

TECNIA INSTITUTE OF ADVANCED STUDIES  
**Grade “A” Institute**

Department of Management Sciences  
**BACHELOR OF BUSINESS ADMINISTRATION – BBA**

Ref. No.: TIAS/BBA/2022-23

Dated: 28-09-2023

Subject: CORE PRACTICAL (BBA)

**Reference to Scheme of Examination & Syllabi of Bachelor of Business Administration**

w.e.f. Academic Session 2022-23 onwards of Guru Gobind Singh Indraprastha University, the Department of Management Sciences of the ‘Tecnica Institute of Advanced Studies’ for its Graduate program in Management i.e. BBA has following program Credit Allocation.

**B.B.A. (Three-Years)**  
***First Semester examination***

Code No.	Paper	Type	L	T/P	Credits
BBA 109	IT Applications in Business	Skill Enhancement	3	-	3
BBA 111	IT Applications in Business-Lab	Skill Enhancement	-	2	1
BBA 113	Entrepreneurial Mindset (NUES)	Ability Enhancement	2	-	2
		<b>Total</b>	<b>5</b>	<b>2</b>	<b>6</b>

**Industrial Visit:**

There may be one Industrial Visit for the students in the 1<sup>st</sup> Year either in the First Semester or Second Semester. The students will be required to submit a report and present the same to their Industrial Visit In-Charge.

***Second Semester examination***

Code No.	Paper	Type	L	T/P	Credits
BBA 108	E-Commerce	Skill Enhancement	3	-	3
BBA 110	Business Communication	Ability Enhancement	3		3
BBA 112	E-Commerce Lab	Skill Enhancement	-	2	1
BBA 114	Minor Project-1	Skill Enhancement	-		3
BBA 116	MOOC*	Ability Enhancement	-		3
		<b>Total</b>	<b>6</b>	<b>2</b>	<b>13</b>

\* The student is required to choose one MOOC course of 3 credits as per his or her

preference/choice from Swayam portal or any other online educational platform approved by the UGC/ regulatory body from time to time at UG level and after completing the course, the to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution.

**An Under-Graduate Certificate will be awarded, if a student wishes to exit at the end of first year/two semesters upon successful completion.**

A Student having qualified in Under-Graduate Certificate from GGSIP University can join the BBA programme in 3<sup>rd</sup> Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of Credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

***Third Semester Examination***

<b>Code No.</b>	<b>Paper</b>	<b>Type</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA 207	Management Accounting	Core / Skill Enhancement	4	-	4
BBA 209	Production and Operations Management	Core / Interdisciplinary	3	-	3
BBA 211	Business Research Methodology	Skill Enhancement	3	-	3
BBA 213	Business Research Methodology Lab	Skill Enhancement	-	4	2
BBA 215	NSS/NCC/NSO/others as notified by the university (NUES*)	Ability Enhancement	2		2
BBA 217	Environmental Studies	Interdisciplinary	4	-	4
		<b>Total</b>	<b>16</b>	<b>4</b>	<b>18</b>

**\*NUES: Non University Examination System**

***Fourth Semester***

<b>Code No.</b>	<b>Paper</b>	<b>Type</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA 202	Business Analytics	Ability Enhancement	4	-	4
BBA 204	Financial Management	Core / Skill Enhancement	4	-	4
BBA 206	Corporate Governance, Ethics & Social Responsibility of Business	Core / Interdisciplinary	4	-	4
BBA 208	Income Tax Law and Practice	Skill Enhancement / Interdisciplinary	4	-	4
BBA 210	MOOC*	Ability Enhancement	-	-	3
	Elective I (one paper to be selected from the list of electives)	Discipline Specific Electives	4	-	4
BBA 218	Minor Project – II	Skill Enhancement	-	-	3
		<b>Total</b>	<b>20</b>	<b>-</b>	<b>26</b>

**List of Elective-I:**

BBA-212 Training and Development

BBA-214 Sales Management

BBA-216 Financial Markets and Institutions

The student is required to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. After completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimates to the MOOC Coordinator of the respective institution.

At the end of the Fourth Semester all the students shall have to undergo Summer Training for six to eight weeks.

A Student having qualified in Under-Graduate Diploma from GGSIP University can join the BBA programme in 5<sup>th</sup> Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of Credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

### *Fifth Semester Examination*

<b>Code No.</b>	<b>Paper</b>	<b>Type</b>	<b>L</b>	<b>TIP</b>	<b>Credit</b>
BBA 301	Goods & Services Tax (GST)	Skill Enhancement	3	-	3
BBA 305	Information Systems Management	Skill Enhancement	3	-	3
BBA307	Information Systems Management Lab	Skill Enhancement	-	4	2
	Elective II (one elective to be selected from the list of electives)	Discipline Specific Elective	4	-	4
BBA 315	Summer Training Report	Skill Enhancement	-	-	4
		<b>Total</b>	<b>10</b>	<b>4</b>	<b>16</b>

#### **List of Elective-II**

BBA-309 Marketing Analytics

BBA-311 Performance Management

BBA-313 Financial Modeling

### *Sixth Semester Examination*

<b>Code No.</b>	<b>Paper</b>	<b>Type</b>	<b>L</b>	<b>TIP</b>	<b>Credit</b>
BBA 304	Digital Marketing	Skill Enhancement	4	-	4
	Elective III* (one elective to be selected from the list of electives)	Discipline Specific Elective	4	-	4
BBA312	Entrepreneurship Development	Interdisciplinary	3		3
BBA 314	Major Project	Skill Enhancement	-	-	6
		<b>Total</b>	<b>11</b>	<b>-</b>	<b>17</b>

#### **List of Elective-III**

BBA-306 HR Analytics

BBA-308 Advertising and Sales Promotion

BBA-310 Investment Analysis and Portfolio Management

