

## FIRST YEAR: SEMESTER I

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-101	Financial Accounting	CC-A1	30	70	-	100	4
B23-BBA-102	Principles of Management	CC-B1	30	70	-	100	4
B23-BBA-103	Business Organisation	CC-C1	30	70	-	100	4
	Each student will opt one course from pool of minor courses for Semester I	CC-M1	15	35	-	50	2
	Each student will opt one multidisciplinary course from the discipline which is different from the discipline of business administration	MDC-1				75	3
	Each student will opt one course from pool of ability enhancement courses provided by university	AEC-1				50	2
	Each student will opt one course from pool of skill enhancement courses provided by university	SEC-1				75	3
	Each student will opt one course from pool of value added courses provided by university	VAC-1				50	2
<b>Total</b>						<b>600</b>	<b>24</b>

### POOL OF MINOR COURSES FOR SEMESTER I

Course	Course Code	Nomenclature of Minor Course
CC-M1	B23-BBA-104	Business Mathematics-I

## FIRST YEAR: SEMESTER II

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-201	Business Statistics	CC-A2	30	70	-	100	4
B23-BBA-202	Managerial Economics	CC-B2	30	70	-	100	4
B23-BBA-203	Organisational Behaviour	CC-C2	30	70	-	100	4
	Each student will opt one course from pool of minor courses for Semester II	CC-M2	15	35	-	50	2
	Each student will opt one multidisciplinary course from the discipline which is different from the discipline of business administration	MDC-2				75	3
	Each student will opt one course from pool of ability enhancement courses provided by university	AEC-2				50	2
	Each student will opt one course from pool of skill enhancement courses provided by university	SEC-2				75	3
	Each student will opt one course from pool of value added courses provided by university	VAC-2				50	2
<b>Total</b>						<b>600</b>	<b>24</b>

### POOL OF MINOR COURSES FOR SEMESTER II

Course	Course Code	Nomenclature of Minor Course
CC-M2	B23-BBA-204	Business Mathematics-II

**Exit Option:** Any student opting for exit option after first year will get **Undergraduate Certificate in Business Administration** provided he/she completes 48 Credits of first two semesters and additional 4 credits of summer training report (100 External Marks) based on summer training of 4-6 weeks undertaken in a business organization. Thus, he/she will be eligible to exit the course with the said 52 Credits. In addition, the summer internship report would be evaluated by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra. Furthermore, the credits of summer internship report would be included/mention in the **Undergraduate Certificate in Business Administration** as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-205	Summer Internship Report	Internship	-	100*	-	100	4

\*The summer internship report would be evaluated by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

### **SECOND YEAR: SEMESTER III**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-301	Managerial Accounting	CC-A3	30	70	-	100	4
B23-BBA-302	Marketing Management	CC-B3	30	70	-	100	4
B23-BBA-303	Human Resource Management	CC-C3	30	70	-	100	4
	Each student will opt one course from pool of minor courses for Semester III	CC-M3	30	70	-	100	4
	Each student will opt one multidisciplinary course from the discipline which is different from the discipline of business administration	MDC-3				75	3
	Each student will opt one course from pool of ability enhancement courses provided by university	AEC-3				50	2
	Each student will opt one course from pool of skill enhancement courses provided by university	SEC-3				75	3
<b>Total</b>						<b>600</b>	<b>24</b>

### **POOL OF MINOR COURSES FOR SEMESTER III**

Course	Course Code	Nomenclature of Minor Course
CC-M3	B23-BBA-304	Production Management
CC-M3	B23-BBA-305	Disaster Management

## SECOND YEAR: SEMESTER IV

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-401	Capital Markets	CC-A4	30	70	-	100	4
B23-BBA-402	Business Research Methods	CC-B4	30	70	-	100	4
B23-BBA-403	Business Environment	CC-C4	30	70	-	100	4
	Each student will opt one course from pool of vocational courses provided by university	CC-M4 (V1)				100	4
	Each student will opt one course from pool of ability enhancement courses provided by university	AEC-4				50	2
	Each student will opt one course from pool of value added courses provided by university	VAC-3				50	2
<b>Total</b>						<b>500</b>	<b>20</b>

**Exit Option:** Any student opting for exit option after second year will get **Undergraduate Diploma in Business Administration** provided he/she completes 92 credits of first four semesters and additional 4 credits of summer training report (100 external marks) based on summer training of 4-6 weeks in a business organization undertaken after completion of second semester or fourth semester. Thus, he/she will be eligible to exit the course with the said 96 Credits. In addition, the summer internship report would be evaluated by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra. Furthermore, the credits of summer internship report would be included/mention in the **Undergraduate Diploma in Business Administration** as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-404	Summer Internship Report	Internship	-	100*	-	100	4

\*The summer internship report would be evaluated by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Note:** The student seeking admission in fifth semester would have to undergo a compulsory 4-6 weeks summer internship in a business organization after fourth semester and credits for the same will be included in fifth semester.

