



# V.S.M. College (Autonomous): RAMACHANDRAPURAM

Re – Accredited by NAAC with ‘B’ Grade at 2.69 CGPA BBA

## **BBA COURSE STRUCTURE**

DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Academic Year: 2020-21

SEM	PAPER	PAPER CODE	SUBJECT	HOURS	CREDITS	INTERNAL	EXTERNAL	TOTAL
<b>FIRST YEAR</b>								
I	I	2014101	Principles of management	5	4	40	60	100
	II	2014102	Managerial economics	5	4	40	60	100
II	III	2014103	Quantitative methods for managers	5	4	40	60	100
	IV	2024104	Accounting for managers	5	4	40	60	100
	V	2024105	Fundamentals of marketing	5	4	40	60	100
	VI	2024106	E-Commerce	5	4	40	60	100
		2024107P	Two month social immersion internship		4		100 marks	

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### SEMESTER – III

Sno	Course	Total Marks	Mid Sem Exam	Sem End Exam	Teaching Hours	Credits
1	First Language (Tel/Hin/Urdu/Sans...)	100	25	75	4	3
2	Second Language English	100	25	75	4	3
3	Foundation Course – 5 ICT – 2	50	0	50	2	2
4	Foundation course – 6 CSS – 2	50	0	50	2	2
5	DSC 1C	100	25	75	5	4
6	DSC 2C	100	25	75	5	4
7	DSC 3C	100	25	75	5	4
	Total	600	-	-	27	22

#### DOMAIN SPECIFIC COURSE

1. Operations Management
2. Human Resource Management
3. Organization Behavior



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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**COURSE STRUCTURE**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER – IV**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	Foundation Course-7	Communication & Soft Skills-3	50	---	50	2	2
2.	Foundation Course-8	Analytical Skills	50	---	50	2	2
3.	Foundation Course-9	Entrepreneurship	50	---	50	2	2
4.	Foundation Course-10	Leadership Education (LE)	50	---	50	2	2
5.	DSC 1D	<b>Financial Management</b>	100	25	75	5	4
6.	DSC 2D	<b>Marketing Management</b>	100	25	75	5	4
7.	DSC 3D	<b>Business Ethics &amp; Corporate Governance</b>	100	25	75	5	4
<b>Total</b>			<b>500</b>	<b>75</b>	<b>425</b>	<b>23</b>	<b>20</b>

\*Analytical Skills: To be taught by Maths/Stat Teachers (may be partly by English Teachers)

**Entrepreneurship:** To be taught by Commerce Teachers

**Leadership Education:** To be taught by Telugu Teachers

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**DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES**

**B.B.A -Semester – V**

<b>S.no</b>	<b>Course</b>	<b>Name of the subject</b>	<b>Total Marks</b>	<b>Mid. Sem. Exam</b>	<b>Sem. End Exam</b>	<b>Teaching Hours**</b>	<b>Credits</b>
1	Skill Based Course	<i>5.1 B-Business Leadership</i>	50	---	50	2	2
2	DSC 1 E	<b>E-Commerce</b>	100	25	75	5	4
3	DSC 2 E	<b>Business Laws</b>	100	25	75	5	4
4	DSC 3 E	<b>Taxation</b>	100	25	75	5	4
5	Elective*-DSC 1F/Inter-disp.	<b>1. E-Business</b>	100	25	75	5	4
6	Elective*-DSC 2F /Inter-disp.	<b>2. Financial Management</b>					
7	Elective*-DSC 3F/Inter-disp. Project Work	<b>3. Human Resource Management</b>					
		<b>4. International Business Management</b>	100	25	75	5	4
		<b>5. Marketing Management</b>	100	25	75	5	4
		<b>6. Operations Management</b>					
<b>TOTAL</b>			<b>650</b>	<b>150</b>	<b>500</b>	<b>32</b>	<b>26</b>

\*6th (F) paper of each of the domain specific subjects (2nd paper of semester V) may preferably be an Elective. More than one Elective may be offered giving choice to students. The Electives may be of Domain (applied/specialization) or Inter-disciplinary in nature. The number of Electives may be decided (along with the syllabus) by the University concerned keeping the feasibility of conduct of university concerned keeping the feasibility of conduct of University examinations in view.

## B.B.A -Semester – VI

S.no	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1	Skill Based Course	<i>6.1 -Event Management</i>	50	---	50	2	2
2	DSC 1 G	Business Strategy	100	25	75	5	4
3	DSC 2 G	Medium, Small & Micro Enterprises Management	100	25	75	5	4
4	DSC 3 G	Project Evaluation & Management	100	25	75	5	4
5	Elective*-DSC 1F/Inter-disp.	1. E-Business	100	25	75	5	4
6	Elective*-DSC 2H/Interdisp./ Gen. Elec.	2. Financial Management					
7	DSC 3H Viva-Voce Exam	3. Human Resource Management					
		4. International Business Management	100	25	75	5	4
		5. Marketing Management	100	25	75	5	4
		6. Operations Management	100	25	75	5	4
<b>TOTAL</b>			<b>650</b>	<b>150</b>	<b>500</b>	<b>32</b>	<b>26</b>
<b>Grand Total</b>			<b>3600</b>	<b>750</b>	<b>2850</b>	<b>168</b>	<b>138</b>

**\* Note:**

1. A candidate has to select one stream of elective consists of four papers (two papers each in V & VI semesters) and the candidate has to continue the same elective in the VI semester also.

**Elective Papers:**

**E-Business (EB):**

DSC 1F (EB) e-Commerce Applications  
DSC 2F (EB) Business Networks  
DSC 1H (EB) e-Payments System  
DSC 2H (EB) Social Media and e-Marketing

***Financial Management (FM):***

DSC 1F (FM) Financial Markets  
DSC 2F (FM) Foreign Exchange Management  
DSC 1H (FM) Financial Services  
DSC 2H (FM) Investment Management

***Human Resource Management (HR):***

DSC 1F (HR) Talent Management  
DSC 2F (HR) Industrial Relations  
DSC 1H (HR) Global HRM  
DSC 2H (HR) Training & Development

***International Business Management (IB):***

DSC 1F (IB) Global Marketing  
DSC 2F (IB) Foreign Exchange Management  
DSC 1H (IB) Global HRM  
DSC 2H (IB) Export and Import: Procedures and Documentation

***Marketing Management (MM):***

DSC 1F (MM) Global Marketing  
DSC 2F (MM) Advertising & Media Management  
DSC 1H (MM) Marketing of Services  
DSC 2H (MM) Retail Management

***Operations Management (OM):***

DSC 1F (OM) e-Procurement & Purchase Management  
DSC 2F (OM) Warehouse Management  
DSC 1H (OM) Logistics and Supply Chain Management  
DSC 2H (OM) Export and Import: Procedures and Documentation

  
**PRINCIPAL, V.S.M. COLLEGE (A)**  
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