

आंध्रप्रदेश केंद्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF ANDHRA PRADESH
Ananthapuramu

Undergraduate Programme Structure
as per the UGC Credit Framework (NEP 2020)



Vidya Dadati Vinayam
(Education Gives Humility)

BBA

Bachelor of Business Administration



Programme Structure
(With effect from AY 2024 - 25)

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About the Programme

In pursuance of the National Education Policy and University Grants Commission's (UGC) framework for quality-based higher education, Central University of Andhra Pradesh has introduced a Multidisciplinary BBA degree programme that offers elective specialisation in various streams. In accordance with the NEP's integration of humanities courses with STEM courses, the university has introduced 5 technology-based courses in the BBA programme to enhance the students' skills. As per the UGC scheme, the programme is designed with facilities for multiple exits/entry into the programme and, depending on the skill level attained may be awarded Diploma/ Advanced Diploma or a BBA degree at the end of the 6 semesters programme as the case may be. The programme aims to cultivate critical thinking and problem-solving skills among students, recognizing them as indispensable assets in today's dynamic business environment. With an unwavering commitment to excellence, the program endeavors to forge a seamless synergy between theoretical insights and practical applications, thereby nurturing a cadre of astute business leaders equipped to navigate the complexities of the modern corporate landscape.

Programme Vision

Instill knowledge, skills, and abilities to enrich the qualities of strength, thoughtfulness, and resilience to nurture intellectual curiosity, foster diversity, and cultivate a passion for lifelong learning to develop future business leaders and entrepreneurs who can perform globally and can make a valuable difference to the society and the corporate world.

Programme Objectives

The purpose of this programme is to:

1. Cultivate critical thinking and problem-solving skills among students, recognizing them as indispensable assets in today's dynamic business environment.
2. Develop a conducive environment for holistic student growth, encompassing intellectual, emotional, and professional dimensions.
3. Foster collaboration between academia and industry to address real-world challenges through research and innovation.



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4. Establish partnerships with corporate entities to provide students with practical training and global exposure.
5. Foster an entrepreneurial mindset among students, by encouraging innovation and creativity.

Learning Outcomes

Upon the completion of this programme, the students should be able to:

- Demonstrate proficiency in critical thinking and problem-solving.
- Exhibit holistic growth in intellectual, emotional, and professional dimensions.
- Exhibit professionalism, integrity, and leadership qualities, with the ability to lead teams, manage projects, and inspire others to achieve organizational goals.
- Analyse complex business problems, evaluate alternative solutions, and make informed decisions using critical thinking and problem-solving skills.
- Demonstrate the ability to work effectively in diverse teams, collaborate with colleagues from different backgrounds, and contribute positively to group projects and discussions.
- Understand the ethical principles and practices in business and demonstrate a commitment to corporate social responsibility and sustainable business practices.
- Possess an entrepreneurial mindset, with the ability to identify opportunities, innovate, and adapt to changes in the business environment.
- Understand international business practices, including the cultural, economic, and political factors that influence global business.

Pedagogy of the program:

The pedagogy the programme is designed with the combination of Student-Centric Learning, Group Discussions on current topics, developing case studies with local community and business, Guest Lectures by industry experts, Interactive Sessions, Internship and Project based Learning, Research Orientation, Seminars & Workshops on current topics, Tutorial & Assignments, Class test / Open book test. It aims to equip students with the necessary knowledge, skills, and competencies to excel in diverse roles within the field of business management. The combination of theoretical learning, practical experiences, and experiential



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opportunities prepares the students to navigate complex business environments and make meaningful contributions to their organisations and society.

Programme Structure

- The BBA is a three-year programme divided into six semesters with a total of around 153 credits.
- The program is designed with the combination of Discipline Specific Courses, Discipline Specific Electives, Inter-disciplinary Electives (IDE), Ability Enhancement Course (AEC), Skill Enhancement Courses (SEC) and Value-Added Courses (VAC).
- In Semester V, Students will select any 2 specializations and from the selected specialization they will choose 2 courses from each and in Semester-VI, they will choose one specialization from each.
- The selected specialization is must be same in V and VI Semesters.
- Students will undergo for two months summer internship after II semester and Summer Training Project (STP) after IV Semester.
- Educational Tour (which is evaluated through report and presentation) of not more than 10 days and entire cost of the tour should be borne by the student.



