



School of Management & Commerce

**All Year Syllabus Scheme {Retail
Management ,RM}**

Bachelor of Business Administration

(Batch 2021)

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for I Year 2021-2024 - I Semester								
{Common For All}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NIL	-	-	-	-	-	-	-
A.2	Practical							
	NIL	-	-	-	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBXCBX/BB BCBB/BBCC BCBC01101	Principles of Management	3	0	0	40	60	100	3
BBXCBX/BB BCBB/BBCC BCBC01102	Business Accounting	3	0	0	40	60	100	3
BBXCBX/BB BCBB/BBCC BCBC01103	Business Economics – Micro	3	0	0	40	60	100	3
BBXCBX/BB BCBB/BBCC BCBC01104	Business Mathematics	3	0	0	40	60	100	3
BBXCBX/BB BCBB/BBCC BCBC01105	Human Behavior	3	0	0	40	60	100	3
BBXCBX/BB BCBB/BBCC BCBC01106	Business Demography	3	0	0	40	60	100	3
B.2	Practical							
BBXCBX/BB BCBB/BBCC BCBC01207	CRT {Tally & Computer Based Accounting}	0	0	3	60	40	100	2
C.	Department Elective: At least One							
	NA	-	-	-	-	-	-	-
D.	Open Elective: Anyone							
	NA							
E.	Humanities and Social Sciences including Management courses OR Ability Enhancement Compulsory Course (AECC)							
	NA	-	-	-	-	-	-	-

F.	Skill Enhancement Courses (SEC) OR Project work, Seminar and Internship in Industry or Elsewhere							
BBXCBX/BB BCBB/BBCC BCBC01208	PCC (PERSONALITY GROOMING-I)	0	0	3	60	40	100	2
G.	Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities							
BBX/BBBC/ BBCCBC016 09	Discipline and Talent Enrichment Programme-I	-	-	-	50	-	50	1
	Total	18		6				
	Total Teaching Hours	24						23

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for I Year 2021-2024 - II Semester								
{Common For All}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NA	-	-	-	-	-	-	-
A.2	Practical							
	NA	-	-	-	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBXCBX/BB BCBB/BBCC BCBC02101	Principles of Marketing	3	0	0	40	60	100	3
BBXCBX/BB BCBB/BBCC BCBC02102	Principles of Finance	3	0	0	40	60	100	3
BBXCBX/BB BCBB/BBCC BCBC02103	Basics of Cost Accounting	3	0	0	40	60	100	3

BBXCBX/BB BCBB/BBCC BCBC02104	Business Statistics	3	0	0	40	60	100	3
BBXCBX/BB BCBB/BBCC BCBC02105	Fundamentals of Computer	3	0	0	40	60	100	3
BBXCBX/BB BCBB/BBCC BCBC02106	Business Organization & System	3	0	0	40	60	100	3
B.2	Practical							
BBXCBX/BB BCBB/BBCC BCBC02207	CRT {Computer for Management Lab}	0	0	3	60	40	100	2
C.	Department Elective: At least One							
	NA							
D.	Open Elective: Anyone							
E.	Humanities and Social Sciences including Management courses OR Ability Enhancement Compulsory Course (AECC)							
	NA	-	-	-	--	-	-	-
F.	Skill Enhancement Courses (SEC) OR Project work, Seminar and Internship in Industry or Elsewhere							
BBXCBBBC/ BBCCBC0220 8	PCC {Personality Grooming-II}	0	0	3	60	40	100	2
G.	Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities							
BBX/BBBC/ BBCCBC026 09	Discipline and Talent Enrichment Programme-II	0	0	0	50	0	50	1
	Total	18		6				
	Total Teaching Hours	24						23

PROPOSED-SCHEME FORMATE
School of Management & Commerce

Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for II Year 2021-2024- III Semester {Retail Management , RM}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NA	-	-	-	-	-	-	
A.2	Practical							
	NA	-	-	-	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBCCBC03101	Principles of Human Resources Management	3	0	0	40	60	100	3
BBCCBC03102	Supply Chain Management	3	0	0	40	60	100	3
BBCCBC03103	Group Behavior	3	0	0	40	60	100	3
BBCCBC03104	Fundamentals of Rural Development	3	0	0	40	60	100	3
BBCCBC03105	Consumer Behavior and Sales Management	3	0	0	40	60	100	3
BBCCBC03106	Management Accounting	3	0	0	40	60	100	3
BBCCBC03107	Environmental Studies	2	0	0	40	60	100	2
B.2	Practical							
BBCCBC03108	CRT {Statistics For Management Lab}	0	0	3	60	40	100	2
C.	Department Elective: At least One							
BBCE03109	Retail Management & Business Exposure{RM}	3	0	0	40	60	100	3
D.	Open Elective: Anyone							
	NA							
F.	Skill Enhancement Courses (SEC) OR Project work, Seminar and Internship in Industry or Elsewhere							
	NA	-	-	-	-	-	-	-
G.	Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities							
BBC03610	Discipline and Talent Enrichment	0	0	0	50	0	50	1

