



DEPARTMENT OF MANAGEMENT SCIENCES
R.V.R. & J.C. COLLEGE OF ENGINEERING
(AUTONOMOUS)
 GUNTUR-522 019, ANDHRA PRADESH

COURSE STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (BBA)
R24 REGULATIONS

(w.e.f. the batch of students admitted from the academic year 2024-2025)

INDUCTION PROGRAM

Induction program(Mandatory)	Three-week duration
Induction program for students to be offered right at the start of the first year.	• Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations

Semester I [First Year]

COURSE STRUCTURE

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	CC	BB111	Management Principles and Practices	4	-	4	30	70	100	4
2	CC	BB112	Fundamentals of Accounting	4	-	4	30	70	100	4
3	CC	BB113	Business Statistics	4	-	4	30	70	100	4
4	VAC	BB114	Fundamentals of The Indian Constitution	4	-	4	30	70	100	4
5	AEC	BB151	Communicative English - Lab		4	2	30	70	100	4
6	SEC	BB152	MS Office Automation - Lab	-	4	2	30	70	100	4
	TOTAL			16	8	20	180	420	600	24

CC – Core Courses | **MDE** – Multi-Disciplinary Elective | **AEC** – Ability Enhancement |
SEC – Skill Enhancement | **VAC** – Value Added Course
L – Lecture | **P** – Practical | **C** – Credits | **WH** – Weekly Hours
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Semester II [First Year]

COURSE STRUCTURE

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	CC	BB121	Human Resource Management	4	-	4	30	70	100	4
2	CC	BB122	Business Environment	4	-	4	30	70	100	4
3	CC	BB123	Fundamentals of Business Economics	4	-	4	30	70	100	4
4	MDE	BB124	Banking and Insurance	4	-	4	30	70	100	4
5	AEC	BB161	Professional Business Communication - Lab	-	4	2	30	70	100	4
6	SEC	BB162	Statistical Application for Business - Lab	-	4	2	30	70	100	4
TOTAL				16	8	20	180	420	600	24

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Semester III [Second Year]

COURSE STRUCTURE

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	CC	BB211	Marketing Management	4	-	4	30	70	100	4
2	CC	BB212	Research Methodology	4	-	4	30	70	100	4
3	CC	BB213	Financial Management	4	-	4	30	70	100	4
4	MDE	BB214	Entrepreneurship Development	4	-	4	30	70	100	4
5	AEC	BB251	Tally- ERP 9.0 Lab		4	2	30	70	100	4
6	SEC	BB252	Artificial Intelligence (AI) Spreadsheet -Lab	-	4	2	30	70	100	4
	TOTAL			16	8	20	180	420	600	24

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Semester IV [Second year]

COURSE STRUCTURE

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	CC	BB221	Business Analytics and Information Systems	4	-	4	30	70	100	4
2	CC	BB222	Production Management	4	-	4	30	70	100	4
3	CC	BB223	Project Management	4	-	4	30	70	100	4
4	VAC	BB224	International Business	4	-	4	30	70	100	4
5	SEC	BB261	Data Base Management Systems - Lab		4	2	30	70	100	4
6	SEC	BB262	R Programming – Lab	-	4	2	30	70	100	4
	TOTAL			16	8	20	180	420	600	24
Internship for a period of 4 - 6 weeks (Mandatory) during summer vacation after completion of second year (to be evaluated during next semester)										

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Semester V [Third Year]

COURSE STRUCTURE

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	CC	BB311	Business Law	4	-	4	30	70	100	4
2	CC	BB312	Organizational Behaviour	4	-	4	30	70	100	4
3	DSE	BB313	Discipline Specific Elective – I	4	-	4	30	70	100	4
4	DSE	BB314	Discipline Specific Elective – II	4	-	4	30	70	100	4
5	DSE*	BB351	Discipline Specific Elective (Audit Course)	4	-	0	100	-	100	4
6	SEC	BB352	Internship	-	-	4	30	70	100	-
TOTAL				20	-	20	250	350	600	20

