



BENGALURU NORTH UNIVERSITY

Tamaka, Sri Devaraj Urs Extension, Kolar - 563 103

BACHELOR OF BUSINESS ADMINISTRATION (Regular) (State Education Policy (SEP) 2024)

COURSE MATRIX

FIRST SEMESTER BBA

Sl. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBA 1.1	Language– I	L-1	4+0+0	3	80	20	100	3
2	BBA 1.2	Language– II	L-2	4+0+0	3	80	20	100	3
3	BBA 1.3	Principles and Practices of Management	DSC-1	4+0+0	3	80	20	100	4
4	BBA 1.4	Business and Market Dynamics	DSC-2	4+0+0	3	80	20	100	4
5	BBA 1.5	Fundamentals of Accounting	DSC-3	4+0+0	3	80	20	100	4
6	BBA 1.6	Soft Skills for Managers	DSC-4	4+0+0	3	80	20	100	4
7	BBA 1.7	Constitutional and Moral Values-I	CMV I	2+1+0	1 ½	40	10	50	2
Sub-Total(A)								650	24
Extra-Curricular & Co-Curricular Activities (EC&CC): Sports/Yoga/Health & Wellness/Culturals/NCC/NSS/R&R(EC&CC)									

SECOND SEMESTER BBA

Sl. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBA 2.1	Language– I	L-1	4+0+0	3	80	20	100	3
2	BBA 2.2	Language– II	L-2	4+0+0	3	80	20	100	3
3	BBA 2.3	Organisational Behaviour	DSC-5	4+0+0	3	80	20	100	4
4	BBA 2.4	Marketing Management	DSC-6	4+0+0	3	80	20	100	4
5	BBA 2.5	Financial Accounting	DSC-7	4+0+0	3	80	20	100	4
6	BBA 2.6	Business Statistics and Logic	DSC-8	4+0+0	3	80	20	100	4
7	BBA 2.7	Environmental Studies	EVS	2+1+0	1 ½	40	10	50	2
Sub-Total(B)								650	24
Extra-Curricular & Co-Curricular Activities (EC&CC): Sports/Yoga/Health & Wellness/Culturals/NCC/NSS/R&R(EC&CC)									

THIRD SEMESTER BBA

Sl. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBA 3.1	Language– I	L-1	4+0+0	3	80	20	100	3
2	BBA 3.2	Language– II	L-2	4+0+0	3	80	20	100	3
	BBA 3.3	Human Resource Management	DSC-9	4+0+0	3	80	20	100	4
4	BBA 3.4	Financial Management	DSC-10	4+0+0	3	80	20	100	4
5	BBA 3.5	Corporate Accounting and Reporting	DSC-11	4+0+0	3	80	20	100	4
6	BBA 3.6	(A) Corporate Administration (B) Business Environment (C) Business Mathematics (Any one paper to be selected)	DSE-1	4+0+0	3	80	20	100	4
7	BBA 3.7	Computer Skills for Managers	SEC-1	3+0+2	3	80	20	100	3
8	BBA 3.8	Constitutional and Moral Values - II	CMV II	2+1+0	1 ½	40	10	50	2
Sub-Total(C)								750	27
Extra-Curricular & Co-Curricular Activities (EC&CC): Sports/Yoga/Health &Wellness/Culturals/NCC/NSS/R&R(EC&CC)									

FOURTH SEMESTER BBA

Sl. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBA 4.1	Language– I	L-1	4+0+0	3	80	20	100	3
2	BBA 4.2	Language– II	L-2	4+0+0	3	80	20	100	3
3	BBA 4.3	Entrepreneurship and Startup Ecosystem	DSC-12	4+0+0	3	80	20	100	4
4	BBA 4.4	Cost Accounting	DSC-13	4+0+0	3	80	20	100	4
5	BBA 4.5	Business Law	DSC-14	4+0+0	3	80	20	100	4
6	BBA 4.6	(A) Production and Operations Management (B) Enterprise Resource Planning (C) Retail Management (Any one paper to be selected)	DSE-2	4+0+0	3	80	20	100	4
7	BBA 4.7	Banking, Financial Markets and Services	SEC-2	3+1+0	3	80	20	100	3
Sub-Total(D)								700	25
Extra-Curricular & Co-Curricular Activities (EC&CC): Sports/Yoga/Health &Wellness/Culturals/NCC/NSS/R&R(EC&CC)									

FIFTH SEMESTER BBA

SL No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBA 5.1	Management Accounting	DSC-15	4+0+0	3	80	20	100	4
2	BBA 5.2	Income Tax-I	DSC-16	4+0+0	3	80	20	100	4
3	BBA 5.3	Management Information System	DSC-17	4+0+0	3	80	20	100	4
4	BBA 5.4	Strategic Management	DSC-18	4+0+0	3	80	20	100	4
5	BBA 5.5	Elective(Paper-I)	DSS-1	3+1+0	3	80	20	100	3
6	BBA 5.6	Elective(Paper-II)	DSS-2	3+1+0	3	80	20	100	3
7	BBA 5.7	Business Research Methodology	BRM	3+1+0	3	80	20	100	3
Sub-Total(E)								700	25

SIXTH SEMESTER BBA

Sl. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBA 6.1	International Business	DSC-19	4+0+0	3	80	20	100	4
2	BBA 6.2	Security Analysis & Portfolio Management	DSC-20	4+0+0	3	80	20	100	4
3	BBA 6.3	Income Tax-II	DSC-21	4+0+0	3	80	20	100	4
4	BBA 6.4	Goods and Services Tax	DSC-22	4+0+0	3	80	20	100	4
5	BBA 6.5	Elective (Paper-III)	DSS-3	3+1+0	3	80	20	100	3
6	BBA 6.6	Elective (Paper-IV)	DSS-4	3+1+0	3	80	20	100	3
7	BBA 6.7	Project	PROJECT	2+0+4	-	Project +Viva 80+20		100	3
Sub-Total(F)								700	25

ELECTIVE GROUPS

Elective Group	V SEMESTER		VISEMESTER	
	Code	Title of the Course	Code	Title of the Course
<i>Finance</i>	FN1	Advanced Financial Management	FN2	Corporate Restructuring & Valuation
<i>Marketing</i>	MK1	Consumer Behaviour	MK2	Digital Marketing
<i>Human Resource Management</i>	HR1	Employee Relationship Management	HR2	Performance and Compensation Management
<i>Business Analytics</i>	BA1	Fundamentals of Business Analytics	BA2	Data Analytics using R
<i>International Business</i>	IB1	Global Business Environment	IB2	International Marketing
<i>Supply Chain Management</i>	SCM1	Logistics and Supply Chain Management	SCM2	Sustainability and Green Supply Chain Management

Note: Dual specialization should be offered. Students have to choose TWO Elective Groups in the V Semester and continue with the same Elective Groups in the VI Sem