### **THIRD YEAR: SEMESTER V**

Course code	Nomenclature of the paper	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-501	Corporate Finance	CC-A5	30	70	-	100	4
B23-BBA-502	International Business	CC-B5	30	70	-	100	4
B23-BBA-503	Business Laws	CC-C5	30	70	-	100	4
	Each student will opt one course from pool of vocational courses provided by university	CC-M5 (V2)				100	4
B23-BBA-504	Summer Internship Report	Internship	-	100*	-	100	4
<b>Total</b>						<b>500</b>	<b>20</b>

\*The summer internship report would be evaluated by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

### **THIRD YEAR: SEMESTER VI**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-601	Analysis of Financial Statements	CC-A6	30	70	-	100	4
B23-BBA-602	Entrepreneurship Development	CC-B6	30	70	-	100	4
B23-BBA-603	Comprehensive Viva-Voce	CC-C6	-	-	100*	100	4
	Each student will opt one course from pool of minor courses for Semester VI	CC-M6	30	70	-	100	4
	Each student will opt one course from pool of vocational courses provided by university	CC-M7 (V3)				100	4
<b>Total</b>						<b>500</b>	<b>20</b>

#### **POOL OF MINOR COURSES FOR SEMESTER VI**

Course	Course Code	Nomenclature of Minor Course
CC-M6	B23-BBA-604	E-Commerce
CC-M6	B23-BBA-605	Business Tax Planning

\*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Exit option:** Any student who exit after 6 semesters must complete 132 credits and he/she would be awarded with **Bachelor of Business Administration.**

## Notes:

1. A student will opt for Multidisciplinary Course (MDC) from the subject which is different from the discipline of business administration. Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor courses under this category. Provided further that if a Multidisciplinary Course across the discipline cannot be offered by the Department/Institute/College, due to its constraints and available resources, then
  - i. MDC can be opted out of MOOCs through SWAYAM.
  - ii. MDC can be completed out of online courses offered by the Kurukshetra University.
  - iii. MDC can be completed from a cluster college, i.e., from a neighboring college/institute.
2. 4-year BBA (Honours) or (Honours with Research) will be offered after completion of 3 year BBA programme to those students who have completed at least 60 credits in the concerned discipline. In addition to the above, 4-year BBA (Honours with Research) will be offered only to those students who have obtained CGPA 7.5 or more in the 3 year BBA programme.
3. BBA (Honours) or (Honours with Research) will be awarded after successful completion of the four year programme securing 180 credits.
4. Student opting for Honours with Research will work on a Research Project or do research during the eighth semester. The dissertation work will be of 12 credits. 8 credits will be earmarked for the evaluation report of the dissertation and viva-voce examination will carry weightage of 4 credits.
5. Students have to opt any one specialisation in the seventh semester from provided specialisations as below and the same will continue in the eighth semester:
  - A. Entrepreneurship**
  - B. Business Analytics**
  - C. Agri-Business**

# **Bachelor of Business Administration (Honours)**

## **A. Entrepreneurship**

### **Fourth Year: Semester VII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-711	Fundamentals of Entrepreneurship Development	CC-H1	30	70	-	100	4
B23-BBA-712	Creativity and New Venture Creation	CC-H2	30	70	-	100	4
B23-BBA-713	Institutional support to Entrepreneur & MSME	CC-H3	30	70	-	100	4
	Each student will opt one course from pool of discipline specific elective courses for Semester VII	DSE-H1	30	70	-	100	4
B23-BBA-716	Seminar	PC-H1	-	-	100*	100	4
B23-BBA-717	Labour Laws	CC-HM1	30	70	-	100	4
<b>Total</b>						<b>600</b>	<b>24</b>

### **POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VII**

Course	Course Code	Nomenclature of Discipline Specific Elective Course
DSE-H1	B23-BBA-714	Family Business Management
DSE-H1	B23-BBA-715	Social Entrepreneurship

\*Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra and Head of Department (or his/her nominee) in concerned college/institute.

