

SCHEME & SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION

Four Year Undergraduate Programme (FYUG) as per NEP
Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the
Undergraduate Degree Programme
Programme Code: UG010
(Academic session 2025-26 onwards)
APPRENTICESHIP EMBEDDED DEGREE PROGRAMME



Department of Management
University Institute of Commerce and Management
(UICM)

Sant Baba Bhag Singh University
2025-26

ABOUT THE DEPARTMENT

Being the worldwide pertinent of the term "Management", management department is strength of character for every organization which helps the concerns to get preeminent employees, which in turn becomes the possessions of the organization. It is only the management which inculcate and Integrates whole lot of departments and their wisdom. With efficacious planning and strategic vision, it maintains, handles and controls the activities in such a manner that in turn generates the future of the department.

SALIENT FEATURES

1. Employment and Entrepreneurship based courses.
2. Intact focus on Research.
3. Need based curriculum.
4. Maximum use of participatory and innovative teaching learning methodology.
5. Multidisciplinary specializations for UG and PG courses.

BBA (BACHELOR OF BUSINESS ADMINISTRATION)

BBA is the growing path for the Arts Commerce stream students of 10+2 to develop the path of the entrepreneurship and management. This programme is designed to build the abilities of management, account, finance, marketing and human resources in the organization. This is the research oriented programme which allows the student to acquire, analyze and interpret of data for the further process.

VISION

To build a well professional managers, business leaders, research engagements who can contribute their skills in developing better society and entrepreneurial nation.

MISSION

To provide competency driven education with commitment to continues improvement through stakeholders, industry relation learning across all programs to achieve core component of growth and success.

ELIGIBILITY CRITERIA

10+2 or its equivalent examination in any stream conducted by a recognized Board/ University/Council with at least 50% marks (45% marks for SC/ST candidates)

DURATION

3 years / 4 years (Hons/Hons with research)

CAREER PATHWAYS

The program is designed to meet the growing requirement of qualified professionals in field of Industry and Education. BBA graduates are hired both by Government and private organizations. They can also take up their career as Consultants, business leaders, entrepreneurs etc. They may join Post Graduation Courses further.

- **Government Jobs**

Prepare students for various government jobs such as banking sector, civil services etc.

- **Corporate Jobs**

Multiple pathways considered according to the level of the students to prepare them for different job profiles as per needs of industrial sector.

- **Higher Studies**

This pathway prepares students for Higher Studies and helps in their research also.

- **Entrepreneurship**

To set up new ventures

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1: To get diverse career in worldwide administration, organization and business visionaries.

PEO2: To get Professional Competencies to do higher investigations and examination for constant development and improvement of business.

PEO3: To acquaint with Industrial Environment, with industrial visits and preparing reports.

PEO4: To get Business Communication abilities through character prepping, Group conversations and Presentations.

PEO5: To get business ethics to inspire the general public with moral conduct.

PROGRAMME OUTCOMES (PO)

PO1: The Specialization abilities in the field of accounting, advertising, human recourse, banking, international business and operational activities.

PO2: The Methodical abilities for problem understanding and critical thinking to determine worldwide business challenges.

PO3: The legitimate and moral qualities for the improvement of the general public.

PO4: The authority characteristics for collaboration.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: Student will be able to get the capacity to set own undertaking.

PSO2: Ability to utilize information as consultant (Advisor).

PSO3: Compelling practices as business aide in corporate world in the field of Finance, Marketing, Human Resource and Banking and Operations.

PSO4: Student will be able to do further research activities in his/her higher education, business and entrepreneurs.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin

Within and across countries, the uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core Requirement is termed as a Core course.
2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/ skill is called an Elective Course.

2.1 Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/ Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

2.2 Dissertation/Project: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by teacher/faculty member is called dissertation/project.

2.3 Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. Ability Enhancement Courses (AEC): The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). “AECC” courses are the courses based upon the content that leads to Knowledge enhancement: i) Environmental Science and ii) English/ MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

3.1 Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/MIL Communication.

3.2 Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

***Introducing Research Component in Under-Graduate Courses**

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

NHEQF LEVELS OF BBA COURSE

NHEQF Level	Examples of higher education qualifications located within each level
Level 4.5	Undergraduate Certificate. Programme duration: First year (first two semesters) of the undergraduate programme, followed by an exit 4-credit skills-enhancement course(s).
Level 5	Undergraduate Diploma. Programme duration: First two years (first four semesters) of the undergraduate programme, followed by an exit 4-credit skills enhancement course(s) lasting two months.
Level 5.5	Bachelor's Degree. Programme duration: First three years (Six semesters) of the four-year undergraduate programme.
Level 6	Bachelor's Degree (Honours/ Honours with Research). Programme duration: Four years (eight semesters).
Level 6	Post-Graduate Diploma. Programme duration: One year (two semesters) for those who exit after successful completion of the first year (two semesters) of the 2-year master's programme
Level 6.5	Master's degree. (e.g. M.A., M.Com., M.Sc., etc.) Programme duration: Two years (four semesters) after obtaining a 3- year Bachelor's degree (e.g. B.A., B.Sc., B.Com. etc.).
Level 6.5	Master's degree. (e.g. M.A., M.Com., M.Sc., etc.) Programme duration: One year (two semesters) after obtaining a 4 -year Bachelor's degree (Honours/ Honours with Research) (e.g. B.A., B.Sc., B.Com. etc.).
Level 7	Master's degree.(e.g. M.E./M.Tech. etc.) Programme duration: Two years (four semesters) after obtaining a 4-year Bachelor's degree. (e.g. B.E./B.Tech. etc.)
Level 8	Doctoral Degree