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Semester and Course-wise Credits

SEMESTER	DSC	DSE	IDE	AEC	SEC	VAC	SIP	PROJECT Work	Total Credits
I	BBA 101 (4) BBA 102 (4) BBA103 (4) BBA104 (2) BBA 104 Lab(2)		BBA 111 (3) - MOOC/Swayam	BBA 112(2)	BBA 113(3)	BBA 114 (2)			26
II	BBA 201 (4) BBA 202 (4) BRBA203 (4) BBA204 (2) BBA 204 Lab(2)		BBA 211 (3) - MOOC/Swayam	BBA 212(2)	BBA 213(3)	BBA 214 (2)			26
III	BBA 301 (4) BBA 302 (4) BBA 303 (4) BBA304 (2) BBA 304 Lab(2)		BBA 311 (3) - MOOC/Swayam	BBA 312 (2)	BBA 313(4)		BBA314 (2)		27
IV	BBA 401 (4) BBA 402 (4) BRBA403 (4) BBA404 (4) BBA 405 (2) BBA 405 Lab(2)			BBA 411 (4)		BBA 412(2)			26
V	BBA 501 (4)	Elective 1(4) Elective 2(4) Elective 3(4) Elective 4(4)					BBA 511(4)		24
VI	BBA 601 (4)	Elective 1 (4) Elective 2 (4)						BBA 611 Project work (12)	24
Total	76	24	9	10	10	6	6	12	153
Percentagee	49.67	15.69	5.88	6.54	6.54	3.92	3.92	7.84	100

Ability Enhancement course (AEC), Skill Enhancement courses (SEC), Value Added Course(VAC), Summer Internship (SIP), Research Project/Dissertation



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BBA Programme Structure with Course Titles

S. No	Course Code	Course Title	Number of Credits	Credit Distribution		
				L	T	P
Semester-I						
1	BBA 101	Principles and Practices of Management	4	3	1	
2	BBA 102	Introduction to Marketing	4	3	1	
3	BBA 103	Business Environment	4	3	1	
4	BBA 104	Essentials of IT	4	2		2
5	BBA 111	MOOCs (IDE)	3	3		
6	BBA 112	Modern Indian Language (English-I) (AEC)	2	2		
7	BBA 113	Modern English Grammar & Pronunciation (SEC)	3	3		
8	BBA 114	Indian Knowledge System (VAC)	2	2		
Total			26	21	3	2
Semester-II						
1	BBA 201	Business Statistics	4	3	1	
2	BBA 202	Business Accountancy	4	3	1	
3	BBA 203	Managerial Economics	4	3	1	
4	BBA 204	Python Programming	4	2		2
5	BBA 211	MOOCs (IDE)	3	3		
6	BBA 212	Any Course on English Language (MOOCs) (AEC)	2	2		
7	BBA 213	Writing for the Media (SEC)	3	3		
8	BBA 214	Environmental Studies- I (VAC)	2	2		
Total			26	21	3	2
Semester-III						
1	BBA 301	Research Methodology	4	3	1	
2	BBA 302	Financial Management	4	3	1	
3	BBA 303	Organisational Behaviour	4	3	1	
4	BBA 304	Web Technologies	4	2		2
5	BBA 311	MOOCs (IDE)	3	3		
6	BBA 312	Modern Indian Language (English-II) (AEC)	2	2		
7	BBA 313	Artificial Intelligence and Machine Learning (SEC)	4	2		2
8	BBA 314	Internship Report (1) and Presentation (1)	2			2
Total			27	18	3	6



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S. No	Course Code	Course Title	Number of Credits	Credit Distribution		
				L	T	P
Semester-IV						
1	BBA 401	Human Resource Management	4	3	1	
2	BBA 402	Strategic Management	4	3	1	
3	BBA 403	Production and Operations Management	4	3	1	
4	BBA 404	International Business	4	3	1	
5	BBA 405	Data Base Management Systems	4	2		2
6	BBA 411	Building Mathematical Ability (AEC)	4	4		
7	BBA 412	Environmental Studies- II (VAC)	2	2		
Total			26	20	4	2
Semester-V						
1	BBA 501	Entrepreneurship	4	3	1	
2		Elective – 1.1	4	3	1	
3		Elective – 1.2	4	3	1	
4		Elective – 1.3	4	3	1	
5		Elective – 1.4	4	3	1	
6	BBA 511	Summer Internship Report (2), Presentation (1) and Viva (1)	4			4
Total			24	15	5	4
Semester-VI						
1	BBA 601 (4)	Business Laws	4	3	1	
2		Elective – 2.1	4	3	1	
3		Elective – 2.2	4	3	1	
4	BBA 611	Project Report	12			12
Total			24	9	3	12

*L: Lecture; T: Tutorial; P: Practical 1#: LaTeX

IDE: Interdisciplinary Elective

AECC: Ability Enhancement Compulsory Course

SEC: Skill Enhancement Courses

VAC: Value-Added Courses

MOOCs: Massive Open Online Course

Minor: Elective Course from other Discipline

Note: MOOCs are chosen by the student based on the availability of the courses offered on SWAYAM platform.



