

KAZI NAZRUL UNIVERSITY			FACULTY OF COMMERCE AND MANAGEMENT		DEGREE PROGRAMME: 3 YEARS DEGREE WITH BBA/4 YEARS DEGREE WITH BBA HONOURS/ 4 YEARS DEGREE WITH BBA HONOURS WITH RESEARCH			WITH EFFECT FROM THE ACADEMIC SESSION: 2023-24										
Abbreviated Degree		Abbreviated Degree Programme	Semester	Course Name	Course Type	Course Code	Course Details	L - T - P	Course Credit	Sem Credit	CA Marks		ESE Marks		Total Marks	Sem Marks		
											Practical	Theoretical	Practical	Theoretical				
BBA	BACHELOR OF BUSINESS ADMINISTRATION	BBA	I	Principles of Management and Organisational Behaviour		MAJOR	BBAMJ101	MJC-1	4 - 1 - 0	5	20		30		70	100	350	
				Business Economics		MINOR	BBAMN101	MNC-1	4 - 1 - 0	5			30		70	100		
				E-Commerce		MD	See Pool	MDC-1	3 - 0 - 0	3			15		35	50		
				English/MIL Communication		AEC	See Pool	AEC-1	4 - 0 - 0	4			15		35	50		
				Business Statistics		SEC	BBASE101	SEC-1	2 - 1 - 0	3			15		35	50		
			II	Financial Accounting for Managers		MAJOR	BBAMJ201	MJC-2	4 - 1 - 0	5	20		30		70	100	350	
				Marketing Management		MINOR	BBAMN201	MNC-2	4 - 1 - 0	5			30		70	100		
				Business Environment		MD	See Pool	MDC-2	3 - 0 - 0	3			15		35	50		
				Environment Studies		VAC	VAC-201	VAC-1	4 - 0 - 0	4			15		35	50		
				Entrepreneurship Development		SEC	BBASE201	SEC-2	2 - 1 - 0	3			15		35	50		
			III	Human Resource Management		MAJOR	BBAMJ301	MJC-3	4 - 1 - 0	5	22		30		70	100	400	
				Financial Management		MAJOR	BBAMJ302	MJC-4	4 - 1 - 0	5			30		70	100		
				Business Communication		MINOR	BBAMN301	MNC-3	4 - 1 - 0	5			30		70	100		
				Computer Fundamentals		MD	See Pool	MD-3	2 - 1 - 0	3			15		35	50		
				English Communication		AE	See Pool	AECC-2	4 - 0 - 0	4			15		35	50		
			IV	Quantitative Techniques for Management		MAJOR	BBAMJ401	MJC-5	4 - 1 - 0	5	22		30		70	100	400	
				Production and Material Management		MAJOR	BBAMJ402	MJC-6	4 - 1 - 0	5			30		70	100		
				Business Mathematics		MINOR	BBAMN401	MNC-4	4 - 1 - 0	5			30		70	100		
				Personality Development and Communication		SEC	BBASE401	SEC-3	2 - 1 - 0	3			15		35	50		
				Health and Wellness		(Any One)	VAC	VAC-401	VAC-2	4 - 0 - 0		4		15		35		50
				Social Values and Ethics				VAC-402		4 - 0 - 0				15		35		
				Digital and Technological Solutions				VAC-403		4 - 0 - 0				15		35		
				Understanding India				VAC-404		4 - 0 - 0				15		35		
			V	Human Resource Development		MAJOR	BBAMJ501	MJC-7	4 - 1 - 0	5	20		30		70	100	400	
				Consumer Behaviour		MAJOR	BBAMJ502	MJC-8	4 - 1 - 0	5			30		70	100		
				Cost Accounting		MAJOR	BBAMJ503	MJC-9	4 - 1 - 0	5			30		70	100		
				Management Information System		MINOR	BBAMN501	MNC-5	4 - 1 - 0	5			30		70	100		
			VI	Business Regulatory Framework		MAJOR	BBAMJ601	MJC-10	4 - 1 - 0	5	22		30		70	100	450	
				Management Accounting		MAJOR	BBAMJ602	MJC-11	4 - 1 - 0	5			30		70	100		
				Business Ethics and Corporate Social Responsibility		MAJOR	BBAMJ603	MJC-12	4 - 1 - 0	5			30		70	100		
				Retail Management		MAJOR	BBAMJ604	MJC-13	4 - 1 - 0	5			30		70	100		
				Summer Internship		SI	BBASI601	SI-1	0 - 0 - 4	2		15		35		50		
			Total Credit and Marks			TOTAL CREDIT				126	TOTAL MARKS				2350			
			Business Policy and Strategies		MAJOR	BBAMJ701	MJC-14	4 - 1 - 0	5			30		70	100			
