

**JIS University, West Bengal**  
**Syllabus for 3-YEAR B.B.A. (After Class XII)**

**1<sup>st</sup> Semester B.B.A.**

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
<b>Theory</b>					
<b>BBA-101(CC)</b>	Quantitative Methods	3	0	0	3
<b>BBA-102 (CC)</b>	Principles of Management ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-103 (CC)</b>	Organizational Behavior –I ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-104 (CC)</b>	Business Accounting ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-105 (DSE)</b>	Business Communication	2	0	0	2
	English for Managers	2	0	0	2
<b>BBA-106 (DSE)</b>	Economic Environment of Business	3	0	0	3
	Demand and Business Forecasting	3	0	0	3
<b>BBA-107 (GE)</b>	Computer Fundamentals & Application	2	0	0	2
<b>Sessional</b>					
<b>BBA-181</b>	Presentation	1	0	0	1
<b>BBA-182</b>	Skill Development (SkillX)	1	0	0	1
<b>Practical</b>					
<b>BBA-191 (SEC)</b>	Computer Fundamental and Application Lab	0	0	2	1
<b>BBA- 192 (SEC)</b>	Business Communication Lab	0	0	3	2
<b>Total Credits</b>					<b>24</b>

**Syllabus for 3-YEAR B.B.A.**

**2<sup>nd</sup> Semester**

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
<b>Theory</b>					
<b>BBA-201 (CC)</b>	Business Law	3	0	0	3
<b>BBA-202 (CC)</b>	Human Resource Management ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-203 (CC)</b>	Marketing Management ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-204 (CC)</b>	Cost Accounting ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-205 (DSE)</b>	Business Organization	3	0	0	3
	Corporate Image Building	3	0	0	3
<b>BBA-206 (DSE)</b>	Managerial Economics	3	0	0	3
	Development Economics	3	0	0	3
<b>BBA-207 (GE)</b>	Business Ethics and CSR	3	0	0	3
<b>Sessional</b>					
<b>BBA-281</b>	Presentation	1	0	0	1
<b>BBA-282</b>	Skill Development (SkillX)	1	0	0	1
<b>Practical</b>					
<b>BBA-291 (SEC)</b>	Communication Skill and Language Lab	0	0	3	2
<b>Total Credits</b>					<b>25</b>

**Syllabus for 3-YEAR B.B.A.**

**3<sup>rd</sup> Semester B.B.A.**

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
<b>Theory</b>					
<b>BBA-301 (CC)</b>	Financial Accounting ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-302 (CC)</b>	Production Management ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-303 (CC)</b>	Organization Behavior –II ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-304 (CC)</b>	Operation Research	3	0	0	3
<b>BBA-305 (DSE)</b>	Entrepreneurship Development	2	0	0	2
	Small Business Management	2	0	0	2
<b>BBA- 306 (DSE)</b>	Company Law and Corporate Governance	3	0	0	3
	Business Law	3	0	0	3
<b>BBA-307 (GE)</b>	Management Information System	3	0	0	3
<b>(AECC)</b>	Environmental Science	2	0	0	2
<b>Sessional</b>					
<b>BBA-281</b>	Presentation	1	0	0	1
<b>BBA- 282</b>	Skill Development (SkillX)	1	0	0	1
<b>CSL-391</b>	Evaluation of Summer Internship	0	2	0	2
<b>Practical</b>					
<b>BBA-392 (SEC)</b>	Communication Skill and Language Lab II	0	0	3	2
<b>Total Credits</b>					<b>28</b>