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Specialization Electives

Finance Management (F)/ Marketing Management (M)/ Human Resource Management (H)/
Tourism and Travel Management (T)/ Supply Chain Management (S)

SEMESTER – V			
Financial Management			
S. No	Course Code	Course Title	Credits
1	BBA 511F	Security Analytics and Portfolio Management	4
	BBA 512F	Financial Markets and Services	
	BBA 513F	Introduction to Derivatives and Risks	
	BBA 514F	Management of Banks	
	BBA 611F	International Financial Management	
	BBA 612F	Business Valuation and Project Appraisal	
	Marketing Management		
2	BBA 511M	Advertisement and Sales Management	4
	BBA 512M	Consumer Behavior	
	BBA 513M	Digital Marketing	
	BBA 514M	Product and Brand Management	
	BBA 611M	International Marketing	
	BBA 612M	Services Marketing	
Human Resource Management			
3	BBA 511H	Human Resource Management	4
	BBA 512H	Talent Management	
	BBA 513H	Training and Development	
	BBA 514H	Industrial Relations	
	BBA 611H	International Human Resource Management	
	BBA 612H	Organizational Change and Development	



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Tourism and Travel Management			
S. No	Course Code	Course Title	Credits
4	BBA 511T	Tourism Management	4
	BBA 512T	Travel Agency and Tour Operations Management	
	BBA 513T	International Tourism and Travel Management	
	BBA 514T	Airfares and Computer Reservation Systems	
	BBA 611T	Management of Tourism and Travel Services	
	BBA 612T	Event Management and MICE	
Supply Chain Management			
5	BBA 511S	Supply Chain Management	4
	BBA 512S	Managing Retail Operations	
	BBA 513S	Project Management	
	BBA 514S	Managing Global Operations	
	BBA 611S	Industry 4.0 Supply Chain	
	BBA 612S	Digital Transformation in Logistics	

Semester wise credit distribution

Semester	Credits Allotted	Cumulative Credits
I	26	26
II	26	52
III	27	79
IV	26	105
V	24	129
VI	24	153



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Important Information to Students

1. Eligibility: 10+2 level of education (Intermediate/PUC/CBSE/ICSE/HSC) or equivalent in science/arts/commerce/other streams with 50% aggregate marks.
2. The minimum duration for completion of any UG Programme is 6 semesters (3 academic years) and the maximum duration is 12 semesters (6 academic years) or as per amendments made by the regulatory bodies from time to time. For completion of any programme, the maximum duration is double the duration of the programme concerned.
3. A student should attend at least 75% of the classes, seminars, practical / lab in each course of study.
4. All theory courses in BBA carry Continuous Internal Assessment (CIA) component of 40 marks and Semester-end component of 60 marks. Pass percentage for each component in a course is 40%.
5. In case of courses with lab component Continuous Internal Assessment (CIA) component shall be of 60 marks and Semester-end component for 40 marks. Pass percentage for each component in a course is 40%.
6. The student is given 3 Continuous Internal Assessment (CIA) tests per semester in each course from which the best 2 performances are considered for the purpose of calculating the marks in CIA. A record of the continuous assessment is maintained by the academic unit. The 3 internal tests are conducted for 15 Marks each, out of the best 2 tests scores are considered for 30 marks. Out of the remaining 10 marks, 5 marks are awarded for assignments, class presentations and class participation of the students and the remaining 5 marks are awarded for punctuality, and attendance of the student.

Marks for the Attendance will be considered as follows:

S. No	Attendance (%)	Marks
1	95% or more	5
2	90-94%	4
3	85-89%	3
4	80-84%	2
5	75-79%	1



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7. A student should pass separately in both CIA and the ESE, i.e., a student should secure 16 (40% of 40) out of 40 marks for theory and 24 (40% of 60) out of 60 marks for lab components in the CIA. Therefore, a student should secure 24 (40% of 60) out of 60 marks for theory and 16 (40% of 40) out of 40 marks for lab components in the End-semester examination (ESE).
8. Semester-end examination shall consist of Objective type questions, Descriptive type questions, short answer questions and Case studies or any other recommended by the BoS.
9. A student failing to secure the minimum pass marks in the CIA is not allowed to take the end semester examination of that course. She/he has to redo the course by attending special classes for that course and get the pass percentage in the internal tests to become eligible to take the end semester examination.
10. Students failing a course due to lack of attendance should redo the course.
11. Re-evaluation is applicable only for theory papers and shall not be entertained for other components such as practical/ thesis/ dissertation/ internship etc.
12. An on- campus elective course is offered only if a minimum of ten or 40% of the students registered, whichever is higher.