

Study & Evaluation Scheme Of

Bachelor of Business Administration

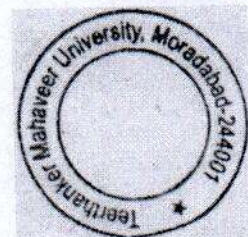
(BBA)

{Specialization in International Business and Entrepreneurship Development}

In collaboration with U.R. Services Pvt. Ltd

[Applicable w.e.f. Academic Session 2020-21 till revised]

[As per CBCS guidelines of UGC]



TEERTHANKER MAHAVEER UNIVERSITY

N.H.-24, Delhi Road, Moradabad, Uttar Pradesh-244001

Website: www.tmu.ac.in



Career opportunities present in BBA (International Business and Entrepreneurship Development) degree will include:

- Finance and Banking Sector
- Foreign Exchange Department
- Marketing Management
- Marketing and Sales Management
- Buying House
- Import/Export Merchandiser
- International Marketing Research
- International Sales and Development Department
- Import/ Export Logistics Management
- Data Management/ Export & Import documentation
- Start New Business setup

The curriculum is designed so as to give students an in-depth knowledge of the academic disciplines and applied functional areas necessary to meet the requirements of business enterprises and the industry. We lay emphasis on the following courses balanced with core and elective courses: The curriculum of **BBA (International Business and Entrepreneurship Development)** program emphasizes an intensive, flexible management education with 142 credits. The program structure and credits for **BBA (IB&ED)** are finalized based on the stakeholders' needs and general structure of the program. Minimum number of class room contact teaching credits for the **BBA (IB&ED)** program will be 142 credits (one credit equals 10 hours).

BBA(IB&ED) Three-Year (6-Semester) CBCS Programme				
Basic Structure: Distribution of Courses				
S.No.	Types of Course	Credit	Hours	Total Credit
1	Core Course (CC)	4	14 courses- 4 Hrs / week / course , Total Hours 56	14x4=56
2	Ability-Enhancement Compulsory Course (AECC)	4	7 courses of 4 Hrs / week / course , Total Hours 28	7x4=28
3	Generic Elective (GE)	4	3 courses 4 Hrs / week / course , Total Hours 12	3x4=12
4	Open Elective	4	2 courses 4 Hrs / week / course , Total Hours 08	2x4=8
5	Skill-Enhancement Elective Course (SEC)	4	2 course of 4 Hrs / week / course , Total Hours 08	2x4=8
6	Discipline Specific Elective (DSE)	3	4 courses 3 Hrs / week / course , Total Hours 12	4x3=12
7	Viva-Voce (VV)	4	3 course 8 Hrs / week / course , Total Hours 24 1 course 12 Hrs / week / course , Total Hours 12	3x4=12 1x6=06
8	Value Added Audit Course (VAC)	0	2 courses of 3 Hrs / week / course , Total Hours 06	2x0=0
Total Credits				142

BBA (IB&ED) as per CBCS (2020-21)



B. Choice Based Credit System (CBCS)

Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve their target number of credits as specified by the UGC and adopted by our University. The following is the course module designed for the **BBA (IB&ED) program**:

Core Course (CC): Core courses of **BBA (IB&ED)** program will provide a holistic approach to management education, giving students both an overview of the field, and a basis to build, and specialize upon. These core courses are the strong foundation to establish management knowledge and provide broad multi-disciplined knowledge that can be further be studied in depth during the elective phase. The core courses will provide students with more than just practical knowledge, case-based lessons and collaborative learning models, train students to analyze, decide, and lead-rather than merely know-while creating a common student experience that can foster a deep understanding, develop decision-making ability and contribute to the business and community at large. A wide range of core courses provide groundwork in the basic commerce disciplines: Accounting, finance, taxation, statistics, etc. The integrated foundation is important for students because it will not only allow them to build upon existing skills, but they could also explore career options in a range of industries, and expand their understanding of various management fields. This program offered 13 core courses of 4 credits each.

Ability Enhancement Compulsory Course (AECC): As per the guidelines of Choice Based Credit System (CBCS) for all Universities, including the private universities, the Ability Enhancement Compulsory Course (AECC) is a course designed to develop the ability of students in communication (especially English) and other related subjects where they might find it difficult to communicate at a higher level in their prospective job at a later stage due to lack of practice and exposure in the language, etc. Students are motivated to learn the theory, fundamentals and tools of communication which can help them develop and sustain in the corporate environment and culture. This program offered 7 AEC courses of 4 credits each.

