



# 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)

<b>THIRD YEAR; SEMESTER-V</b>											
Category	Department	Course code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
				IA	SEE	Total	L	T	P		
<b>Mono Specialization</b>	BBA	24MJBBA5L1	Business Research Methods	20	80	100	4	-	-	4	3
	BBA	24MJBBA5L2	International Business Management	20	80	100	4	-	-	4	3
	BBA	24MJBBA5L3	Cost Management	20	80	100	4	-	-	4	3
<b>Elective</b>	(FM5)	24MJBBA5FM	Investment Analysis and Portfolio Management	20	80	100	4	-	-	4	3
	(MM5)	24MJBBA5MM	Advertisement and Sales Promotion	20	80	100	4	-	-	4	3
	(HRM5)	24MJBBA5HM	Compensation Management	20	80	100	4	-	-	4	3
	(SCM5)	24MJBBA5SM	Operations Management	20	80	100	4	-	-	4	3
	(RM5)	24MJBBA5RM	Retail Operations Management	20	80	100	4	-	-	4	3
	(DA5)	24MJBBA5DA	HR Analytics	20	80	100	4	-	-	4	3
	(FM6)	24MJBBA6FM	Tax Management-I (Direct Taxes)	20	80	100	4	-	-	4	3
	(MM6)	24MJBBA6MM	Rural Marketing	20	80	100	4	-	-	4	3
	(HRM6)	24MJBBA6HM	Performance Management	20	80	100	4	-	-	4	3
	(SCM6)	24MJBBA6SM	Logistics and Distribution Management	20	80	100	4	-	-	4	3
	(RM6)	24MJBBA6RM	Merchandise Management	20	80	100	4	-	-	4	3
	(DA6)	24MJBBA6DA	Supply Chain Analytics	20	80	100	4	-	-	4	3
	<b>Skill Course</b>		24SCBBA5L/P	Internship	10	40	50	2	-	4	4
<b>Total Credits: 24</b>											

**THIRD YEAR; SEMESTER -VI**

Category	Department	Course code	Title of the Paper	Marks			Teaching hours/week			Credit	Duration of exams (Hrs)
				IA	SEE	Total	L	T	P		
<b>Mono Specialization</b>	BBA	24MJBBA6L1	Strategic Management	20	80	100	4	-	-	4	3
	BBA	24MJBBA6L2	Business Laws	20	80	100	4	-	-	4	3
	BBA	24MJBBA6L3	Entrepreneurship and Start-up Management	20	80	100	4	-	-	4	3
<b>Elective</b>	(FM7)	24MJBBA7FM	Financial Derivatives	20	80	100	4	-	-	4	3
	(MM7)	24MJBBA7MM	Consumer Behaviour	20	80	100	4	-	-	4	3
	(HRM7)	24MJBBA7HM	Talent Acquisition and Management	20	80	100	4	-	-	4	3
	(SCM7)	24MJBBA7SM	Warehouse Management	20	80	100	4	-	-	4	3
	(RM7)	24MJBBA7RM	Brand Management	20	80	100	4	-	-	4	3
	(DA7)	24MJBBA7DA	Data Visualization Using Tableau	20	80	100	4	-	-	4	3
	(FM8)	24MJBBA8FM	Tax Management-II (Indirect Taxes)	20	80	100	4	-	-	4	3
	(MM8)	24MJBBA8MM	Digital Marketing	20	80	100	4	-	-	4	3
	(HRM8)	24MJBBA8HM	Labour Laws	20	80	100	4	-	-	4	3
	(SCM8)	24MJBBA8SM	Freight Transport Management	20	80	100	4	-	-	4	3
	(RM8)	24MJBBA8RM	Strategic Retail Management	20	80	100	4	-	-	4	3
	(DA8)	24MJBBA8DA	Social Media and Web Analytics	20	80	100	4	-	-	4	3
<b>Skill Course</b>	<b>SEC</b>	24SCBBA6L/P	Elementary Research Project /KJK Courses as per Govt. Guidelines	10	40	50	2	-	4	4	-

**Total Credits: 24**