CC – Core Courses | **DSE** – Discipline Specific Elective | **SEC** – Skill Enhancement Course

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Semester VI [Third Year]

COURSE STRUCTURE

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	CC	BB321	Strategic Management	4	-	4	30	70	100	4
2	CC	BB322	Business Ethics and Values	4	-	4	30	70	100	4
3	DSE	BB323	Discipline Specific Elective – III	4	-	4	30	70	100	4
4	DSE	BB324	Discipline Specific Elective – IV	4	-	4	30	70	100	4
5	DSE*	BB361	Discipline Specific Elective (Audit Course)	4	-	-	100	-	100	4
6	SEC	BB362	Comprehensive Viva	-	-	4		100	100	-
	TOTAL			20	-	20	220	380	600	20

CC – Core Courses | **DSE** – Discipline Specific Elective | **SEC** – Skill Enhancement Course

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COURSE STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION
(BBA - HONOURS): REGULATIONS

Semester VII [FourthYear]

COURSE STRUCTURE

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	OE	BB411	AI For Business	4	-	4	30	70	100	4
2	CC	BB412	Corporate Governance	4	-	4	30	70	100	4
3	CC	BB413	Operations Management	4	-	4	30	70	100	4
4	DSE	BB414	Discipline Specific Elective – V	4	-	4	30	70	100	4
5	DSE	BB415	Discipline Specific Elective – VI	4	-	4	30	70	100	4
	TOTAL			20	-	20	150	350	500	20

OE – Open Elective | **CC** – Core Courses | **DSE** – Discipline Specific Elective
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Semester VIII [FourthYear]

COURSE STRUCTURE

S.NO	COURSE CODE	SUBJECT CODE	COURSE TITLE	L	P	C	I	E	T	WH
1	DSE	BB421	Discipline Specific Elective – VII	4	-	4	30	70	100	4
2	DSE	BB422	Discipline Specific Elective – VIII	4	-	4	30	70	100	4
3	DSE	BB423	Discipline Specific Elective – IX	4	-	4	30	70	100	4
4	SEC	BB424	Dissertation Work	-	-	8	30	70	100	-
	TOTAL			12	-	20	120	280	400	12
Students shall undergo the Dissertation work during Semester VIII along with Discipline Specific Electives. The Dissertation report should be submitted at the end of the semester										

DSE – Discipline Specific Elective | **SEC** – Skill Enhancement Course

L – Lecture | **P** – Practical | **C** – Credits | **WH** – Weekly Hours

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DISCIPLINE-SPECIFIC ELECTIVE COURSES IN III BBA

In the third year of the BBA programme, students are required to choose one specialization out of six specializations. Under the chosen specialization, two elective courses are offered in each semester.

HUMAN RESOURCE MANAGEMENT ELECTIVES (HREL)

Code No.	Subject Name	Code No.	Subject Name
HREL01	Dynamics Of Industrial Relations	HREL02	Training & Development
HREL03	Talent Management	HREL04	Employee Compensation And Welfare Management

FINANCIAL MANAGEMENT ELECTIVES (FMEL)

Code No.	Subject Name	Code No.	Subject Name
FMEL01	Financial Planning	FMEL02	Financial Markets and Services
FMEL03	Investment Analysis and Portfolio Management	FMEL04	Direct Taxation

MARKETING MANAGEMENT ELECTIVES (MMEL)

Code No.	Subject Name	Code No.	Subject Name
MMEL01	Consumer Behavior	MMEL02	Product Management
MMEL03	Digital Marketing	MMEL04	Marketing Research

LOGISTICS MANAGEMENT ELECTIVES (LMEL)

Code No.	Subject Name	Code No.	Subject Name
LMEL01	Introduction to Logistics Management	LMEL02	Procurement and Materials Management
LMEL03	Warehouse Management	LMEL04	International Logistics Management

ARTIFICIAL INTELLIGENCE & DATA SCIENCE(AIEL)

Code No.	Subject Name	Code No.	Subject Name
AIEL01	Introduction To Web Design (HTML & CSS)	AIEL02	AI In Business Management
AIEL03	Data And Visual Analytics In Ai	AIEL04	Data Structures and Algorithms

