

Bhavan's Vivekananda College
of Science, Humanities and Commerce
(Autonomous College)
(Accredited with 'A' Grade by NAAC)
Sainikpuri, Secunderabad - 500 094

Bachelor of Business Administration

CBCS-Pattern
(2016-17)

BBA I Year I Semester

Code	Course Title	Course Type	HPW	Credits
	Environmental Science	AECC -1	2	2
	English	CC 1A	4	4
	Second Lang	CC 2A	4	4
BBA 181	Principles of Management	DSC 1A	4	4
BBA 182	Business Mathematics I	DSC 2A	4	4
BBA 183	Financial Accounting I	DSC 3A	4	4
BBA 184	Business Economics	DSC 4A	4	4
Total			26	26

BBA I Year II Semester

Code	Course Title	Course Type	HPW	Credits
		AECC -2	2	2
	English	CC 1B	4	4
	Second Lang	CC 2B	4	4
BBA 281	Organizational Behaviour	DSC 1B	4	4
BBA 282	Business Environment	DSC 2B	4	4
BBA 283	Financial Accounting II	DSC 3B	4	4
BBA 284	Introduction to Information Technology Lab: IT	DSC 4B	3T + 2P	4
Total			25+2	26

Kaech
CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD - 500 007. (A.P.)

M. S. S. S. S.
HEAD OF DEPARTMENT
DEPARTMENT OF MANAGEMENT STUDIES
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SAINIKPURI, SECUNDERABAD.



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Department of Management Studies

BBA CBCS- 2017-18

BBA II Year Semester III

Code	Course Title	Course Type	PPW	Credits
BBA 385	Presentation Skills	SEC 1	2	2
BBA	English	CC 1C	4	4
BBA	Second Lang	CC 2C	4	4
BBA 381	Human Resource Management I	DSC 1C	4	4
BBA 382	Business Statistics	DSC 2C	4	4
BBA 383	Fundamentals of Marketing I	DSC 3C	4	4
BBA 384	Financial Statement Analysis	DSC 4C	4	4
Total			26	26

BBA II Year Semester IV

Code	Course Title	Course Type	PPW	Credits
BBA 485	Excel for Management	SEC 2	2	2
BBA	English	CC 1D	4	4
BBA	Second Lang	CC 2D	4	4
BBA 481	Human Resource Management II	DSC 1D	4	4
BBA 482	Quantitative Techniques	DSC 2D	4	4
BBA 483	Fundamentals of Marketing II	DSC 3D	4	4
BBA 484	Financial ^{Elements} of Management	DSC 4D	4	4
Total			26	26

M. S. Babu

HEAD OF DEPARTMENT
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K. S. Reddy

DR. K. S. REDDY
HEAD OF DEPARTMENT
DEPARTMENT OF MANAGEMENT STUDIES
BHAVAN'S VIVEKANANDA COLLEGE
SAINIKPURI, SECUNDERABAD.

Summary of Credits

Sl.No	Course Category	Number of Courses	Credit per Course	Credits
1	AECC	2	2	4
2	SEC	4	2	8
3	CC	8	4	32
4	DSC	22 (22*4) (2*2)	4	92
5	DSE	4	4	16
6	GE	2	2	4
Total		44		156

M. S. Srinivasulu Reddy

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BBA III Year V Semester

S.No	Subject Code	Subject Name	PPW		Credits	Max Marks		CIA
			TH	PR		TH	PR	
1		Generic Elective *	2	-	2	35		15
2		SEC **	2	-	2	35		15
3	BBA 581	Management Accounting (DSC)	4	-	4	70		30
4	BBA 582	International Business (DSC)	4	-	4	70		30
5	BBA 583	Research Methodology (DSC)	4	-	4	70		30
Finance Electives								
6	BBA 584.1	Investment Management (DSE)	4	-	4	70		30
	BBA 584.2	Financial Services (DSE)	4	-	4	70		30
HR Electives								
7	BBA 585.1	Leadership and change Management (DSE)	4	-	4	70		30
	BBA 585.2	Talent Management (DSE)	4	-	4	70		30
Marketing Electives								
8	BBA 586.1	Personal Selling (DSE)	4	-	4	70		30
	BBA 586.2	Customer Relationship Management (DSE)	4	-	4	70		30

M. S. Chakravarthy
CHAIRPERSON
BOS in Management
Bhavan's Vivekananda
Sainikpuri

13/4/10

CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY,
HYDERABAD-500 007, T.S.



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BBA III Year VI Semester

S.No	Subject Code	Subject Name	PPW		Credits	Max Marks		
			TH	PR		TH	PR	CI A
1		Generic Elective *	2	-	2	35		15
2		SEC **	2	-	2	35		15
3	BBA 681	Business and Corporate Law (DSC)	4	-	4	70		30
4	BBA 682	Operations Management (DSC)	4	-	4	70		30
5	BBA 683	Strategic Management (DSC)	4	-	4	70		30
Finance Electives								
6	BBA 684.1	Fundamentals of Financial Derivatives (DSE)	4	-	4	70		30
	BBA 684.2	Banking & Insurance (DSE)	4	-	4	70		30
HR Electives								
7	BBA 685.1	Performance Management (DSE)	4	-	4	70		30
	BBA 685.2	Industrial Relations in India (DSE)	4	-	4	70		30
Marketing Electives								
8	BBA 686.1	Advertising & Sales Promotion (DSE)	4	-	4	70		30
	BBA 686.2	Product Management (DSE)	4	-	4	70		30
	687	Mentor and Project Work (DSE)	2	-	1	-		-
	688	Viva-Voce (Comprehensive)		-	1	-		-

• **Generic Electives (100%)**

1. Basics of Financial Planning
2. Counselling and Guidance
3. Principles of Management
4. Retail Management
5. Elements of Marketing
6. Entrepreneurial Skills

M. Cheluvareddy

CHAIRPERSON
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** **Skill Enhancement Course (SEC) (100%)**

1. Financial Modelling using MS-Excel
2. Employee Counselling
3. Introduction to Personality Development through Life Skills
4. Advertising Management
5. Digital Marketing
6. Introduction to Mutual Funds

Q. Sridhar
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