

NORTH MAHARASHTRA UNIVERSITY, JALGAON

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

(w.e.f. June 2014)

Course Name: Bachelor in Business Administration

Short Title of Degree: B.B.A.

Faculty to which Assigned: Commerce and Management

Duration: 3 years full time

Pattern : semester : **(Total Six Semester) Examination Pattern:**

60 (external) + 40 (internal) **No of paper per Semester:** 5 theory +

2 Practical = 7

Eligibility : Passed higher secondary examination in any stream Or

Diploma recognized by board of technical education of minimum Duration of 3 years

Medium of instruction : English

Objectives

The Bachelor of Business Administration equips student with an understanding of the competitive environment in which private and a public sector organization operate, and provides student with the analytical and operational skills to resolve business problems in both sectors.

The BBA program aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education. The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions, an organizational unit or an enterprise.

The specific objectives of the program are to:

- To prepare the students for higher studies in business at home and abroad.
- To introduce students to a range of core business disciplines, including marketing, accounting, human resources management, internet systems and organizational behavior.
- To provide opportunities to develop and practice professional skills essential in the workplace.
- To prepare the Students will be armed with skills which will enable them to think critically, research and analyze information and apply it in modern business contexts.
- To make the BBA degree is many a times referred to as the golden passport, since it gives its holder an edge in the job market by opening more doors of opportunity.
- To meet the needs of small and medium enterprises as well as large corporations. It will give a

professional qualification to those engaged in the administration and management of businesses and other organizations, including public, private and

- not- for-profit organizations.

NORTH MAHARASHTRA UNIVERSITY, JALGAON
Faculty of Commerce & Management
 Structure of Bachelor in Business Administration: B.B.A. (With effect
 from June-2014-15)

First Year B.B.A. (New Structure W.E.F. June: 2014-15)			
Paper	SEMESTER-I	Paper	SEMESTER-II
A1.1	Foundation Course for Managers	A2.1	Financial Accounting and Costing
A1.2	Professional Communication-I	A2.2	Professional Communication-II
A1.3	Principles of Management	A2.3	Organisational Behavior
A1.4	Principles of Economics	A2.4	Managerial Economics
A1.5	Computer Fundamentals & Office Automation	A2.5	Internet & Application
A1.6	Practical on Professional Communication -I	A2.6	Practical on Professional Communication-II
A1.7	Practical on Office Automation	A2.7	Practical on Internet & Application

Second Year B.B.A.
(New Structure W.E.F. June: 2015-16)

Paper	SEMESTER-III	Paper	SEMESTER-IV
A3.1	Mathematics & Statistics for Managers	A4.1	Research Methodology
A3.2	Corporate Governance	A4.2	Corporate Law
A3.3	Career Management & Counseling	A4.3	ICT in Taxation
A3.4	Production & Materials Management	A4.4	Cyber Crime & Security Law
A3.5	Corporate Accounting	A4.5	Cost Accounting
A3.6	Practical on Tally ERP 9.0	A4.6	Practical based on E-Commerce
A3.7	Practical based on Advanced Excel	A4.7	Practical on ICT in Taxation

Third Year B.B.A.
(New Structure W.E.F. June: 2016-17)

Paper	SEMESTER-V	Paper	SEMESTER-VI
A5.1	Entrepreneurship Development	A6.1	Auditing Practices
A5.2	Soft Skills Development	A6.2	Mercantile Laws
A5.3	Human Resource Management	A6.3	Human Resource Management
A5.4	Marketing Management	A6.4	Marketing Management

A5.5	FinancialManagement	A6.5	InternationalFinance
A5.6	PracticalinSoftSkillsDevelopment	A6.6	PracticalonCasesInManagement
A5.7	FieldWork	A6.7	ProjectReport