			Business Analytics		MAJOR	BBAMJ702	MJC-15	4 - 1 - 0	5			30		70	100			

		4 YEARS DEGREE WITH HONOURS	VII	Performance and Compensation Management/Business Taxation and Planning/Digital Marketing	MAJOR	BBAMJ703	MJC-16	4 - 1 - 0	5	25		30		70	100	500				
				Strategic Corporate Finance/ Sales and Distribution Management/Labour Laws in India	MAJOR	BBAMJ704	MJC-17	4 - 1 - 0	5			30		70	100					
				Cyber Security Management	MINOR	BBAMN701	MNC-6	4 - 1 - 0	5			30		70	100					
			VIII	Grand Viva and Seminar Talk					MAJOR	BBAMJ801	MJC-17	4 - 1 - 0	5	22		30		70	100	500
				Project Work and Viva Voce					MAJOR	BBAMJ802	MJC-18	3 - 1 - 0	4			30		70	100	
				Investment Analysis and Portfolio Management/Advertising and Brand Management/Manangement of Industrial Relations					MAJOR	BBAMJ803	MJC-19	3 - 1 - 0	4			30		70	100	
				Investment Banking and Financial Services/Marketing of Services/Strategic Human Resource Management					MAJOR	BBAMJ804	MJC-20	3 - 1 - 0	4			30		70	100	
				Global Business Management					MINOR	BBAMN801	MNC-7	4 - 1 - 0	5			30		70	100	
				Total Credit and Marks			TOTAL CREDIT					173	TOTAL MARKS					3350		
		4 YEARS DEGREE WITH HONOURS WITH RESEARCH	VII	Business Policy and Strategies					MAJOR	BBAMJ701	MJC-14	4 - 1 - 0	5	25		30		70	100	500
				Business Analytics					MAJOR	BBAMJ702	MJC-15	4 - 1 - 0	5			30		70	100	
				Performance and Compensation Management/Business Taxation and Planning/Digital Marketing					MAJOR	BBAMJ703	MJC-16	4 - 1 - 0	5			30		70	100	
				Corporate Financial Reporting and Analysis/ Sales and Distribution Management/Employee Legislation in India					MAJOR	BBAMJ704	MJC-17	4 - 1 - 0	5			30		70	100	
				Cyber Security Management					MINOR	BBAMN701	MNC-6	4 - 1 - 0	5			30		70	100	
			VIII	Grand Viva and Seminar Talk					MAJOR	BBAMJ801	MJC-18	4 - 1 - 0	5	22		30		70	100	500
				Research Methodology					RP	BBARP801	RP-1	4- 0 - 0	4			15		35	50	
				RESEARCH PROJECT / DISSERTATION					RP	BBARP802	RP-2	0- 0 -16	8			150		100	250	
				Global Business Management					MINOR	BBAMN801	MNC-7	4 - 1 - 0	5			30		70	100	
			Total Credit and Marks			TOTAL CREDIT					173	TOTAL MARKS					3350			
			Abbreviations: MJC= Major (Core); AE= Ability Enhancement; AECC= Ability Enhancement Compulsory Course; MNC= Minor (Core); SE= Skill Enhancement; SEC= Skill Enhancement Course; MD= Multidisciplinary Course; SI - Summer Internship; RP= Research Project; VAC= Value Added Course; CA= Continuous Assessment, ESE= End Semester Examination, L= Lecture Hour; T= Tutorial Hour and P= Practical Hour/ Field Work and NA= Not Applicable																	
			Note: Minor Courses (MNC) : Student of a particular UG Course will choose from the Pool of Minor Courses offered by disciplines other than the major discipline opted by the student. The student is required to opt the same Minor Course (designed for 2nd semester) which he had opted in 1st semester ie. the student will continue studying the same minor course, opted in the 1st semester. Explanation: If a student of Bengali Major, opts for a Minor Course offered by Political Science in 1st semester then that student is required to continue with the corresponding Minor Course offered by Political Science for 2nd semester as Minor Course in the 2nd semester.																	
