

ANNEXURE – 1

BANGALORE UNIVERSITY
B.B.A (CBCS) COURSE SEMESTER SCHEME -- 2014 – 15
COURSE MATRIX

I SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	Language: Kannada / Sanskrit / Urdu / Tamil / Telugu / Malayalam/ Additional English / Marathi / Hindi	1.1	4	3	30	70	100	2
	Language: English	1.2	4	3	30	70	100	2
Part 2 Optional	Fundamentals of Accounting	1.3	4	3	30	70	100	2
	Business Organization and Environment	1.4	4	3	30	70	100	2
	Quantitative Methods for Business - I	1.5	4	3	30	70	100	2
	Management Process	1.6	4	3	30	70	100	2
Part 3	Foundation Course*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								15

II SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Language	Language: Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam / Additional English / Marathi / Hindi	2.1	4	3	30	70	100	2
	Language: English	2.2	4	3	30	70	100	2
Part 2 Optional	Financial Accounting	2.3	4	3	30	70	100	2
	Quantitative Methods for Business – II	2.4	4	3	30	70	100	2
	Organizational Behavior	2.5	4	3	30	70	100	2
	Production and Operations Management	2.6	4	3	30	70	100	2
Part 3	Foundation Course*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								15

III SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Language	Language: Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam / Additional English / Marathi / Hindi	3.1	4	3	30	70	100	2
Part 2 Optional	Soft Skills for Business	3.2	4	3	30	70	100	2
	Corporate Accounting	3.3	4	3	30	70	100	2
	Human Resource Management	3.4	4	3	30	70	100	2
	Business Regulations	3.5	4	3	30	70	100	2
	Corporate Environment	3.6	4	3	30	70	100	2
	Business Ethics	3.7	4	3	30	70	100	2
Part 3	SDC*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								17

IV SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Language	Language: Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam / Additional English / Marathi / Hindi	4.1	4	3	30	70	100	2
Part 2 Optional	Business Research Methods	4.2	4	3	30	70	100	2
	Marketing Management	4.3	4	3	30	70	100	2
	Financial Management	4.4	4	3	30	70	100	2
	Services Management	4.5	4	3	30	70	100	2
	Banking Regulations & Operations	4.6	4	3	30	70	100	2
	Cost Accounting	4.7	4	3	30	70	100	2
Part 3	SDC*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								17

V SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 Optional	Entrepreneurial Management	5.1	4	3	30	70	100	3
	Computer Applications in Business	5.2	4	3	30	70	100	3
	Investment Management	5.3	4	3	30	70	100	3
	Management Accounting	5.4	4	3	30	70	100	3
	Elective Paper I	5.5	4	3	30	70	100	3
	Elective Paper II	5.6	4	3	30	70	100	3
Part 3	SDC*		3	3	30	70	100	2
Total Credits								20

VI SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 Optional	International Business	6.1	4	3	30	70	100	3
	E-Business	6.2	4	3	30	70	100	3
	Income Tax	6.3	4	3	30	70	100	3
	Strategic Management Or Project Report & Viva (Voce)	6.4	4	3	30	70	100	3
	Elective Paper III	6.5	4	3	30	70	100	3
	Elective Paper IV	6.6	4	3	30	70	100	3
Part 3	SDC*		3	3	30	70	100	2
Total Credits								20

ELECTIVE GROUPS

1. FINANCE GROUP

Semester No.	Paper No.	Title of the Paper	Lecture Hours Per Week	Total Marks
V	FN.5.5	Advanced Financial Management	04	100
	FN.5.6	Financial Markets & Services	04	100
VI	FN.6.5	International Finance	04	100
	FN.6.6	Stock and Commodity Markets	04	100

2. MARKETING GROUP

Semester No.	Paper No.	Title of the Paper	Lecture Hours Per Week	Total Marks
V	MK.5.5	Consumer Behavior	04	100
	MK.5.6	Advertising & Media Management	04	100
VI	MK.6.5	Brand Management	04	100
	MK.6.6	Retail Management	04	100

3. HUMAN RESOURCE GROUP

Semester No.	Paper No.	Title of the Paper	Lecture Hours Per Week	Total Marks
V	HR.5.5	Employee Welfare & Social Security	04	100
	HR.5.6	Strategic HRM	04	100
VI	HR.6.5	Organizational Change & Development	04	100
	HR.6.6	Compensation Management	04	100

1. Foundation, Skill Development or Interdisciplinary Courses (Foundation Course*)

(Common for all programmes):

- Constitution of Indian and Human Rights
- Environment and Public Health
- Computer Applications and Information Technology
- Business Entrepreneurship and Management
- Philosophy, Psychology and Life Skills
- Personality Development and Leadership / Integrating Mind, Body and Heart
- Indian History, Culture and Diversity
- Research Methodology
- Education and Literacy / Science and Life
- Human Resource Development .Management
- One of the Foreign Languages such as German, French etc.
- Any other Course prescribed by the University from time to time
- Commodity & Stock Market
- Mathematics in Finance

2. Co-and Extra – Curricular Activities (CC& EC*)

A student shall opt for any one of the following activities in the first four semesters offered in the college

- N.S.S / N.C.C./Rotary Activities / Rovers and Rangers
- Sports and Games / Activities related to Yoga
- A Small project work concerning the achievements of Indian in different fields
- Evolution of study groups/seminar circles on Indian thoughts and ideas
- Interaction with local communities in their neighborhood and learn about and from them
- Exploring different aspects of Indian civilizations
- Other activities such as Cultural Activities as prescribed by the University.

Evaluation of Co-and Extra Curricular Activities is as per the procedure evolved by the University from time to time.