



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. & Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

Scheme and Syllabus (NEP Based) w.e.f. Academic Session 2021-22

COs - POs MAPPING (Semester-Wise)

THIRD SEMESTER

C.CODE	COURSE	NEP CT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBA 201	Business Law	Core	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00
BBA 203	Marketing Management	Core	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
BBA 205	Human Resource Management	Core	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
BBA 207	Management Accounting	Core/SE	3.00	2.40	3.00	2.40	3.00	1.80	1.00	1.80
BBA 209	Production and Operations Management	Core/I	3.00	3.00	3.00	3.00	3.00	1.40	1.00	1.00
BBA 211	Business Research Methodology	SE	3.00	3.00	3.00	1.00	3.00	1.00	2.20	3.00
BBA 213	Business Research Methodology Lab	SE	3.00	3.00	3.00	1.00	3.00	1.00	2.00	3.00

FOURTH SEMESTER

C.CODE	COURSE	NEP CT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBA 202	Business Analytics	AE	3.00	3.00	3.00	1.00	3.00	1.00	2.00	3.00
BBA 204	Financial Management	Core/SE	3.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00
BBA 206	Corporate Governance, Ethics & Social Responsibility of Business	Core/I	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
BBA 208	Income Tax Law and Practice	SE/IC	3.00	2.40	3.00	2.60	3.00	2.40	2.00	2.40
BBA 212	Elective Training and Development	DSE	3.00	3.00	2.25	2.00	3.00	3.00	3.00	3.00
BBA 214	Elective Sales Management	DSE	3.00	3.00	3.00	2.25	3.00	3.00	3.00	3.00
BBA 216	Elective Financial Markets and Institutions	DSE	3.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00
BBA 218	Minor Project – II	SE	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00

FIFTH SEMESTER

C.CODE	COURSE	NEP CT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBA 301	Goods & Services Tax (GST)	SE	3.00	2.40	3.00	2.40	3.00	2.40	2.00	2.40
BBA 303	Business Policy and Strategy	Core	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
BBA 305	Information Systems Management	SE	3.00	2.25	3.00	2.00	3.00	1.00	1.00	2.75
BBA 307	Information Systems Management Lab	SE	3.00	2.33	3.00	2.00	3.00	1.00	1.00	2.67
BBA 309	Marketing Analytics	DSE	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
BBA 311	Performance Management	DSE	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
BBA 313	Financial Modeling	DSE	3.00	3.00	3.00	3.00	3.00	1.00	1.00	3.00
BBA 315	Summer Training Reports	SE	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00

SIXTH SEMESTER

C.CODE	COURSE	NEP CT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBA 302	Project Management	SE	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
BBA 304	Digital Marketing	Core	3.00	3.00	3.00	1.80	3.00	3.00	3.00	2.80
BBA 306	HR Analytics	SE	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
BBA 308	Advertising and Sales Promotion	SE	3.00	3.00	3.00	3.00	3.00	2.25	3.00	3.00
BBA 310	Investment Analysis and Portfolio Management	DSE	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
BBA 312	Entrepreneurship Development	DSE	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
BBA 314	Major Project	DSE	2.42	2.57	2.71	3.00	2.14	2.14	1.42	1.00

Correlation Levels

1	Slight (Low)
2	Moderate (Medium)
3	Substantial (High)

The whole syllabus is divided into following types:

ABBR.	NEP Course Type	ABBR.	NEP Course Type
CCT	Core Courses Theory	GE	Multidisciplinary (Generic Ele)
CCP	Core Courses Practical	PCE	Programme Core Elective
AEC	Ability Enhancement Courses	SI	Summer Internship
SEC	Skill Enhancement Courses	MOOCs	MOOC Courses
VA	Value Added Courses	PRJ	Minor/ Major Project
NUES	Non Univ. Exam. System	IIR	Industry Internship Report
BC	Bridge Course	DSEC	Discipline Specific Electives

Head of the Department
Department of Management Science