			Semesterwise Pool of Multidisciplinary Courses offered by this Discipline for other Honours Disciplines																	
Discipline	Semester	Course Name		Course Type	Course Code	Course Details	L - T - P	Course Credit	Sem Credit	CA Marks		ESE Marks		Total Marks	Sem Marks					
	I	Physical science (Dept. of Physics/Chemistry)		(Any One)		MD-1	3 - 0 - 0	3				15		35	50					
		E-Commerce (Dept. of Commerce/BBA)					3 - 0 - 0					15		35						
		Human Rights (Dept. of Pol Science)					3 - 0 - 0					15		35						
		Disaster Management (Dept. of Geography/Geology)					3 - 0 - 0					15		35						
		Film Appreciation (Department of English)										15		35						
							3 - 0 - 0					15		35						
		Business Environment (Dept of Commerce)					3 - 0 - 0					15		35						
		Adhunik Bangla sahitya (Dept. of Bengali)					3 - 0 - 0					15		35						
		Adhunik Hindi sahitya (Dept. of Hindi)					3 - 0 - 0					15		35						



KAZI NAZRUL UNIVERSITY				FACULTY OF COMMERCE AND MANAGEMENT		DEGREE PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION			WITH EFFECT FROM THE ACADEMIC SESSION: 2020-21											
Abbreviated Degree	Discipline	Abbreviated Degree Programme	Semester	Course Name		Course Type	Course Code	Course Details	L - T - P	Course Credit	Sem Credit	CA Marks		ESE Marks		Total Marks	Sem Marks			
BBA	BUSINESS ADMINISTRATION	BBA	I	Principles of Management		C	BBAC101	CC-1	5 - 1 - 0	6	22		20		80	100	350			
				Business Economics			BBAC102	CC-2	5 - 1 - 0	6			20		80	100				
				Business Statistics		GE	BBAGE101	GEC-1	5 - 1 - 0	6			20		80	100				
				Environment Studies		AE	AEE101	AECC-1	4 - 0 - 0	4			10		40	50				
			II	Business Communication		C	BBAC201	CC-3	5 - 1 - 0	6	22		20		80	100	350			
				Accounting for Managers			BBAC202	CC-4	5 - 1 - 0	6			20		80	100				
				Organisational Behaviour		GE	BBAGE201	GEC-2	5 - 1 - 0	6			20		80	100				
				English/MIL Communication		AE	See Pool	AECC-2	4 - 0 - 0	4			10		40	50				
			III	Financial Management		C	BBAC301	CC-5	5 - 1 - 0	6	28		20		80	100	450			
				Marketing Management			BBAC302	CC-6	5 - 1 - 0	6			20		80	100				
				Computer Fundamentals			BBAC303	CC-7	5 - 1 - 0	6			20		80	100				
				Business Mathematics		(Any One)	GE	BBAGE301	GEC-3	5 - 1 - 0		6		20		80		100		
				Retail Marketing			BBAGE302	5 - 1 - 0					20		80					
				Computer Applications		(Any One)	SE	BBASE301	SEC-1	4 - 0 - 0		4		10		40		50		
				Communicative English			BBASE302	4 - 0 - 0					10		40					
			IV	Human Resource Management		C	BBAC401	CC-8	5 - 1 - 0	6	28		20		80	100	450			
				Production and Material Management			BBAC402	CC-9	5 - 1 - 0	6			20		80	100				
				Business Environment			BBAC403	CC-10	5 - 1 - 0	6			20		80	100				
				Operation Research		(Any One)	GE	BBAGE401	GEC-4	5 - 1 - 0		6		20		80		100		
				Financial Market			BBAGE402	5 - 1 - 0					20		80					
				Quantitative Aptitudes		(Any One)	SE	BBASE401	SEC-2	4 - 0 - 0		4		10		40		50		
			Basics of Business Research		BBASE402		4 - 0 - 0			10			40							
			V	International Business		C	BBAC501	CC-11	5 - 1 - 0	6	24		20		80	100	400			
				Business Law			BBAC502	CC-12	5 - 1 - 0	6			20		80	100				
				Sales and Distribution Management		(Any Two)	DSE	BBADSE501	DSEC-1 & DSEC-2	5 - 1 - 0		6 X 2		20		80		100 X 2		
				Industrial Relations			BBADSE502	5 - 1 - 0					20		80					
				Systems Analysis and Design			BBADSE503	5 - 1 - 0					20		80					
				Taxation			BBADSE504	5 - 1 - 0					20		80					
				Supply Chain Management			BBADSE505	5 - 1 - 0					20		80					
				VI	Project work		C	BBAC601		CC-13			0 - 0 - 12	6	24	60				40
			Grand Viva and Seminar Talk		BBAC602	CC-14		0 - 0 - 12	6		60		40			100				
			Entrepreneurship Development		(Any Two)	DSE	BBADSE601	DSEC-3 & DSEC-4	5 - 1 - 0	6 X 2		20		80		100 X 2				
			Cost and Management Accounting			BBADSE602	5 - 1 - 0				20		80							
			Marketing of Services			BBADSE603	5 - 1 - 0				20		80							
			Human Resource Development			BBADSE604	5 - 1 - 0				20		80							
			Database Management System			BBADSE605	5 - 1 - 0				20		80							
			Total Credit and Marks											148						2400
			Abbreviations: C= Core; CC=Core Course; AE= Ability Enhancement; AECC= Ability Enhancement Compulsory Course; GE= Generic Elective; GEC= Generic Elective Course; SE= Skill Enhancement; SEC= Skill Enhancement Course; DSE= Discipline Specific Elective; DSEC= Discipline Specific Elective Course; CA= Continuous Assessment, ESE= End Semester Examination, L= Lecture Hour; T= Tutorial Hour and P= Practical Hour/ Field Work and NA= Not Applicable																	
			Pool of Communication Courses offered as Ability Enhancement Compulsory Courses																	
			Discipline			Semester	Course Name		Course Type	Course Code	Course Details	L - T - P	Course Credit	Sem Credit	CA Marks		ESE Marks		Total Marks	Sem Marks
			English/ MIL Communication			II	English Communication		(Any One)	AECCCE201	AECC-2	4 - 0 - 0	4	NA		10		40	50	NA
							Bengali Communication			AECCCB201		4 - 0 - 0				10		40		
							Hindi Communication			AECCH201		4 - 0 - 0				10		40		
Urdu Communication		AECCU201					4 - 0 - 0			10					40					