



PRESTIGE

INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR

AN AUTONOMOUS INSTITUTE ACCREDITED WITH UGC NAAC GRADE 'A' AND NBA (AICTE)

COURSE CURRICULUM

(NEP & CBCS SEMESTER WISE)

For

Bachelor of Business Administration (BBA)

(Academic Year 2023-27)



Prestige Institute of Management & Research, Gwalior
Airport Road, Opposite DD Nagar, Gwalior
(Madhya Pradesh) INDIA

BBA I & II SEM: 2023-24

BBA III & IV SEM: 2024-25

BBA V & VI SEM: 2025-26

BBA VII & VIII SEM: 2026-27

(With amendments – 2024)

Course curriculum –Under Graduate Degree Programme

(BBA I & 11 SEM: 2023-24, BBA III & IV SEM: 2024-25, BBA V & VI SEM: 2025-26, BBA VII & VIII SEM: 2026-27)

BBA I Semester													
S.No		Paper Code	Course		Theory		Sessional		Practical		Total	Credit	IA+EA
					Max	Min	Max	Min	Max.	Min.			
1	MAJOR	BBA - 101	FUNDAMENTALS OF MANAGEMENT	PART I: FUNDAMENTALS OF MANAGEMENT	60	21	40	14	-	-	100	6	40 + 60
				PART 2: ORGANIZATIONAL BEHAVIOUR									
2	MINOR	BBA - 102	QUANTITATIVE TECHNIQUES	PART 1: BUSINESS MATHEMATICS	60	21	40	14	-	-	100	6	40 + 60
				PART 2: BUSINESS									
3	GEC	BBA - 103	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT		60	21	40	14	-	-	100	4	40 + 60
4	AEC	BBA - 104	ENVIRONMENT SCIENCE		60	21	40	14	-	-	100	4	40 + 60
											400	20	

BBA II Semester													
S.No		Paper Code	Course		Theory		Sessional		Practical		Total	Credit	IA+EA
					Max	Min	Max	Min	Max.	Min.			
1	MAJOR	BBA - 201	BUSINESS ORGANISATION AND COMMUNICATION	PART 1: BUSINESS ORGANISATION	60	21	40	14	-	-	100	6	40 + 60
				PART 2: BUSINESS COMMUNICATION									
2	MINOR	BBA - 202	ACCOUNTING PRINCIPLES	PART 1: FINANCIAL ACCOUNTING	60	21	40	14	-	-	100	6	40 + 60
				PART 2: COST ACCOUNTING									
3	GEC	BBA - 203	BUSINESS ENVIRONMENT		60	21	40	14	-	-	100	4	40 + 60
4	AEC	BBA - 204	ENGLISH		60	21	40	14	-	-	100	4	40 + 60
											400	20	

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BBA III Semester													
S.No		Paper Code	Course		Theory		Sessional		Practical		Total	Credit	IA+EA
					Max	Min	Max	Min	Max.	Min.			
1	MAJOR	BBA - 301	ECONOMICS	PART A: MICRO ECONOMICS	60	21	40	14	-	-	100	6	40 + 60
				PART B: MACRO ECONOMICS									
2	MINOR	BBA - 302	MARKETING MANAGEMNET	PART A: MARKETING MANAGEMENT	60	21	40	14	-	-	100	6	40 + 60
				PART B: RETAIL MANAGEMENT									
3	GEC	BBA - 303	PRODUCTION AND OPERATIONS		60	21	40	14	-	-	100	4	40 + 60
4	SEC	BBA - 304	IT TOOLS FOR BUSINESS		60	21	40	14	-	-	100	4	40 + 60
											400	20	

BBA IV Semester													
S.No		Paper Code	Course		Theory		Sessional		Practical		Total	Credit	IA+EA
					Max	Min	Max	Min	Max.	Min.			
1	MAJOR	BBA - 401	HUMAN RESOURCE MANAGEMENT	PART 1: HUMAN RESOURCE MANAGEMENT	60	21	40	14	-	-	100	6	40 + 60
				PART 2: HUMAN RESOURCE DEVELOPMENT									
2	MINOR	BBA - 402	FINANCIAL MANAGEMENT	PART 1: FINANCIAL MANAGEMENT	60	21	40	14	-	-	100	6	40 + 60
				PART 2: BANKING PRACTICES									
3	GEC	BBA - 403	INCOME TAX LAW AND PROCTICE		60	21	40	14	-	-	100	4	40 + 60
4	SEC	BBA - 404	FOREIGN LANGUAGE		60	21	40	14	-	-	100	4	40 + 60
											400	20	

