



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY
Jnanasagara campus, Vinayakanagara, Cantonment, Bellary.-583105

VSKUB SEP Curriculum and Credits Structure for Undergraduate Programme under Choice Based Credit System [CBCS] Scheme for the Three Years B.B.A. Programme with effect from 2024-25 (Mono Specialization)

SECOND YEAR; SEMESTER-III											
Category	Department	Course code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
				IA	SEE	Total	L	T	P		
Languages	Kannada	24BBLGKA3L	ವಾಣಿಜ್ಯ ಸೌರಭ - 2	20	80	100	4	-	-	3	3
		24LGFUNK3L	ಕನ್ನಡ ಕಲಿ - 3	20	80	100	4	-	-	3	3
	English	24BBLGEN3L	Basic English	20	80	100	4	-	-	3	3
	Hindi	24BBLGHN3L	Hindi	20	80	100	4	-	-	3	3
	Telugu	24BBLGTL3L	Telugu	20	80	100	4	-	-	3	3
	Sanskrit	24BBLGSN3L	Sanskrit	20	80	100	4	-	-	3	3
	Urdu	24BBLGUR3L	Urdu	20	80	100	4	-	-	3	3
	Foreign Language	24BBLGFR3L	French	20	80	100	4	-	-	3	3
Mono Specialization	BBA	24MJBBA3L1	Corporate Accounting and Reporting	20	80	100	4	-	-	4	3
	BBA	24MJBBA3L2	Organizational Behaviour	20	80	100	4	-	-	4	3
	BBA	24MJBBA3L3	Statistics for Business Decisions	20	80	100	4	-	-	4	3
Elective	(FM1)	24MJBBA3FM	Financial Services and Markets	20	80	100	4	-	-	4	3
	(MM1)	24MJBBA3MM	Sales Management	20	80	100	4	-	-	4	3
	(HRM1)	24MJBBA3HM	Training and Development	20	80	100	4	-	-	4	3

	(SCM1)	24MJBBA3SM	Essentials of Supply Chain Management	20	80	100	4	-	-	4	3
	(RM1)	24MJBBA3RM	Fundamentals of Retail Management	20	80	100	4	-	-	4	3
	(DA1)	24MJBBA3DA	Marketing Analytics	20	80	100	4	-	-	4	3
Skill Course		24SCBBA3L1	IT for Business	10	40	50	2	-	-	2	
Total Credits: 24											

SECOND YEAR; SEMESTER-IV											
Category	Department	Course code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
				IA	SEE	Total	L	T	P		
Languages	Kannada	24BBLGKA4L	ವಾಣಿಜ್ಯ ಸೌರಭ - 3	20	80	100	4	-	-	3	3
		24LGFUNK4L	ಕನ್ನಡ ಮನಸ್ಸು	20	80	100	4	-	-	3	3
	English	24BBLGEN4L	Basic English	20	80	100	4	-	-	3	3
	Hindi	24BBLGHN4L	Hindi	20	80	100	4	-	-	3	3
	Telugu	24BBLGTL4L	Telugu	20	80	100	4	-	-	3	3
	Sanskrit	24BBLGSN4L	Sanskrit	20	80	100	4	-	-	3	3
	Urdu	24BBLGUR4L	Urdu	20	80	100	4	-	-	3	3
	Foreign Language	24BBLGFR4L	French	20	80	100	4	-	-	3	3
Mono Specialization	BBA	24MJBBA4L1	Business Ethics and Corporate Governance	20	80	100	4	-	-	4	3
	BBA	24MJBBA4L2	Management Accounting and Control System	20	80	100	4	-	-	4	3
	BBA	24MJBBA4L3	Business Analytics	20	80	100	4	-	-	4	3
Elective	(FM2)	24MJBBA4FM	Law And Practice of Banking	20	80	100	4	-	-	4	3

	(MM2)	24MJBBA4MM	Services Marketing	20	80	100	4	-	-	4	3
	(HRM2)	24MJBBA4HM	Team Management	20	80	100	4	-	-	4	3
	(SCM2)	24MJBBA4SM	Inventory Management	20	80	100	4	-	-	4	3
	(RM2)	24MJBBA4RM	Customer Relationship Management	20	80	100	4	-	-	4	3
	(DA2)	24MJBBA4DA	Financial Analytics	20	80	100	4	-	-	4	3
Skill Course	SEC	24SCBBA4L2	Aptitude Skills for Managers	10	40	50	2	-	-	2	10
Total Credits: 24											