

Faculty of Business and Management

Bachelor of Arts (Hons) Business Administration (BCBBA)

Revamped Programme Structure (Plan to start from 2021-09 semester onwards)

Academic Year	Course Code	Course Name	Core / Elective	Credit Hours	Remarks/ Pre-requisite
1	BBA1093	Business Accounting	Core	3	
1	BBB1013	Business Communication	Core	3	
1	BBB1023	Microeconomics	Core	3	
1	BBB1033	Macroeconomics	Core	3	BBB1023
1	BBB1043	Fundamentals of Management	Core	3	
1	BBB1053	Organizational Behaviour	Core	3	BBB1043
1	BBB1063	Business Information System	Core	3	
1	BBB1073	Sustainability in Business	Core	3	
1	BBB1083	Cooperative Placement 1	Industrial training	3	
1	BBL2033	Operations Management	Core	3	
1	BBM1013	Fundamentals of Marketing	Core	3	
1	BBS2303	Business Mathematics	Core	3	
1	BBM1043	Introduction to Branding	Core	3	
1	MPU3223	University Life	Compulsory	3	
1	BBM1073	Introduction to Digital Marketing	Core	3	
1	MPU3411	Extracurricular Learning Experience 1	Compulsory	1	
2	BBA2223	Financial Management	Core	3	BBA1093
2	BBB2013	Company Law	Core	3	
2	BBB2023	Managing People	Core	3	BBB1043
2	BBB2033	Corporate Communication	Core	3	
2	BBB2043	Business Research Methods	Core	3	BBS1063
2	BBB2053	Management Ethics	Core	3	BBB1043
2	BBB2063 / BBB2073	[Elective 1: Choose 1 course] Cross Cultural Management / E- Commerce for Small Business	Elective	3	
2	BBB2083	Cooperative Placement 2	Industrial training	3	BBB1083
2	BBM2073	Social Media Marketing	Core	3	
2	BBS1063	Statistics & its Applications	Core	3	
2	BBS2293	Management Science	Core	3	
2	BBM2043	Consumer Behaviour	Core	3	
2	MPU3421	Extracurricular Learning Experience 2	Compulsory	1	MPU3411
3	BBA2103	Corporate Finance	Core	3	BBA2223
3	BBA3033 / BBM3093 / BBM3063 / BBB3123	[Elective 2 & 3: Choose 2 courses] Financial Statement Analysis / Retail Brand Management / Services Marketing / Issues in Global Economy	Elective	3+3	Pre-requisite for BBA3033: BBA1093 Pre-requisite for BBM3093 & BBM3063: BBM1013
3	BBB3013	Entrepreneurship	Core	3	
3	BBB3023	International Business	Core	3	BBB1043
3	BBB3033	Strategic Management	Core	3	BBB1043
3	BBB3043	Organizational Development and Change	Core	3	
3	BBB3053	Contemporary Human Resource Management	Core	3	BBB1043

3	BBB3063	Leadership	Core	3	BBB1053
3	BBB3073	Independent Project A	Core	3	BBB2043
3	BBB3083	Cooperative Placement 3	Industrial training	3	BBB2083
3	BBB3093	Independent Project B	Core	3	BBB3073
3	MPU3431	Extracurricular Learning Experience 3	Compulsory	1	MPU3421
Total graduating credit hours:				120 credit hours	