	Programme-II							
	Total	23		3				
	Total Teaching Hours	26						26

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for II Year 2021-2024- IV Semester {Retail Management , RM}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NA	-	-	-	-	-	-	-
A.2	Practical							
	NA	-	-	-	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBCCBC04101	Entrepreneurship and Small Business Management	3	0	0	40	60	100	3
BBCCBC04102	Productions and Operations Management	3	0	0	40	60	100	3
BBCCBC04103	Decision Making and Risk Management	3	0	0	40	60	100	3
BBCCBC04104	International Business Management	3	0	0	40	60	100	3
BBCCBC04105	Advertising and Promotion Management	3	0	0	40	60	100	3
BBCCBC04106	Business Taxation	3	0	0	40	60	100	3
B.2	Practical							
BBCCBC04107	CRT {Basics of Negotiation Skills}	0	0	3	60	40	100	2
C.	Department Elective: At least One							
BBCE04109	Digital Marketing {RM}	3	0	0	40	60	100	3
D.	Open Elective: Anyone							
	NA	-	-	-	-	-	-	-
F.	Skill Enhancement Courses (SEC) OR Project work, Seminar and Internship in Industry or Elsewhere							
BBCCBC0410	PCC {Professional Skills – I}	0	0	3	60	40	100	2

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G.	Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities							
BBC04610	Discipline and Talent Enrichment Programme-II	0	0	0	50	0	50	1
	Total	21		6				
	Total Teaching Hours	27						26

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for III Year 2021-2024- V Semester {Retail Management , RM}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NA	-	-	-	-	-	-	-
A.2	Practical							
	NA	-	-	-	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBCCBC05101	Research Methodology	3	0	0	40	60	100	3
BBCCBC05102	Database Administration and Data Mining	3	0	0	40	60	100	3
BBCCBC05103	Business Ethics	3	0	0	40	60	100	3
BBCCBC05104	Management of Corporate Social Responsibility	3	0	0	40	60	100	3
BBCCBC05105	Social Services & NGO Management	3	0	0	40	60	100	3
BBCCBC05106	Project Studies	3	0	0	40	60	100	3
B.2	Practical							
BBCCBC05107	CRT {Communication-I}	0	0	3	60	40	100	2
C.	Department Elective: At least One							
BBCE05109	Marketing Environment Analysis & Strategies {RM}	3	0	0	40	60	100	3
D.	Open Elective: Anyone							
	NA	-	-	-	-	-	-	-

F.	Skill Enhancement Courses (SEC) OR Project work, Seminar and Internship in Industry or Elsewhere							
BBCCBC05108	Professional Skills – II	0	0	3	60	40	100	2
G.	Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities							
BBC05610	Discipline and Talent Enrichment Programme-II	0	0	0	50	0	50	1
	Total	21		6				
	Total Teaching Hours	27						26

PROPOSED-SCHEME FORMATE								
School of Management & Commerce								
Name of Program: Bachelor of Business Administration: 2021 Onwards								
Teaching Scheme for III Year 2021-2024- VI Semester {Retail Management , RM}								
Course Code	Course Name	Teaching Scheme (Hrs per Week)			Marks Distribution			Credits
		Lecture (L)	Tutorials (T)	Practical (P)	IE	ESE	Total	
A.	University Core Courses							
A.1	Theory							
	NA	-	-	-	-	-	-	-
A.2	Practical							
	NA	-	-	-	-	-	-	-
B.	Department Core Courses							
B.1	Theory							
BBCCBC06101	Essentials of E Commerce	3	0	0	40	60	100	3
BBCCBC06102	Management Information System	3	0	0	40	60	100	3
BBCCBC06103	Business Project Management	3	0	0	40	60	100	3
BBCCBC06104	Management of Innovations & Sustainability	3	0	0	40	60	100	3
BBCCBC06105	International Brand Management	3	0	0	40	60	100	3
BBCCBC06106	Financial Management	3	0	0	40	60	100	3
B.2	Practical							
BBCCBC06107	CRT {communication –II}	0	0	3	60	40	100	2
C.	Department Elective: At least One							
BBCE06109	Case Studies in Marketing {RM}	3	0	0	40	60	100	3

D.	Open Elective: Anyone							
	NA	-	-	-	-	-	-	-
F.	Skill Enhancement Courses (SEC) OR Project work, Seminar and Internship in Industry or Elsewhere							
BBCBCBC06108	PCC {Basics use of social media}	0	0	3	60	40	100	2
G.	Social Outreach, Discipline, TEP, VAC& Extra Curricular Activities							
BBCBC06610	Discipline and Talent Enrichment Programme-II	0	0	0	50	0	50	1
	Total	21		6				
	Total Teaching Hours	27						26