### **Fourth Year: Semester VIII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-811	Enterprise Planning, Appraisal and Financing	CC-H4	30	70	-	100	4
B23-BBA-812	Financial Innovation and Entrepreneurship	CC-H5	30	70	-	100	4
B23-BBA-813	Marketing Management in New Age Businesses	CC-H6	30	70	-	100	4
	Each student will opt one course from pool of discipline specific elective courses for Semester VIII	DSE-H2	30	70	-	100	4
B23-BBA-816	MSME Policy Framework	PC-H2	30	70	-	100	4
B23-BBA-817	Comprehensive Viva-Voce	CC-HM2	-	-	100*	100	4
<b>Total</b>						<b>600</b>	<b>24</b>

### **POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VIII**

Course	Course Code	Nomenclature of Discipline Specific Elective Course
DSE-H2	B23-BBA-814	New Enterprises Human Resource Management
DSE-H2	B23-BBA-815	Digital Entrepreneurship

\*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Note:** Student completing 180 credits would be eligible to obtain **Bachelor of Business Administration (Honours)**.

# Bachelor of Business Administration (Honours with Research)

## A. Entrepreneurship

### Fourth Year: Semester VII

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-711	Fundamentals of Entrepreneurship Development	CC-H1	30	70	-	100	4
B23-BBA-712	Creativity and New Venture Creation	CC-H2	30	70	-	100	4
B23-BBA-713	Institutional support to Entrepreneur & MSME	CC-H3	30	70	-	100	4
	Each student will opt one course from pool of discipline specific elective courses for Semester VII	DSE-H1	30	70	-	100	4
B23-BBA-716	Seminar	PC-H1	-	-	100*	100	4
B23-BBA-717	Labour Laws	CC-HM1	30	70	-	100	4
<b>Total</b>						<b>600</b>	<b>24</b>

### POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VII

Course	Course Code	Nomenclature of Discipline Specific Elective Course
DSE-H1	B23-BBA-714	Family Business Management
DSE-H1	B23-BBA-715	Social Entrepreneurship

\*Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra and Head of Department (or his/her nominee) in concerned college/institute.

### **Fourth Year: Semester VIII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-811	Enterprise Planning, Appraisal and Financing	CC-H4	30	70	-	100	4
B23-BBA-812	Financial Innovation and Entrepreneurship	CC-H5	30	70	-	100	4
B23-BBA-817	Comprehensive Viva-Voce	CC-HM2	-	-	100*	100	4
B23-BBA-818	Research Project	Project/ Dissertation	0	200**	100***	300	8+4 =12
<b>Total</b>						<b>600</b>	<b>24</b>

\*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

\*\*Project Report will be evaluated by external examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

\*\*\*Viva-Voce on Project Report will be conducted by External Examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Note:** Students completing 180 credits would be eligible to obtain **Bachelor of Business Administration (Honours with Research).**

# **Bachelor of Business Administration (Honours)**

## **B. Business Analytics**

### **Fourth Year: Semester VII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-721	Business Analytics	CC-H1	30	70	-	100	4
B23-BBA-722	Business Analysis using Excel	CC-H2	30	70	-	100	4
B23-BBA-723	Fundamental of Econometrics	CC-H3	30	70	-	100	4
	Each student will opt one course from pool of discipline specific elective courses for Semester VII	DSE-H1	30	70	-	100	4
B23-BBA-726	Seminar	PC-H1	-	-	100*	100	4
B23-BBA-727	Digital Marketing	CC-HM1	30	70	-	100	4
<b>Total</b>						<b>600</b>	<b>24</b>

### **POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VII**

Course	Course Code	Nomenclature of Discipline Specific Elective Course
DSE-H1	B23-BBA-724	Decision Modelling and Data Analysis
DSE-H1	B23-BBA-725	Data Mining and Data Warehousing

\*Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra and Head of Department (or his/her nominee) in concerned college/institute.

