

Tilak Maharashtra Vidyapeeth
Department of Management



Programme Structure for
Bachelor in Business Administration (BBA)
(Applicable from Academic Year 2024)

As per
NATIONAL EDUCATION POLICY 2020 (NEP-2020)

BBA- Semester I

Sr. No.	Course Code	Course	Credits	Category of Course	Internal Evaluation	External Evaluation
1	BBA24-111	Principles of Management	4	CORE	40	60
2	BBA24-112	Fundamentals of Accounting	3	CORE	40	60
3	BBA24-113	Basics of Marketing -I	3	CORE	40	60
4	BBA24-114	Legal Aspects of Business -I	3	Multidisciplinary	40	60
5	BBA24-115	MS Office Tools	3	SEC	40	60
6	BBA24-116	Functional English	2	AECC	50	----
7	BBA24-117	BOOK REVIEW: Contribution of Lokmanya Tilak to Indian Studies OR The Essence of Lokamanya B.G. Tilak's Economic Thought	2	AECC	50	_____
8	VAC108 VAC104 VAC109	Event Management OR Content Creation for Social Media OR Gender Perspectives (Online)	2	OPEN ELECTIVE	50	----
		Total	22		350	300

BBA- Semester II

Sr. No.	Course Code	Course	Credits	Category of Course	Internal Evaluation	External Evaluation
1	BBA24-211	Introduction to HRM	3	CORE	40	60
2	BBA24-212	Financial Accounting	4	CORE	40	60
3	BBA24-213	Basics of Marketing -II	3	CORE	40	60
4	BBA24-214	Legal Aspects of Business-II	3	Multidisciplinary	40	60
5	BBA24-215	MS Excel for Data Analysis and Presentation	3	SEC	40	60
6	BBA24-216	Business Communication	2	AECC	50	----
7	IKS24	Indian Knowledge Systems (Generic)	2	IKS	50	----
8	VAC209 VAC205 VAC208	E-Business (TMV-MOOC) OR Mobile Photography OR Moral Values (Online)	2	OPEN ELECTIVE	50	----
		Total	22		350	300

BBA- Semester III

Sr. No.	Course Code	Course	Credits	Category of Course	Internal Evaluation	External Evaluation
1	BBA24-311	Organisational Behaviour	3	CORE	40	60
2	BBA24-312	Business Mathematics	3	CORE	40	60
3	BBA24-313	Basics of Supply Chain and Logistics Management	3	CORE	40	60
4	BBA24-314	Cost and Works Accounting	3	Multidisciplinary	40	60
5	BBA24-315	Leadership and Team Building Skills	2	SEC	50	----
6	BBA24-316	Internship	4	Internship	40	60
7	BBA24-317	Environmental Studies (Mandatory)	4	VAC	100	----
		Total	22		350	300

BBA- Semester IV

Sr. No.	Course Code	Course	Credits	Category of Course	Internal Evaluation	External Evaluation
1	BBA24-411	Management Accounting	4	CORE	40	60
2	BBA24-412	Business Statistics and Decision Theory	4	CORE	40	60
3	BBA24-413	Managerial Economics	4	CORE	40	60
Marketing (MKTG)				DSE		
4	BBA24-414-MKTG	Consumer Behaviour	4		40	60
5	BBA24-415-MKTG	Advertising and Sales Promotion	4		40	60
Finance (FM)						
4	BBA24-414-FM	Principles of Finance	4		40	60
5	BBA24-415-FM	Analysis of Financial Statements	4		40	60
Human Resource Management (HRM)						
4	BBA24-414-HRM	Recruitment and Selection	4		40	60
5	BBA24-415-HRM	Training and Development	4		40	60
6	BBA24-416	Employability Skills	2	AECC	50	---
		Total	22		250	300

BBA- Semester V

Sr. No.	Course Code	Course	Credits	Category of Course	Internal Evaluation	External Evaluation
1	BBA24-511	Management Information System	4	CORE	40	60
2	BBA24-512	Research Methodology	4	CORE	40	60
3	BBA24-513	Production and Operations Management	4	CORE	40	60
Marketing (MKTG)				DSE		
4	BBA24-514-MKTG	Services Marketing	4		40	60
5	BBA24-515-MKTG	Brand Management	4		40	60
Finance (FM)						
4	BBA24-514-FM	Financial Services	4		40	60
5	BBA24-515-FM	Financial Management	4		40	60
Human Resource Management (HRM)						
4	BBA24-514-HRM	Industrial Relations	4		40	60
5	BBA24-515-HRM	Compensation Management	4		40	60
6	BBA24-516	Indian Knowledge System (Discipline Specific)	2	IKS	50	-----
		Total	22		250	300

BBA- Semester VI

Sr. No.	Course Code	Course	Credits	Category of Course	Internal Evaluation	External Evaluation
1	BBA24-611	Strategic Management	4	CORE	40	60
2	BBA24-612	Entrepreneurship Development	4	CORE	40	60
3	BBA24-613	Introduction to International Business	4	CORE	40	60
Marketing (MKTG)				DSE		
4	BBA24-614-MKTG	Sales and Distribution Management	4		40	60
5	BBA24-615- MKTG	Retail Marketing	4		40	60
Finance (FM)						
4	BBA24-614-FM	Audit and Taxation	4		40	60
5	BBA24-615-FM	Security Analysis and Portfolio Management	4		40	60
Human Resource Management (HRM)						
4	BBA24-614-HRM	Labour Laws	4		40	60
5	BBA24-615-HRM	Performance Management	4		40	60
6	BBA24-616	Internship	2	Internship	50	-----
		Total	22		250	300

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