BACHELOR OF BUSINESS ADMINISTRATION STUDY SCHME 2025-26 ONWARDS

SEMESTER – 1

Course Type	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
Major	MGT151	Principles of Management	100	4	0	0	5	5
Major	MGT153	Financial Accounting	100	4	0	0	5	5
Major	MGT155	E-Commerce	100	4	0	0	4	4
Minor	MGT157	Micro Economics	100	4	0	0	4	4
MDC-I	MDC003	Computer Fundamentals and Basics of OS	100	3	0	0	3	3
AECC-I	AECC010	Communication Skills-I	100	2	0	0	2	2
SEC-I	SEC040	Team & Presentation Skills	100	3	0	0	3	3
VAC-I	VAC038	Indian Knowledge System	100	2	0	0	2	2
MC*	EMC111	Entrepreneurship Mindset	100	0	0	4	4	2
		Total	900				30	30

*Mandatory Course as per directions of Punjab Government.

Practical Subjects:

S No.	Course Type	Subject Name	Subject Code	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	NC	NSO/NCC/NSS	PT102/PT104/PT106	0:0:4	NC	2	NC
			Total Credits	-	NC	2	NC

Total Credit: 28
Total Contact Hours: 32

SEMESTER – 2

Course Type	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
Major	MGT152	Human Resource Management	100	4	0	0	5	5
Major	MGT154	Business Environment	100	4	0	0	4	4
Major	MGT156	Financial Management	100	4	1	0	5	5
Minor	MGT158	Macro Economics	100	4	0	0	4	4
MDC	MDC021	Constitution of India	100	3	0	0	3	3
AECC	AECC011	Communication Skills-II	100	2	0	0	2	2
SEC	SEC034	AI in Business	100	3	0	0	3	3
		Human Values (मानविय मूल्य प्रवाह)	100	2	0	0	2	2
MC*	EMC111	Entrepreneurship Mindset	100	0	0	4	4	2
		Total	900				31	30

*Mandatory Course as per directions of Punjab Government.

Practical Subjects:

S No.	Course Type	Subject Name	Sub Code	Contact Hours (L:T:P)	Credits (L:T:P)	Contact Hours	Credits
1	NC	NSO/NCC/NSS	PT201/PT203/PT205	0:0:2	NC	2	NC
			Total	-	NC	2	NC

Total Credit: 28
Total Contact Hours: 31

SEMESTER – 3

Course Type	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
Major	MGT251	Organization Behavior	100	4	0	0	4	4
Major	MGT253	Marketing Management	100	4	0	0	4	4
Major	MGT255	Quantitative Techniques	100	4	1	0	5	5
Major	MGT257	Entrepreneurship and Start Up	100	4	0	0	4	4
MDC		Community Engagement and Corporate Social Responsibility	100	3	0	0	3	3
AECC	AECC012	Communication Skills-III	100	2	0	0	2	2
SEC	SEC006	Tally Computer Based Accounting Practical	100	0	0	6	6	3
VAC	VAC017	Basic E-Skills	100	2	0	0	2	2
		Total	800				30	27

Total Credit: 27**Total Contact Hours: 30****SEMESTER – 4**

Course Type	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
Major	MGT252	Cost & Management Accounting	100	4	0	0	4	4
Major	MGT254	Operations Research	100	4	0	0	4	4
Major	MGT256	Supply Chain Management	100	4	0	0	4	4
Major	MGT258	Research Methodology	100	4	0	0	4	4
EVS	EVS200	Environmental Education	100	4	0	0	4	4
AECC	AECC013	Communication Skills-IV	100	2	0	0	2	2
VAC	VAC021	Right to Information Act	100	2	0	0	2	2
		Total	700				24	24

Total Credit: 24**Total Contact Hours: 24**

SEMESTER – 5

Course Type	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
Major	MGT351	Production and Operations Management	100	4	0	0	4	4
Major	MGT353	Mercantile Law	100	4	0	0	4	4
Minor	MGT355	Personality and Professional Development	100	4	0	0	4	4
Major	DSE-I	Paper –I (Group I)	100	4	0	0	4	4
Major	DSE-II	Paper –II (Group I)	100	4	0	0	4	4
Major	DSE-III	Paper –II (Group I)	100	4	0	0	4	4
Total			600				24	24

Total Credit: 24**Total Contact Hours: 24****GROUP I (Any Three Subjects from any one Group)**