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BBA V Semester													
S.No		Paper Code	Course		Theory		Sessional		Practical		Total	Credit	IA+EA
					Max	Min	Max	Min	Max.	Min.			
1	CORE	BBA-501	BUSINESS LEGISLATION AND COMPANY LAW	Part 1: BUSINESS LEGISLATION	60	21	40	14	-	-	100	6	40 + 60
				Part 2: COMPANY LAW									
2	DSE	BBA-MM-502	CONSUMER BEHAVIOUR		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-FM-502	INVESTMENT ANALYSIS PORTFOLIO MANAGEMENT		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-HRM-502	SOCIAL SECURITY AND WELFARE		60	21	40	14	-	-	100	4	40 + 60
3	DSE	BBA-MM-503	B2B MARKETING		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-FM-503	ACCOUNTING FOR MANAGERS		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-HRM-503	INDUSTRIAL LAWS		60	21	40	14	-	-	100	4	40 + 60
4	SEC	BBA-504	PERSONALITY DEVELOPMENT AND CORPORATE COMMUNICATION		60	21	40	14	-	-	100	4	40 + 60
5	SEC	BBA-505	SUMMER TRAINING PROJECT & VIVA						100	35	100	4	0+100
											500	22	

BBA VI Semester													
S.No		Paper Code	Course		Theory		Sessional		Practical		Total	Credit	IA+EA
					Max	Min	Max	Min	Max.	Min.			
1	CORE	BBA-601	BUSINESS POLICY AND STRATEGIC PLANNING	Part 1: BUSINESS POLICY	60	21	40	14	-	-	100	6	40 + 60
				Part 2: STRATEGIC PLANNING									
2	DSE	BBA-MM-602	ADVERTISING AND BRAND MANAGEMENT		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-FM-602	BUSINESS ANALYSIS AND VALUATION		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-HRM-602	MANAGEMNET OF INDUSTRIAL RELATIONS		60	21	40	14	-	-	100	4	40 + 60
3	DSE	BBA-MM-603	MARKETING OF SERVICES		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-FM-603	PROJECT APPRAISAL AND ANALYSIS		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-HRM-603	PERFORMANCE AND COMPENSATION MANAGEMENT		60	21	40	14	-	-	100	4	40 + 60
4	SEC	BBA-604	INTRODUCTION TO RDBMS		60	21	40	14	-	-	100	4	40 + 60
5	SEC	BBA-605	COMPREHENSIVE VIVA						100	35	100	4	0+100
											500	22	

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BBA VII Semester													
S.No		Paper Code	Course		Theory		Sessional		Practical		Total	Credit	IA+EA
					Max	Min	Max	Min	Max.	Min.			
1	CORE	BBA-701	BUSINESS ANALYTICS		60	21	40	14	-	-	100	6	40 + 60
2	CORE	BBA-702	TQM		60	21	40	14	-	-	100	6	40 + 60
3	DSE	BBA-MM-703	SALES AND DISTRIBUTION MANAGEMENT		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-FM-703	INVESTMENT BANKING AND FINANCIAL SERVICES		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-HRM-703	TALENT AND KNOWLEDGE MANAGEMENT		60	21	40	14	-	-	100	4	40 + 60
4	DSE	BBA-MM-704	Rural & Agri Marketing		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-FM-704	Strategic Corporate Finance		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-HRM-704	Strategic & Global HRM		60	21	40	14	-	-	100	4	40 + 60
5	CORE	BBA-705	RESEARCH METHODOLOGY		60	21	40	14	-	-	100	4	40 + 60
6	SEC	BBA-706	MINOR RESEARCH PROJECT AND VIVA		* 20 Marks internal evaluation in BBA-704								
											500	20	

BBA VIII Semester Honours													
S.No		Paper Code	Course		Theory		Sessional		Practical		Total	Credit	IA+EA
					Max	Min	Max	Min	Max.	Min.			
1	CORE	BBA-801	STATISTICAL TOOLS FOR DECISION MAKING		60	21	40	14	-	-	100	4	40 + 60
2	DSE	BBA-MM-802	International Marketing		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-FM-802	Behavioral Finance		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-HRM-802	HR Analytics		60	21	40	14	-	-	100	4	40 + 60
3	DSE	BBA-MM-803	Digital Marketing		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-FM-803	VST		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-HRM-803	Managing Diversity in Workplace		60	21	40	14	-	-	100	4	40 + 60
4	SEC	BBA-804	MAJOR RESEARCH PROJECT AND VIVA				100	35	100	35	200	8	0+100
											500	20	

