



GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE
Dr. D.Y. PATIL VIDYAPEETH, PUNE
(Deemed to be University)

Accredited (3rd cycle) by NAAC with A CGPA of 3.64 on four point scale at 'A++' grade
 An ISO 9001:2015 and 14001:2015 Certified University

**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) / BACHELOR OF BUSINESS
 ADMINISTRATION (HONOURS WITH RESEARCH)**

REVISED BBA PROGRAMME STRUCTURE
 From the Academic Year 2024- 25

F.Y. BBA, Semester -I							
Sr. No.	Course Code	Course Name	Type	Credits	Int. Marks	Ext. Marks	Total Marks
1	BB101	Principles of Leadership & Management	CC	4	70	30	100
2	BB102	Fundamentals of Accounting	CC	4	70	30	100
3	BB103	Business Forms & Systems	CC	4	70	30	100
4	BB104	Business English	AEC	2	70	30	100
5	BB105	Gender Sensitization & Democracy Awareness	VAC	2	50	NA	50
6	BB106	Ancient Indian Management	VAC	2	50	NA	50
7	BB107	Statistics for Business Decisions	MDC	2	70	30	100
8	BB108	Physical Fitness: (Any One) (Yoga/ Zumba/ Physical Training)	NCCMC	-	NA	NA	NA
Total Credits				20	450	150	600

Note: Subject to change as per the revision suggested by the concerned committee

Prepared by

Verified by

Recommend by

Dr. Shripad Joshi
Chairperson-CDRC

Dr. Prashant Kalshetti
HOD- BBA

Dr. Chetan Chaudhari
Director-GBSRC

Dr. Jayashree Patole
Asst. Professor



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REVISED BBA PROGRAMME STRUCTURE
 From the Academic Year 2024- 25

F.Y. BBA, Semester -II							
Sr. No.	Course Code	Course Name	Type	Credits	Int. Marks	Ext. Marks	Total Marks
1	BB201	Fundamentals of Marketing	CC	4	70	30	100
2	BB202	Organizational Behavior	CC	4	70	30	100
3	BB203	Business Economics	CC	4	70	30	100
4	BB204	Principles of Finance	AEC	2	70	30	100
5	BB205	Corporate Etiquette & Personal Grooming	VAC	2	50	NA	50
6	BB206	Introduction to Indian Unicorn Companies	MDC	2	70	30	100
7	BB207	Communication Skills	VAC	2	50	NA	50
8	BB208	Storytelling for Business	NCMC	-	NA	NA	NA
Total Credits				20	450	150	600
Total Credits for First Year				40	900	300	1200

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BBA PROGRAMME STRUCTURE
 From the Academic Year 2024- 25

S.Y. BBA, Semester III							
Sr. No.	Course Code	Course Name	Type	Credits	Int. Marks	Ext. Marks	Total Marks
1	BB301	Specialization - I	DSE	4	50	50	100
2	BB302	Specialization - II	DSE	4	50	50	100
3	BB303	Legal Aspects of Business	CC	4	50	50	100
4	BB304	Introduction to Sustainable Development Goals	MDC	2	50	50	100
5	BB305	Managerial Skills	SEC	2	50	50	100
6	BB306	Advanced Excel	SEC	2	50	NA	50
7	BB307	Foreign Language-I	AEC	2	50	NA	50
8	BB308	Capstone Project - I	NCMC	-	50	NA	50
Total Credits				20	400	250	20

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BBA PROGRAMME STRUCTURE
 From the Academic Year 2024- 25

S.Y. BBA, Semester IV							
Sr. No.	Course Code	Course Name	Type	Credits	Int. Marks	Ext Marks	Total Marks
1	BB401	Specialization - III	DSE	4	50	50	100
2	BB402	Specialization - IV	DSE	4	50	50	100
3	BB403	Research Methodology	CC	4	50	50	100
4	BB404	Entrepreneurial Skills	SEC	2	50	50	100
5	BB405	Design Thinking & Model Making	VAC	2	50	50	100
6	BB406	Emotional & Spiritual Intelligence for Managers	SEC	2	50	NA	50
7	BB407	Foreign Language-II	AEC	2	50	NA	50
8	BB408	Capstone Project - II	NCMC	-	50	NA	50
Total Credits				20	350	2500	20
Total Credits for Second Year				40	750	500	40

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List of Specialization Courses

Semester - III	
Course Code	Name of Specialization Course
A. Marketing Management	
BB301A	Consumer Behaviour
BB302A	Service Marketing
B. Accounting and Finance	
BB301B	Introduction to Banking, Financial Services & Insurance
BB302B	Financial Accounting-I
C. Human Resource Management	
BB301C	Introduction to Human Resource Management
BB302C	Manpower Planning
D. International Business Management	
BB301D	Introduction to International Business Management
BB302D	Export-Import Management
E. Entrepreneurship & Family Business Management	
BB301E	Introduction to Family Business Management
BB302E	Practices in Start-Ups and New Ventures

Semester - IV	
Course Code	Name of Specialization Course
A. Marketing Management	
BB401A	Sales & Distribution Management
BB402A	Brand Management
B. Accounting and Finance	
BB401B	Financial Management
BB402B	Financial Markets & Services
C. Human Resource Management	
BB401C	Performance Management System
BB402C	Human Resource Development & Organizational Culture
D. International Business Management	
BB401D	India's Foreign Trade
BB402D	International Marketing
E. Entrepreneurship & Family Business Management	
BB401E	Venture Capital Management
BB402E	Social Entrepreneurship

List of Foreign Language Courses

AEC - Foreign language -I	
BB307G	German
BB307F	French
BB307S	Spanish

AEC - Foreign language -II	
BB407G	German
BB407F	French
BB407S	Spanish

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Note:

1. The syllabus for the third and fourth year will be revised in progressive years. Programme structure changes are with reference to NEP- 2020 guidelines.
2. To offer any specialization from available minimum 20 students are required to be enrolled for the specific specialization.

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