



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.	<ul style="list-style-type: none"> • 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
I – Internal Assessment | **E** – End Examination | **T** – Total Marks



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)

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

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
I – Internal Assessment | **E** – End Examination | **T** – Total Marks



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

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

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
I – Internal Assessment | **E** – End Examination | **T** – Total Marks



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

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)										

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
I – Internal Assessment | **E** – End Examination | **T** – Total Marks



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

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 | **MDE** – Multi-Disciplinary Elective | **AEC** – Ability Enhancement |
SEC – Skill Enhancement | **VAC** – Value Added Course
L – Lecture | **P** – Practical | **C** – Credits | **WH** – Weekly Hours
I – Internal Assessment | **E** – End Examination | **T** – Total Marks



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

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

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

I – Internal Assessment | **E** – End Examination | **T** – Total Marks



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 - 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
L – Lecture | **P** – Practical | **C** – Credits | **WH** – Weekly Hours
I – Internal Assessment | **E** – End Examination | **T** – Total Marks



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 - HONOURS): R24 REGULATIONS

Semester VIII[Fourth Year]

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 Internship 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
I – Internal Assessment | **E** – End Examination | **T** – Total Marks

DISCIPLINE SPECIFIC ELECTIVE COURSES

After second year each student must choose one specialization and two electives in each semester and three electives in the VIII semester.

MARKETING MANAGEMENT ELECTIVES (MMEL)

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

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

HUMAN RESOURCE MANAGEMENT ELECTIVES (HREL)

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

BUSINESS ANALYTICS AND INFORMATION SYSTEM (BAEL)

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

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 (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

DISCIPLINE SPECIFIC ELECTIVE AUDIT COURSES

Each student must choose one Discipline Specific Elective audit courses

in Vth and VIth semesters

MARKETING MANAGEMENT (MMAC)

Code No.	Subject Name	Code No.	Subject Name
MMAC01	Industrial Marketing	MMAC02	Agri marketing

FINANCIAL MANAGEMENT ELECTIVES (FMAC)

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

HUMAN RESOURCE MANAGEMENT ELECTIVES (HRAC)

Code No.	Subject Name	Code No.	Subject Name
HRAC01	Personality Development	HRAC02	Talent Management

BUSINESS ANALYTICS AND INFORMATION SYSTEM (BAAC)

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

LOGISTICS MANAGEMENT ELECTIVES (LMAC)

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

ARTIFICIAL INTELLIGENCE (AIAC)

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