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BBA VII Semester Honours with Research													
S.No		Paper Code	Course		Theory		Sessional		Practical		Total	Credit	IA+EA
					Max	Min	Max	Min	Max.	Min.			
1	CORE	BBA HOR 701	Advance Data Analysis Tools		60	21	40	14	-	-	100	4	40 + 60
2	CORE	BBA HOR 702	Advance Research Methodology		60	21	40	14	-	-	100	4	40 + 60
3	DSE	BBA-MM-703	SALES AND DISTRIBUTION MANAGEMENT		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-FM-703	INVESTMENT BANKING AND FINANCIAL SERVICES		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-HRM-703	TALENT AND KNOWLEDGE MANAGEMENT		60	21	40	14	-	-	100	4	40 + 60
4	DSE	BBA-MM-704	Rural & Agricultural Marketing		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-FM-704	Strategic Corporate Finance		60	21	40	14	-	-	100	4	40 + 60
	DSE	BBA-HRM-704	Strategic & Global HRM		60	21	40	14	-	-	100	4	40 + 60
5	SEC	BBA HOR 705	Research Internship Report & Viva Voce						100	35	100	4	0+100
											500	20	

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Examination Scheme

BBA VIII Semester Honours with Research

S.No		Paper Code	Course		Theory		Sessional		Practical		Total	Credit	IA+EA
					Max	Min	Max	Min	Max.	Min.			
1	SEC	BBA-HOR- 801	Final Report VIVA Dissertation work [Started in Seventh semester] for Research Track				200	70	300	105	500	20	200+300
											500	20	

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BBA PROGRAM- COURSE OUTCOMES

No.	Program Outcomes
PO1	Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.
PO2	Upon completion of the BBA program the students will have general idea of operations in business.
PO3	Upon completion of the BBA program, the individual will have specialized skills to deal with area specific issues of concern.
PO4	Upon completion of the BBA program, the individual will be able to apply technological knowhow for business advancements.
PO5	Upon completion of the BBA program, the individual will be capable of analyzing, investigating and solving critical business issues.

SCHEME OF ASSESSMENT

The BBA program is based on continuous internal assessment as well as end semester external examination. The scheme of internal assessment is as follows:

MARKS OF SESSIONALS

Mid Semester examination during the semester will be conducted by the examination department and the sessional marks of internal assessment will be finalized by the teacher concerned. The sessional marks shall be based on:

- (a) Marks obtained in Mid –Semester Examinations will be of 20 Marks.
- (b) Other components will include student's assessment on the basis of Class Presentation/ Group Discussion/ Seminar Presentation/ any other projects as and when assigned by subject teachers and specific activity coordinators as per the Internal Component requirements.
- (c) All above activities to be distributed in different semesters and shall contribute 10 marks in each semester to make Internal Assessment Component of 40 Marks.
- (d) Candidate is required to secure a minimum of 35% marks in individual course in order to pass the internal assessment. The students must be very punctual and attentive to tests as there is no provision for make-up test on any ground.

MINIMUM PASS MARKS

In order to pass the semester, an examinee shall have to secure minimum 35% marks in individual papers. She/he will also be required to obtain a minimum 35% marks in sessional, separately. Besides securing 35% marks in each paper in both external and internal examinations, the candidate will have to secure a minimum of 40% marks in aggregate.

DIVISION IN EXAMINATION

A candidate having secured 60% marks or above will be awarded first division, candidates securing 50% but less than 60% marks in aggregate will be placed in second division. There will be no third division in the programme.

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SCHEME OF PROMOTION TO NEXT SEMESTER

The student failed in more than two papers / courses in a semester (either in internal or external) will not be promoted in the next semester. Thus, in order to get promotion to the next semester, candidates will have to clear at least 4 papers /courses in first to fourth & sixth semesters and 5 papers/courses in fifth semester.

The Back paper of students failing in I and III Semester will be conducted along with their III and V semester examinations respectively. Similarly, those failing in II and IV semester will get chance to clear their back paper along with their IV and VI semester examinations respectively. However, students failing in their final year i.e. V and VI semester will have to wait for the next concerning semester to clear their back paper.

The students having semester back will give their papers with their next concerning semester examination. There is no provision of special back /semester back after semester examinations.

An examinee who has failed in internal examination shall be required to register him/her fresh for doing the sessional work in the next concerning semester in the paper/course. He will also be required to submit his examination form for internal assessment.

The internal assessment awarded to a candidate who fails in the end semester examination shall be carried forward to the next concerning semester.

In case a candidate fails in any internal / end semester examination (either in one paper or in all), he will be allowed two more attempts to clear that course.

However, if a candidate fails to pass in semester examination even after the two additional attempts other than the original one, he will be required to leave the course. Attempts other than the original one, he will be required to leave the course

** Amendments made in syllabus of various semesters (BBA V, VI, VII (Hon), VIII (Hon), VII (Hon with Res), VIII (Hon with Res) as per the recommendations of PEDC.*