

# BACHELOR OF BUSINESS ADMINISTRATION (BBA) (REVISED FALL 2011)

<http://www.smude.edu.in/BBA>

## Program Structure

First Semester		
Sub. Code	Subject Title	Credits
BBA101	Communication Skills	4
BBA102	Organization Behaviour	4
BBA103	Business Environment	4
BBA104	Quantitative Techniques in Business	2
BBA105	Computer Fundamentals	2
Total Cumulative Credits		16

Second Semester		
Sub. Code	Subject Title	Credits
BBA201	Research Methods	2
BBA202	Business Strategy	2
BBA203	Financial Accounting	4
BBA204	Marketing Management	4
BBA205	Management Information System	4
Total Cumulative Credits		32

Third Semester		
Sub. Code	Subject Title	Credits
BBA301	Legal and Regulatory Framework	4
BBA302	Human Resource Management	4
BBA303	Quality Management	4
BBA304	Advertising and Sales	4
Total Cumulative Credits		48

Fourth Semester		
Sub. Code	Subject Title	Credits
BBA401	e-Commerce	4
BBA402	Management Accounting	4
BBA403	International Marketing	4
BBA404	Small Business Management	2
BBA405	Retail Management	2
Total Cumulative Credits		64

## Semester 5 and Semester 6 : Electives (Choose any one Group)

GROUP 1	General	Semester 5 & 6	32 Credits
GROUP 2	Retail Operations	Semester 5 & 6	32 Credits

### Group 1: General

Fifth Semester		
Sub. Code	Subject Title	Credits
BBA501	Production and Operations Management	4
BBA502	Financial Management	4
BBA503	Economic Planning and Policies	4
BBA504	Taxation Management	2
BBA505	Entrepreneurship Management	2
Total Cumulative Credits		80

Sixth Semester		
Sub. Code	Subject Title	Credits
BBA601	Technology Management	4
BBA602	Management Development and Skills	4
BBA603	Role of International Financial Institutions	4
BBA604	Project	4
Total Cumulative Credits		96

### Group 2: Retail Operations

Fifth Semester		
Sub. Code	Subject Title	Credits
BBR501	Store Operations and Job Knowledge	4
BBR502	Logistics Management	4
BBR503	Buying	2
BBR504	Visual Merchandise	2
BBR505	Warehouse Management	4
Total Cumulative Credits		80

Sixth Semester		
Sub. Code	Subject Title	Credits
BBR601	Modern Retail Management Process and Retail Services	4
BBR602	Retail Project Property Management and Case Studies in Retail	4
BBR603	Merchandising and Supply Chain Management	4
BBR604	Project	4
Total Cumulative Credits		96



The course material was very relevant to my career requirement. It helped me greatly in my career.

**Ramnath Setty,**  
BBA, Asst GM - Vee Technologies



## ELIGIBILITY CRITERIA FOR SMU-DE PROGRAMS

### Bachelor of Science in Applied Biotechnology (BScBT)

**Eligibility:** (a)10+2 or equivalent with Biology and Chemistry OR  
(b)10+2 or equivalent in Science (without Biology)

The candidates seeking admission under (b) must also undergo a foundation program in Biology in the first Semester. The study material shall be provided by the University and the examination will be conducted at the Learning Centre as per guidelines issued by the University.

An additional fee of Rs.2,200/- is applicable in addition to the Semester fee at the time of admission for candidates seeking admission under this criterion.

**Semester Fee:** Rs.13,100/- (inclusive of Exam Fee Rs.950/- & Alumni Fee Rs.100/-) or as revised from time to time.

**Practical Fee:** Rs.6,000/- (to be paid along with each of 2nd, 4th & 6th Semesters' re-registration fees.) Practical training will be conducted at Nodal centres identified by the University at the end of 2nd, 4th and 6th semesters before the University Exam.

**Minimum Duration:** 3 Years (6 Semesters)

**Maximum Duration:** 6 Years

**Minimum counselling and Practical duration at the Learning Centre:** 160 Hours / Semester

### Bachelor of Business Administration (BBA)

**Eligibility:** 10 + 2 or equivalent / 3 Year Diploma from a State Board of Technical Education.

**Semester Fee:** Rs.11,100/- (inclusive of Exam Fee Rs.950/- & Alumni Fee Rs.100/-) or as revised from time to time.

**Minimum Duration:** 3 Years (6 Semesters)

**Maximum Duration:** 6 Years

**Minimum counselling and Practical duration at the Learning Centre:** 160 Hours / Semester

### Bachelor of Commerce - Information Systems (BComIS)

**Eligibility:** 10 + 2 or equivalent / 3 Year Diploma from a State Board of Technical Education

**Semester Fee:** Rs. 8,100/- (inclusive of Exam Fee Rs.950/- & Alumni Fee Rs.100/-) or as revised from time to time.

**Minimum Duration:** : 3 Years (6 Semesters)

**Maximum Duration:** : 6 Years

**Minimum counselling and Practical duration at the Learning Centre:** 160 Hours / Semester