BUSINESS ANALYTICS AND DATA MANAGEMENT (BAEL)

Code No.	Subject Name	Code No.	Subject Name
BAEL01	Web Designing	BAEL02	Data Mining
BAEL03	Big Data Analytics	BAEL04	Advanced Office Automation

DISCIPLINE-SPECIFIC ELECTIVE AUDIT COURSES IN III BBA
Each student is offered one Discipline Specific Elective audit course in V and VI semesters

HUMAN RESOURCE MANAGEMENT ELECTIVES (HRAC)

S No	Code No.	Subject Name
1	HRAC01	Personality Development
2	HRAC02	Stress Management

FINANCIAL MANAGEMENT ELECTIVES (FMAC)

S No	Code No.	Subject Name
1	FMAC01	Fundamentals of Investment
2	FMAC02	Personal Finance

MARKETING MANAGEMENT (MMAC)

S No	Code No.	Subject Name
1	MMAC01	Industrial Marketing
2	MMAC02	Agri marketing

LOGISTICS MANAGEMENT ELECTIVES (LMAC)

S No	Code No.	Subject Name
1	LMAC01	Entrepreneurship in Logistics
2	LMAC02	Warehouse safety practices

ARTIFICIAL INTELLIGENCE & DATA SCIENCE (AIAC)

S No	Code No.	Subject Name
1	AIAC01	Business Analytics and Data Visualization
2	AIAC02	AI Applications in Business Functions

BUSINESS ANALYTICS AND DATA MANAGEMENT (BAAC)

S No	Code No.	Subject Name
1	BAAC01	Power BI
2	BAAC02	System Analysis & Design

DISCIPLINE-SPECIFIC ELECTIVE COURSES IN IV BBA

In the fourth year of the BBA programme (BBA Honors), two elective courses are offered in the VII Semester and three elective courses are offered in the VIII Semester.

HUMAN RESOURCE MANAGEMENT ELECTIVES (HREL)

S No	Code No.	Subject Name
1	HREL05	Strategic Human Resource Management
2	HREL06	Organizational Change and Development
3	HREL07	Performance Management
4	HREL08	Cross Cultural Management
5	HREL09	Human Resource Information System

FINANCIAL MANAGEMENT ELECTIVES (FMEL)

S No	Code No.	Subject Name
1	FMEL05	Strategic Financial Management
2	FMEL06	International Financial Management
3	FMEL07	Financial Risk Management
4	FMEL08	FinTech and Digital Finance
5	FMEL09	Financial Modeling

MARKETING MANAGEMENT ELECTIVES (MMEL)

S No	Code No.	Subject Name
1	MMEL05	Marketing of Services
2	MMEL06	Retail Management
3	MMEL07	Social Media Marketing
4	MMEL08	Sales and Distribution Management
5	MMEL09	Customer Relationship Management

LOGISTICS MANAGEMENT ELECTIVES (LMEL)

S No	Code No.	Subject Name
1	LMEL05	Global Supply Chain Management
2	LMEL06	Supply Chain Management Software
3	LMEL07	Supply Chain Risk Modeling and Management
4	LMEL08	Green Logistics and Sustainable Transportation
5	LMEL09	Export & Import Documentation

ARTIFICIAL INTELLIGENCE & DATA SCIENCE (AIEL)

S No	Code No.	Subject Name
1	AIEL05	Machine Learning for Business
2	AIEL06	Business Intelligence and Dashboarding
3	AIEL07	Generative AI and Prompt Engineering
4	AIEL08	Predictive Analytics and Decision Making
5	AIEL09	AI Ethics, Governance and Responsible AI

BUSINESS ANALYTICS AND DATA MANAGEMENT (BAEL)

S No	Code No.	Subject Name
1	BAEL05	Business Analytics using Excel & SQL
2	BAEL06	Enterprise Information Systems & ERP
3	BAEL07	Generative AI for Business
4	BAEL08	Business Intelligence & Digital Transformation
5	BAEL09	Authentic AI