Open Elective (OEC): Student has to choose open elective course from the list of open electives list provided by the University. This program offered 2 OE courses of 4 credits each.

Generic Elective Course (GEC): Generic Elective is an interdisciplinary additional course. The score of Generic Elective is counted in your overall CGPI under Choice Based Credit System (CBCS). This program offered 3 GE courses of 4 credits each.

Skill Enhancement Course (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. This program offered 2 SE courses of 4 credits each.

Discipline Specific Elective Course (DSEC): The discipline specific elective courses are chosen to make students specialist or having specialized knowledge of a specific domain International Business and Entrepreneurship Development. It will be covered in fifth semester of third year of the program. Each DSEC will carry 3 credits.

Viva Voce (VV): The viva- voce courses are chosen to make students have a clear and specific knowledge regarding their particular subjects and the type of projects they have undergone during their respective semesters.



Semester III

S.N	Category	Course Code	Subject	Course Owner	Periods			Credit	Evaluation Scheme		
					L	T	P		Internal	External	Total
1	CC-7	BBACC301	Business Statistics	TMU	4	0	0	4	40	60	100
2	CC-8	BBACC302	Fundamentals of Human Resource Management	TMU	4	0	0	4	40	60	100
3	CC-9	BBACC305	International Trade and Operation Management	URS	4	0	0	4	40	60	100
4	CC-10	BBACC306	Entrepreneurship Skills Development	URS	4	0	0	4	40	60	100
5	AECC-5	TMUGE301	English Communication-III	TMU	3	0	2	4	40	60	100
6	GEC-3	BBAGE303	Cross Culture Management	URS	4	0	0	4	40	60	100
7	AECC-6	BBAAE301	Human Values & Professional Ethics	TMU	4	0	0	4	40	60	100
Total					27	0	2	28	280	420	700

Semester IV

S.N	Category	Course Code	Subject	Course Owner	Periods			Credit	Evaluation Scheme		
					L	T	P		Internal	External	Total
1	CC-11	BBACC402	Business Policy and Strategy	TMU	4	0	0	4	40	60	100
2	CC-12	BBACC403	Fundamentals of Geopolitics and Global Risk Analysis	URS	4	0	0	4	40	60	100
3	CC-13	BBACC404	International Business Law	URS	4	0	0	4	40	60	100
4	CC-14	BBACC405	International Business Dealings	URS	4	0	0	4	40	60	100
5	AECC-7	TMUGE401	English Communication-IV	TMU	3	0	2	4	40	60	100
6	OE-1	----	OPEN ELECTIVE -1	TMU	4	0	0	4	40	60	100
7	VV-1	BBAVV451	Foreign Language	URS	2	0	4	4	50	50	100
Total					25	0	6	28	290	410	700

Value added audit course: However students has to secure 45% marks for passing this course.

The marks of this course will not be added while calculating overall CGPI.

VAC-1	TMUGS401	Managing Self	CTLD	2	1	0	0	50	50	100
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Semester V

S.N	Category	Course Code	Subject	Course Owner	Periods			Credit	Evaluation Scheme		
					L	T	P		Internal	External	Total
1	DSE-1	BBAI504	International Supply Chain & Logistics Management	URS	3	0	0	3	40	60	100
2	DSE-2	BBAI505	International Marketing Management	URS	3	0	0	3	40	60	100
3	DSE-3	BBAI506	International Shipping Management	URS	3	0	0	3	40	60	100
4	DSE-4	BBAI507	Theories of International Business	URS	3	0	0	3	40	60	100
5	OE-2	-----	OPEN ELECTIVE -2	TMU	4	0	0	4	40	60	100
6	VV-2	BBAVV552	Projects on Export Clusters of India	URS	0	0	8	4	50	50	100
Total					16	0	8	20	250	350	600

Value added audit course: However students has to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI.											
VAC-2	TMUGS501	Managing Work and Others	CTLD	2	1	0	0	50	50	100	

Semester VI

S.N	Category	Course Code	Subject	Course Owner	Periods			Credit	Evaluation Scheme		
					L	T	P		Internal	External	Total
1	VV-3	BBAVV651	Dissertation Report (Based on OJT / MRP)	TMU	0	0	8	4	50	50	100
2	VV-4	BBAVV653	Dissertation Report Evaluation (Based on: On the Job Training (OJT)/ Start-Up Engagements/ Family Business Exposure)	TMU	0	0	12	6	20	80	100
Total					4	0	20	10	70	130	200