

**PG DEPARTMENT OF COMMERCE  
BBA (HONOURS) PROGRAMME  
COURSE STRUCTURE**

**SEMESTER 1**

SL.NO	COURSE CODE	COURSE TITLE
1	BBA1CJ101	Core Course 1 Foundations for Business Decisions
2	BBA1CJ102 / BBA1MN101	Core Course 2 Marketing Management
3	BBA1CJ103 / BBA1MN102	Core Course 3 Communicating with Financial Data
4	BBA1FM105	MDC/MDE-1 Creativity, Innovation & Business Development
5	BBA1FS111	Skill Enhancement Course 1 Digital Marketing for Business
6	ENG1FA101(3)	Ability Enhancement Course 1– English
		Ability Enhancement Course 2 – Additional Language

**SEMESTER 2**

SL.NO	COURSE CODE	COURSE TITLE
1	BBA2CJ101	Core Course 4 Business Economics
2	BBA2CJ102 / BBA2MN101	Core Course 5 Financial Management
3	BBA2CJ103 / BBA2MN102	Core Course 6 Foundations for Business Analytics
4	BBA2FS112	Skill Enhancement Course 2 Spreadsheet Modelling for Business
5	ENG2FA 103(3)	Ability Enhancement Course 3– English
		Ability Enhancement Course 4 Additional Language

**SEMESTER 3**

SL.NO	COURSE CODE	COURSE TITLE
1	BBA3CJ201	Core Course 7 Domestic Logistic Management
2	BBA3CJ202	Core Course 8 Business & Corporate Regulations
3	BBA3CJ203/ BBA3MN201	Core Course 9 Human Resource Management

4	BBA3CJ204 / BBA3MN202	Core Course 10 Strategic Cost Analysis
5	BBA3FS113	Skill Enhancement Course 3 Skills for Employability
		MDC/MDE 2 – (E/AL) KS

**SEMESTER 4**

SL.NO	COURSE CODE	COURSE TITLE
1	BBA4CJ205	Core Course 11 Decision Science
2	BBA4CJ206	Core Course 12 Organization Behaviour
3	BBA4CJ207	Core Course 13 Entrepreneurship Essentials
4	BBA4CJ208	Core Course 14 Corporate Governance & Business Ethics
5	BBA4FV 108	Value-Added Course 1 Innovation & Business Dynamics
6	ENG4FV109(3)	Value-Added Course 2 – English

**SEMESTER 5**

SL.NO	COURSE CODE	COURSE TITLE
1	BBA5CJ301	Core Course 15 Operations Management
2	BBA5CJ302	Core Course 16 Behavioral Finance
3	BBA5CJ303	Core Course 17 Business Research Methods
4		Elective Course 1
5		Elective Course 2
6	BBA5FS114	Skill Enhancement Course 4 – Communicating with AI
7	BBA5FS115	Skill Enhancement Course: - Internship-1
8		Audit Course- 1

**SEMESTER 6**

SL.NO	COURSE CODE	COURSE TITLE
1	BBA6CJ304 / BBA8MN304	Core Course 18 Networking in Business
2	BBA6CJ305 / BBA8MN305	Core Course 19 Total Quality Management
3		Elective Course 3
4		Elective Course 4
5	BBA6FV110	Value-Added Course 3 Sustainable Business Environment

Pongam, Koralty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

[www.naipunnya.ac.in](http://www.naipunnya.ac.in), [mail@naipunnya.ac.in](mailto:mail@naipunnya.ac.in)



6	BBA6FS116	Skill Enhancement Course: - Project-I
7		Audit Course- 2

## SEMESTER 7

SL.NO	COURSE CODE	COURSE TITLE
1	BBA7CJ401	Core Course 20 Strategic Management
2	BBA7CJ402	Core Course 21 Data Analysis Tools for Social Scientists
3	BBA7EJ401	Elective Course 5 Advanced Human Resource Management
4	BBA7EJ402	Elective Course 6 International Finance
5	BBA7EJ403	Elective Course 7 (in Honours with Research programme) International Marketing
6	BBA7OE401	Open Elective (in Honours programme) Hospitality Management
7	BBA7FS117	Skill Enhancement Course: - Internship – 2

## SEMESTER 8

SL.NO	COURSE CODE	COURSE TITLE
1	BBA8EJ404	Elective Course 8 (in Honours programme) Start-Up Management
2	BBA8EJ405	Elective Course 9 (in Honours programme) Entrepreneurial Capital Management
3	BBA8EJ406	Elective Course 10 (in Honours programme) Advertising & Branding
4	BBA8FS118	Skill Enhancement Course: - Project -2 (in Honours programme)
5	BBA8FS119	Skill Enhancement Course: - Research Project (in Honours with Research programme)

Prepared by

Dr. Mathew Jose K

HoD

Verified by

Mr. Jayakrishnan S

Nodal Officer, FYUGP

Approved by

Rev Fr Dr Paulachan K J

Principal

