

Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut

DIRECTORATE OF DISTANCE EDUCATION

Syllabus

For

BACHELOR OF BUSINESS ADMINISTRATION

(Hotel & Tourism)

B.B.A -I Year

B.B.A -II Year

B.B.A -III Year



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Syllabus of B.B.A (H&T) -I Year

I Year			Instructional System								
Course Code	SLM Code	Name of the subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL	Credits	Marks
BBA-1	M-201	(A) Principles of Management	√	√	√	√				8	100
	M-202	(B) Organization Behavior									
BBA-2	M-203	(A) Business Communication	√	√	√	√				8	100
	M-204	(B) Principles of Marketing									
BBA-3	M-207	(A) Principles of economics	√	√	√					8	100
	M-208	(B) Business Laws									
BBA-4	M-206	(A) Business Statistics	√	√	√					8	100
	M-212	(B) Financial Management									
BBA-5	M-205	Financial Accounting	√	√	√					6	100
BBA-6	C-115	Computer Fundamental	√	√			√			4	100
Total										42	600

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Syllabus of B.B.A (H&T) -II Year

II Year			Instructional System								
Course Code	SLM Code	Name of the subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL	Credits	Marks
BBA-7	M-220	(A) Business Economics	√	√	√	√	√			8	100
	M-237	(B) Marketing Research									
BBA-8	M-221	Cost & Management Accounting	√	√	√	√				5	100
BBA-9	M-222	(A) Banking Law & Practice	√	√	√					8	100
	M-224	(B) Company Law									
BBA-10	M-223	Human Resource Management	√	√	√	√				5	100
BBA-11	M-211	(A) Indian Economics	√	√	√	√				8	100
	M-227	(B) Productions & Materials Management									
BBA-12	M-225	(A) Industrial Relations	√	√		√	√			8	100
	M-226	(B) Industrial Psychology									
Total										42	600

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Syllabus of B.B.A (H&T) -III Year

III Year			Instructional System								
Course Code	SLM Code	Name of the subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL	Credits	Marks
BBA-13	M-228	(A) Quantitative Techniques	√	√	√	√	√			8	100
	M-229	(B) Entrepreneurship & Small Business Management									
BBA-14	M-230	Consumer Behavior & Advertising Management	√	√	√	√				6	100
BBA-15		(A) Food Production Operation	√	√	√					6	100
		(B) Food & Beverage Service Operation									
BBA-16		(A) Front Office Operation	√	√	√	√				8	100
		(B) House Keeping Operation									
BBA-17		Tourism Operation	√	√	√					6	100
BBA-18	H-306	Introduction to Indian Polity & Socio Economics Studies	√	√	√					6	100
BBA-19	-	Project	√		√			√	√	8	100
Total										48	700