Finance	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
	MGT361	Goods and Service Tax	100	4	0	0	4	4
	MGT363	Investment Management	100	4	0	0	4	4
	MGT365	Banking Law and Practice	100	4	0	0	4	4
	MGT367	Risk Management	100	4	0	0	4	4

Marketing	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
	MGT371	Consumer Behaviour	100	4	0	0	4	4
	MGT373	Marketing Research	100	4	0	0	4	4
	MGT375	Retail Marketing	100	4	0	0	4	4
	MGT377	Rural Marketing	100	4	0	0	4	4

Human Resource Management	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
	MGT381	Industrial Relations and Labour Laws	100	4	0	0	4	4
	MGT383	Organizational Development	100	4	0	0	4	4
	MGT385	Training and Development	100	4	0	0	4	4
	MGT387	Human Resource Development	100	4	0	0	4	4

SEMESTER – 6

	Sub Code	Subject Name	MM	L	T	P	Credit Hrs	Credits
	MGT352	Apprenticeship – I	500	0	0	0	0	24
Total			500					24

Note:

1. Bachelor's degree in Business Administration will be awarded after the completing first 6 Semesters with the minimum 120 credits provided with all elective passed successfully.
2. Any student who wants to continue for 4-year degree of Bachelor in Business Administration (Hons/Hons with Research) will complete 48 credits in the semesters 7 and 8 successfully.

BBA (HONS)**SEMESTER – 7**

Course Type	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
Major	MGT451	Project Management	100	4	0	0	4	4
Major	MGT453	Total Quality Management	100	4	0	0	4	4
Minor	MGT455	Management Information System	100	4	0	0	4	4
Major	DSE	Paper I (Group II)	100	4	0	0	4	4
Major	DSE	Paper II (Group II)	100	4	0	0	4	4
Major	DSE	Paper III (Group II)	100	4	0	0	4	4
		Total	600				24	24

Total Credits: 24**Total Contact Hours: 24****GROUP II (Any Two Subjects from One Group)**

Finance	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
	MGT471	Indian Financial Institutions	100	4	0	0	4	4
	MGT473	Management of Financial Services	100	4	0	0	4	4
	MGT475	Working Capital Management	100	4	0	0	4	4
	MGT477	International Finance	100	4	0	0	4	4

Marketing	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
	MGT481	Services Marketing	100	4	0	0	4	4
	MGT483	Digital Marketing	100	4	0	0	4	4
	MGT485	Strategic Product and Brand Management	100	4	0	0	4	4
	MGT487	International Marketing	100	4	0	0	4	4

Human Resource Management	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
	MGT491	International Human Resource Management	100	4	0	0	4	4
	MGT493	Performance and Compensation Management	100	4	0	0	4	4
	MGT495	Industrial Psychology	100	4	0	0	4	4
	MGT497	HRM across Cross Culture	100	4	0	0	4	4

SEMESTER – 8

	Sub Code	Subject Name	MM	L	T	P	Credit Hrs	Credits
	MGT452	Apprenticeship - II	500	0	0	0		24
		Total	500					

Bachelor's degree in Business Administration will be awarded after the completing 8 Semesters with the minimum 160 credits provided with all elective passed successfully.

BBA (HONS) WITH RESEARCH**SEMESTER – 7**

Course Type	Sub Code	Subject Name	MM	L	T	P	Credit Hrs	Credits
Major	MGT451	Project Management	100	4	0	0	4	4
Major	MGT455	Advanced Data Analysis Tools	100	4	0	0	4	4
Minor	MGT459	Research Report Writing	100	4	0	0	4	4
Major	DSE	Paper I (Group III)	100	4	0	0	4	4
Major	DSE	Paper II (Group III)	100	4	0	0	4	4
Major	DSE	Paper III (Group III)	100	4	0	0	4	4
		Dissertation Work (Evaluation in 8 th Semester)	-	-	-	-	-	-
		Total	600				24	24

Total Credits: 24**Total Contact Hours: 24****GROUP II (Any Two Subjects from One Group)**

Finance	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
	MGT471	Indian Financial Institutions	100	4	0	0	4	4
	MGT473	Management of Financial Services	100	4	0	0	4	4
	MGT475	Working Capital Management	100	4	0	0	4	4

Marketing	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
	MGT481	Services Marketing	100	4	0	0	4	4
	MGT483	Digital Marketing	100	4	0	0	4	4
	MGT485	Strategic Product and Brand Management	100	4	0	0	4	4

Human Resource Management	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
	MGT491	International Human Resource Management	100	4	0	0	4	4
	MGT493	Performance and Compensation Management	100	4	0	0	4	4
	MGT495	Industrial Psychology	100	4	0	0	4	4

SEMESTER – 8

Course Type	Sub Code	Subject Name	MM	L	T	P	Credit Hrs	Credits
SEC	MGT454	Dissertation (Started in 7 th Semester)	500	0	0	0	24	24
		Total	500					24

Note: Bachelor's degree in Business Administration will be awarded after the completing 8 Semesters with the minimum 160 credits provided with all elective passed successfully.