Chain Analytics	DSE – SCM	3	2	4
VI	266DSECUBB302	International Supply Chain Management	DSE – SCM	3	2	4
DISCIPLINE SPECIFIC ELECTIVES – BUSINESS ANALYTICS (D)						
VI	266DSEDUBB301	Python for Business Analytics	DSE – Business Analytics	3	2	4
VI	266DSEDUBB302	SQL for Data Analytics and Reporting	DSE – Business Analytics	3	2	4
		SEMESTER VI TOTAL		**19**	**6**	**22**