### Fourth Year: Semester VIII

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-821	Time Series Data Analysis	CC-H4	30	70	-	100	4
B23-BBA-822	Applied Multivariate Analysis	CC-H5	30	70	-	100	4
B23-BBA-823	Financial Modeling	CC-H6	30	70	-	100	4
	Each student will opt one course from pool of discipline specific elective courses for Semester VIII	DSE-H2	30	70	-	100	4
B23-BBA-826	Market Microstructure	PC-H2	30	70	-	100	4
B23-BBA-827	Comprehensive Viva-Voce	CC-HM2	-	-	100*	100	4
<b>Total</b>						<b>600</b>	<b>24</b>

### POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VIII

Course	Course Code	Nomenclature of Discipline Specific Elective Course
DSE-H2	B23-BBA-824	Predictive Analysis for Business Decision
DSE-H2	B23-BBA-825	Social Media Analytics

\*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Note:** Student completing 180 credits would be eligible to obtain **Bachelor of Business Administration (Honours)**.

# **Bachelor of Business Administration (Honours with Research)**

## **B. Business Analytics**

### **Fourth Year: Semester VII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-721	Business Analytics	CC-H1	30	70	-	100	4
B23-BBA-722	Business Analysis using Excel	CC-H2	30	70	-	100	4
B23-BBA-723	Fundamental of Econometrics	CC-H3	30	70	-	100	4
	Each student will opt one course from pool of discipline specific elective courses for Semester VII	DSE-H1	30	70	-	100	4
B23-BBA-726	Seminar	PC-H1	-	-	100*	100	4
B23-BBA-727	Digital Marketing	CC-HM1	30	70	-	100	4
<b>Total</b>						<b>600</b>	<b>24</b>

### **POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VII**

Course	Course Code	Nomenclature of Discipline Specific Elective Course
DSE-H1	B23-BBA-724	Decision Modelling and Data Analysis
DSE-H1	B23-BBA-725	Data Mining and Data Warehousing

\*Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra and Head of Department (or his/her nominee) in concerned college/institute.

### **Fourth Year: Semester VIII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-821	Time Series Data Analysis	CC-H4	30	70	-	100	4
B23-BBA-822	Applied Multivariate Analysis	CC-H5	30	70	-	100	4
B23-BBA-827	Comprehensive Viva-Voce	CC-HM2	-	-	100*	100	4
B23-BBA-828	Research Project	Project/ Dissertation	0	200**	100***	300	8+4 =12
<b>Total</b>						<b>600</b>	<b>24</b>

\*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

\*\*Project Report will be evaluated by external examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

\*\*\*Viva-Voce on Project Report will be conducted by External Examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Note:** Students completing 180 credits would be eligible to obtain **Bachelor of Business Administration (Honours with Research).**

# **Bachelor of Business Administration (Honours)**

## **C. Agri-Business**

### **Fourth Year: Semester VII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-731	Agri-Business Entrepreneurship	CC-H1	30	70	-	100	4
B23-BBA-732	Food Technology and Process Management	CC-H2	30	70	-	100	4
B23-BBA-733	Agri-Business Management	CC-H3	30	70	-	100	4
	Each student will opt one course from pool of discipline specific elective courses for Semester VII	DSE-H1	30	70	-	100	4
B23-BBA-737	Seminar	PC-H1	-	-	100*	100	4
B23-BBA-738	Management of Agribusiness Cooperatives	CC-HM1	30	70	-	100	4
<b>Total</b>						<b>600</b>	<b>24</b>

### **POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VII**

Course	Course Code	Nomenclature of Discipline Specific Elective Course
DSE-H1	B23-BBA-734	Agri-Business Environment and Policy
DSE-H1	B23-BBA-735	Quality Management in Agribusiness
DSE-H1	B23-BBA-736	Contract Farming

\*Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra and Head of Department (or his/her nominee) in concerned college/institute.

### **Fourth Year: Semester VIII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-831	Agribusiness Financial Management	CC-H4	30	70	-	100	4
B23-BBA-832	Agricultural Marketing Management	CC-H5	30	70	-	100	4
B23-BBA-833	Livestock Business Management	CC-H6	30	70	-	100	4
	Each student will opt one course from pool of discipline specific elective courses for Semester VIII	DSE-H2	30	70	-	100	4
B23-BBA-837	Agri-Supply Chain Management	PC-H2	30	70	-	100	4
B23-BBA-838	Comprehensive Viva-Voce	CC-HM2	-	-	100*	100	4
<b>Total</b>						<b>600</b>	<b>24</b>

