



**SRM**  
**UNIVERSITY SIKKIM**  
(Estd. Under SRMUS Act, 2013)

**PROGRAMME**

**BACHELOR OF BUSINESS ADMINISTRATION**

**CURRICULUM AND SYLLABI**

**(For students admitted from the academic year 2015-16)**

**SRM UNIVERSITY**  
**Sikkim**

### BBA Curriculum

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
<b>SEMESTER-I</b>							
Language	LAE1511	English – I	3	1	0	4	3
Core	BBA1512	Managerial Economics	2	2	0	4	4
Core	BBA1513	Financial Accounting	3	2	0	5	4
Core	BBA1514	Organizational Behavior	2	2	0	4	4
General	GEN1515	Environmental Studies [Internal Evaluation]	2	0	2	4	4
Skill	SPD1516	Computer skills[Internal Evaluation]	1	0	2	3	3
<b>TOTAL</b>						<b>24</b>	<b>22</b>
<b>SEMESTER-II</b>							
Language	LAE1521	English – II	3	1	0	4	3
Core	BBA1522	Marketing Management	2	2	0	4	4
Core	BBA1523	Legal system in business	2	2	0	4	4
Core	BBA1524	Business Statistics	3	2	0	5	4
Supportive	BBA1525	Case Study 1 [Internal Evaluation]	0	2	2	4	4
General	GEN1526	Human Rights and Professional Ethics [Internal Evaluation]	2	0	1	3	3
Extension	EX*1527 *will be S/C/Y	NSS / NCC /Yoga [Internal Evaluation]	0	0	2	2	2
<b>TOTAL</b>						<b>26</b>	<b>24</b>
<b>SEMESTER-III</b>							
Core	BBA1531	Human Resource Management	2	2	0	4	4
Core	BBA1532	Management and Cost Accounting	3	2	0	5	4
Core	BBA1533	Management Information Systems	2	2	0	4	4
Elective	BBA1534 / BBA1535	Training and Development / Creativity and Innovation	2	2	0	4	4
General	GEN1536	Value Education [Internal Evaluation]	1	0	2	3	3
Supportive	BBA1537	Case Study 2 [Internal Evaluation]	1	0	2	3	3
Skill	SPD1538	Soft Skills& Verbal aptitude [Internal Evaluation]	0	0	2	2	2
<b>TOTAL</b>						<b>25</b>	<b>24</b>
<b>SEMESTER-IV</b>							
Core	BBA1541	Production and Operations Management	3	2	0	5	4
Core	BBA1542	Public Relations	2	2	0	4	4
Supportive	BBA1543	Operations Research	3	2	0	5	4
Elective	BBA1544 / BBA1545	Sales Management / Retail Management	2	2	0	4	4
Skill	BBA1546	Computer Applications in Accounting [Internal Evaluation]	1	0	2	3	3
Supportive	BBA1547	Case study 3 [Internal Evaluation]	0	0	2	2	3
Skill	SPD1548	Quantitative Aptitude and Reasoning -1 [Internal Evaluation]	0	0	2	2	2
<b>TOTAL</b>						<b>25</b>	<b>24</b>
<b>SEMESTER-V</b>							
Core	BBA1551	Financial Management	3	2	0	5	4
Core	BBA1552	Total Quality Management	2	2	0	4	4
Core	BBA1553	Research Methodology	3	2	0	5	4
Elective	BBA1554 / BBA1555	Services Marketing /Investment Management	2	2	0	4	4

Skill	BBA1556	Internship (4 weeks)[Internal Evaluation]	0	0	3	3	3
Skill	SPD1557	Entrepreneurial Development [Internal Evaluation]	0	0	3	3	3
Skill	SPD1558	Quantitative Aptitude and Reasoning – II [Internal Evaluation]	0	0	2	2	2
<b>TOTAL</b>						<b>26</b>	<b>24</b>
<b>SEMESTER-VI</b>			<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
Core	BBA1561	Logistics and supply chain management	2	2	0	4	4
Core	BBA1562	Strategic Management	2	2	0	4	4
Core	BBA1563	Industrial Law	2	2	0	4	4
Elective	BBA1564 / BBA1565	Information Security Management / Customer Relationship Management	2	2	0	4	4
Skill	SPD1566	Leadership and Team Management [Internal Evaluation]	0	0	2	2	2
Skill	BBA1567	Project Work	0	0	6	6	4
<b>TOTAL</b>						<b>24</b>	<b>22</b>

**Case study topics include (but not limited to)**

- Banking Services
- E-Commerce & International Business
- Insurance sector

**Total Credits: 140**

- Total Number of Hours per week : 30 including Counseling / Library / Digital Reference / Guest Lecture / Co-Curricular Activities