



ASSAM SCIENCE AND TECHNOLOGY UNIVERSITY

**BBA Program Course structure**

BBA 1 <sup>st</sup> Semester						
Sl. No.	Paper Code	Name of the Paper	Hours per week			Credit
			L	T	P	C
<b>Theory</b>						
1.	BBA181101	English & Business Communication	4	0	0	4
2.	BBA181102	Principles of Management	4	0	0	4
3.	BBA181103	Business Environment	4	0	0	4
4.	BBA181104	Business Mathematics	4	0	0	4
5.	BBA181105	Computer Fundamentals	4	0	0	4
<b>TOTAL</b>			20	0	0	20
<b>Total Credit Hours: 20</b>						
<b>Total Credit : 20</b>						

BBA 2 <sup>nd</sup> Semester						
Sl. No.	Paper Code	Name of the Paper	Hours per week			Credit
			L	T	P	C
<b>Theory</b>						
1.	BBA181201	Organisational Behaviour	4	0	0	4
2.	BBA181202	Managerial Economics	4	0	0	4
3.	BBA181203	Financial Accounting	4	0	0	4
4.	BBA181204	Business Statistics	4	0	0	4
5.	BBA181205	Environmental Studies	4	0	0	4
<b>TOTAL</b>			20	0	0	20
<b>Total Credit Hours: 20</b>						
<b>Total Credit : 20</b>						

<b>BBA 3<sup>rd</sup> Semester</b>						
Sl. No.	Paper Code	Name of the Paper	Hours per week			Credit
			L	T	P	C
<b>Theory</b>						
1.	BBA181301	Marketing Management	4	0	0	4
2.	BBA181302	Financial Management	4	0	0	4
3.	BBA181303	Human Resource Management	4	0	0	4
4.	BBA181304	Production & Operations Management	4	0	0	4
5.	BBA181305	Business Ethics	4	0	0	4
<b>TOTAL</b>			20	0	0	20
<b>Total Credit Hours: 20</b>						
<b>Total Credit : 20</b>						

<b>BBA 4<sup>th</sup> Semester</b>						
Sl. No.	Paper Code	Name of the Paper	Hours per week			Credit
			L	T	P	C
<b>Theory</b>						
1.	BBA181401	Marketing Research	4	0	0	4
2.	BBA181402	Strategic Management	4	0	0	4
3.	BBA181403	Organisational Change & Development	4	0	0	4
4.	BBA181404	Business Law	4	0	0	4
5.	BBA181405	Computer Application in Business	4	0	0	4
<b>TOTAL</b>			20	0	0	20
<b>Total Credit Hours: 20</b>						
<b>Total Credit : 20</b>						

<b>BBA 5<sup>th</sup> Semester</b>						
<b>Sl. No.</b>	<b>Paper Code</b>	<b>Name of the Paper</b>	<b>Hours per week</b>			<b>Credit</b>
			<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Theory</b>						
1.	BBA181501	Cost & Management Accounting	4	0	0	4
2.	BBA181502	Summer Internship Project	0	0	4	4
<b>Elective (Any THREE from the Group)</b>						
3.	BBA18150E1	International Business	4	0	0	4
4.	BBA18150E2	Investment Analysis & Portfolio Management	4	0	0	4
5.	BBA18150E3	Tax Planning & Management	4	0	0	4
6.	BBA18150E4	Industrial Relations	4	0	0	4
7.	BBA18150E5	Marketing of Services	4	0	0	4
8.	BBA18150E6	Sales & Distribution Management	4	0	0	4
9.	BBA18150E7	Quality Control & Management	4	0	0	4
<b>TOTAL</b>			20	0	0	20
<b>Total Credit Hours: 20</b>						
<b>Total Credit : 20</b>						

<b>BBA 6<sup>th</sup> Semester</b>						
<b>Sl. No.</b>	<b>Paper Code</b>	<b>Name of the Paper</b>	<b>Hours per week</b>			<b>Credit</b>
			<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Theory</b>						
1.	BBA181601	E-Commerce	4	0	0	4
2.	BBA181602	Entrepreneurship Development	4	0	0	4
<b>Elective (Any THREE from the Group)</b>						
3.	BBA18160E1	Travel & Tourism Management	4	0	0	4
4.	BBA18160E2	Management of Non-Governmental Organisations	4	0	0	4
5.	BBA18160E3	Health Care Management	4	0	0	4
6.	BBA18160E4	Event Management	4	0	0	4
7.	BBA18160E5	Retail Management	4	0	0	4
8.	BBA18160E6	Banking & Financial Services	4	0	0	4
9.	BBA18160E7	Innovation Management	4	0	0	4
<b>TOTAL</b>			20	0	0	20
<b>Total Credit Hours: 20</b>						
<b>Total Credit : 20</b>						