### **POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VIII**

Course	Course Code	Nomenclature of Discipline Specific Elective Course
DSE-H2	B23-BBA-834	International Agribusiness Trade
DSE-H2	B23-BBA-835	Microfinance for Agribusiness
DSE-H2	B23-BBA-836	Commodity Futures, Markets and Derivatives

\*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Note:** Student completing 180 credits would be eligible to obtain **Bachelor of Business Administration (Honours).**

# Bachelor of Business Administration (Honours with Research)

## C. Agri-Business

### Fourth Year: Semester VII

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-731	Agri-Business Entrepreneurship	CC-H1	30	70	-	100	4
B23-BBA-732	Food Technology and Process Management	CC-H2	30	70	-	100	4
B23-BBA-733	Agri-Business Management	CC-H3	30	70	-	100	4
	Each student will opt one course from pool of discipline specific elective courses for Semester VII	DSE-H1	30	70	-	100	4
B23-BBA-737	Seminar	PC-H1	-	-	100*	100	4
B23-BBA-738	Management of Agribusiness Cooperatives	CC-HM1	30	70	-	100	4
<b>Total</b>						<b>600</b>	<b>24</b>

### POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VII

Course	Course Code	Nomenclature of Discipline Specific Elective Course
DSE-H1	B23-BBA-734	Agri-Business Environment and Policy
DSE-H1	B23-BBA-735	Quality Management in Agribusiness
DSE-H1	B23-BBA-736	Contract Farming

\*Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra and Head of Department (or his/her nominee) in concerned college/institute.

### **Fourth Year: Semester VIII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-BBA-831	Agribusiness Financial Management	CC-H4	30	70	-	100	4
B23-BBA-832	Agricultural Marketing Management	CC-H5	30	70	-	100	4
B23-BBA-838	Comprehensive Viva-Voce	CC-HM2	-	-	100*	100	4
B23-BBA-839	Research Project	Project/ Dissertation	0	200**	100***	300	8+4 =12
<b>Total</b>						<b>600</b>	<b>24</b>

\*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

\*\*Project Report will be evaluated by external examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

\*\*\*Viva-Voce on Project Report will be conducted by External Examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Note:** Students completing 180 credits would be eligible to obtain **Bachelor of Business Administration (Honours with Research).**

### **POOL OF MULTIDISCIPLINARY COURSES (MDC)**

Multidisciplinary courses are based on introductory knowledge in a subject. These courses are offered to students of other discipline than discipline of business administration/management.

Course Type	Course Code	Nomenclature of course	Credits	Contact Hours/Week	Internal Marks	End Term Marks	Total Marks	Duration of Exam
MDC-1	B23-BBA-105	Social Media Marketing	3	3	25	50	75	3 hrs.
MDC-2	B23-BBA-206	Entrepreneurship & Start-ups	3	3	25	50	75	3 hrs.
MDC-3	B23-BBA-306	Fundamentals of Investing	3	3	25	50	75	3 hrs.

### **POOL OF SKILL ENHANCEMENT COURSES (SEC)**

Course Type	Course Code	Nomenclature of course	Credits	Contact Hours/Week	Internal Marks	End Term Marks	Total Marks	Duration of Exam
SEC-2	B23-SEC-212	Integrated Marketing Communications	3	3	25	50	75	3 hrs.
SEC-2	B23-SEC-214	Business Communication	3	3	25	50	75	3 hrs.

### **POOL OF VALUE ADDED COURSES (VAC)**

Course Type	Course Code	Nomenclature of course	Credits	Contact Hours/Week	Internal Marks	End Term Marks	Total Marks	Duration of Exam
VAC-4	B23-VAC-401	Business Ethics	2	2	15	35	50	3 hrs.
VAC-4	B23-VAC-414	Logistic Management	2	2	15	35	50	3 hrs.
VAC-4	B23-VAC-417	E-Commerce	2	2	15	35	50	3 hrs.

### **POOL OF VOCATIONAL COURSES (VOC)**

Course Type	Course Code	Nomenclature of course	Credits	Contact Hours/Week	Internal Marks	End Term Marks	Total Marks	Duration of Exam
VOC-3	B23-VOC-319	Event Management	4	4	30	70	100	3 hrs.
VOC-3	B23-VOC-326	Security Analysis and Portfolio Management	4	4	30	70	100	3 hrs.