**Syllabus for 3-YEAR B.B.A.**

**4<sup>th</sup>Semester**

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
<b>Theory</b>					
<b>BBA-401 (CC)</b>	Financial Management ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-402 (CC)</b>	International Trade and Commerce ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-403 (CC)</b>	Statistical Methods for Management Decision Making ( <i>BBA-LLB</i> )	3	0	0	3
<b>BBA-404 (CC)</b>	Industrial Relations and Labor Welfare	3	0	0	3
<b>BBA-405 (DSE)</b>	Small Business Management	3	0	0	3
	Emotional Intelligence and Managerial Effectiveness	3	0	0	3
<b>BBA-406 (DSE)</b>	Retail Management	3	0	0	3
	Individual and group Dynamics	3	0	0	3
<b>BBA-407 (GE)</b>	E-Commerce and Web Technology	3	0	0	3
<b>Sessional</b>					
<b>BBA -481</b>	Presentation	1	0	0	1
<b>BBA-482</b>	Skill Development	1	0	0	1
<b>Practical</b>					
<b>BBA -491 (GE)</b>	Web Technology Lab	0	0	3	1
<b>BBA-492</b>	Evaluation of Minor Projects	0	0	3	1
<b>Total Credit</b>					<b>25</b>

**Syllabus for 3-YEAR B.B.A.**

**5<sup>th</sup> Semester**

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
<b>Theory</b>					
<b>BBA-501 (CC)</b>	Corporate Taxation	3	0	0	3
<b>BBA-502 (CC)</b>	Strategic Management	4	0	0	4
<b>BBA-503 (CC)</b>	Business Research Methodology	3	0	0	3
<b>BBA-504 (DSE)</b>	Customer Relationship Management	4	0	0	4
	Analysis of Managerial Decision Making	4	0	0	4
<b>BBA-505 (DSE)</b>	Elective -1 (Major ) Any One	3	0	0	3
<b>BBA-506 (DSE)</b>	Elective -2 (Minor) Any One	3	0	0	3
<b>Sessional</b>					
<b>BBA- 581</b>	Presentation	1	0	0	1
<b>BBA - 582</b>	Skill Development	1	0	0	1
<b>Practical</b>					
<b>BBA-591</b>	Pilot Project	0	0	12	4
<b>Total Credits</b>					<b>26</b>

**Electives:-**

(Note – Students have to opt for 1 subject from the Majors i.e. Marketing, HRM & Finance as well as 1 subject from the Minors i.e. Tourism and Media.)

**Marketing-** 1) Market Research 2) Sales and Distribution

**Human Resource Management-** 1) Training & Development. 2) Talent Management

**Financial Management-** 1) Security Analysis and Portfolio Management 2) International Finance

**Tourism Management-** 1) Fundamentals of Tourism Industry 2) Tourism Marketing

**Media Management-** 1) Principles of Mass Communication 2) Media Agency & Management

## Syllabus for 3-YEAR B.B.A.

### 6<sup>th</sup>Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
<b>Theory</b>					
<b>BBA-601 (CC)</b>	Management Accounting	4	0	0	4
<b>BBA-602 (CC)</b>	Organization Development & Knowledge Management	3	0	0	3
<b>BBA-603 (CC)</b>	Project Management	4	0	0	4
<b>BBA-604 (DSE)</b>	Consumer Analysis	3	0	0	3
	Social Psychology	3	0	0	3
<b>BBA-605 (DSE)</b>	Elective – 3 (Major) Any One	3	0	0	3
<b>BBA-606 (DSE)</b>	Elective- 4 (Minor) Any one	3	0	0	3
<b>Sessional</b>					
<b>BBA- 681</b>	Skill Development	1	0	0	1
<b>BBA-]682</b>	Presentation	1	0	0	1
<b>Practical</b>					
<b>BBB-691</b>	Grand Viva	0	0	12	4
<b>Total Credits</b>					<b>26</b>

### Electives

(Note – Students have to opt for 1 subject from the Majors I.e. Marketing, HRM & Finance as well as 1 subject from the Minors I.e. Tourism and Media.)

**Marketing-** 1) Service Marketing 2) Advertising and Sales Promotion

**Human Resource Management-** 1) Compensation Management 2) Global Human Resource Management in Modern Era

**Financial Management-** 1) Financial Risk Management 2) Financial Services

**Tourism Management-** 1) Tourism Product 2) International Tourism

**Media Management-** 1) Print & Electronic Media 2) Public Relations and Channels