DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
Chhatrapati Sambhajinagar.

NAAC- 'A+' Grade

CIRCULAR /SU/Affiliated Colleges/ BBA/ *Revised Structure*/09/2026

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management; **the Academic Council at its meeting held on 28th October, 2026 has accepted the *Revised Structure of (BBA) [V to VIII] Semester to be implemention of all concernerd affiliated colleges*** under the faculty of Commerce & Management.

This is effective from the Academic Year 2026-27 and Onwards as per appended herewith.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Chhatrapati Sambhajinagar
431 004.
REF.NO. SU/COMM & MANG./2025-26
Date :- 16/ 11 /2026. 475-77

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Deputy Registrar,
Syllabus Section.

Copy forwarded with compliments to:-

1] **The Principal of all concerned affiliated colleges, Dr. Babasaheb Ambedkar Marathwada University. Chhatrapati Sambhajinagar**
2] The Director, Board of Examination & Evaluation,
3] The Director, University Network & Information Centre, UNIC, with a **request to upload this Circular on University Website.** Dr.Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajinagar.

BBA- (Fifth) V Semester					
Sr.No.	Course Type	Course Code		Credit s	Total Credits
1	Major (Core)Mandatory Group- A (Human Resource Management)	DSC-11	Indian Labour Market & Employee Welfare Practices	4	8
		DSC-12	Preformance Management System	4	
	Group-B (Finance)	DSC-11	Indirect Tax	4	
		DSC-12	Banking and Indian Financial System	4	
	Group-C (Marketing)	DSC-11	Consumer Behaviour.	4	
		DSC-12	Tourism Management	4	
2	Major Electives (Choose anyone Form Pool of courses) Group A (Human Resource Management	DSE-H-1.1	Knowledge Management	4	4
		DSE-H-1.2	Human Resource Accounting	4	
	Group-B (Finance)	DSE-F-1.1	Merchant Baking &Financial Services	4	
		DSE-F-1.2	International Financial Management		
	Group-C (Marketing)	DSE-M-1.1	Brand Management	4	
		DSE-M-1.2	Introduction to Rural Entrepreneurship	4	
3	Group-A(Human Resource Management)	MH 3.1	Indian Labour Market & Employee Welfare Practices	2	2
		MH 3.2	Basic of Preformance Management System	2	
	Group-B (Finance)	MF-3.1	Introduction to Indirect Tax	2	
		MF-3.2	Basic of Banking and Indian Financial System	2	
	Group-C (Marketing)	MM.3.1	Basic of Consumer Behaviour.	2	
		MM.3.2	Basic of Tourism Management	2	
4	GE/OE	-----	------	----	-----
5	VSC(Vocational Skill Courses) (Choose Two form pool of course)	VSC-3.1	Business Legislation.	2	4
		VSC-3.2	Optimization Techniques	2	
		VSC-3.3	Event Management	2	
6	SEC	----	----	---	
7	AEC	---	----	---	
8	VEC	----	----	----	
9	IKS	----	----	----	
10	OJT	----	----	----	
11	FP (Filed Project)	FP-2	Field Project	2	2
12	CEP (Community Engagement Project Common for all Faculty)	F-P-2/CEP-2	Field Project/Community Engagement Project	2	2(FP/FP-2)
13	CC	----	----	----	
14	RM	----	----	----	
15	RP	----	----	----	
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Updated Structure of V, VI, VII VIII th Sems 31/1/2026

BBA –(Sixth) VI Semester					
Sr.No	Course Type	Course Code		Credits	Total Credits
1.	Major (Core)Mandatory Group -A (Human Resource Management)	DSC-13	Employee Engagement Practices	4	10
		DSC-14	Organization Development.	4	
		DSC-15	Employee Quality of Work Life	2	
	Group-B (Finance)	DSC-13	Money & Banking	4	
		DSC-14	Managerial Economics	4	10
		DSC-15	Budgeting	2	
	Group-C (Marketing)	DSC-13	Advertising Management	4	
		DSC-14	Sales and Distribution Management.	4	
		DSC-15	Product Management.	2	
2	Major Electives (Choose anyone Form Pool of courses) Group A (Human Resource Management	DSE-H2.1	Indian Labor Market	4	
		DSE-H-2.2	Employee Compensation Management	4	4
	Group-B (Finance)	DSE-F.2.1	Import Export Procedures	4	
		DSE-F.2.2	Risk Management	4	4
	Group-C (Marketing)	DSE-M.2.1	Sustainable marketing	4	
		DSE-M.2.2	Influencer Marketing		
3	Minor (Choose any one from pool of course.) It is from different discipline of same Faculty. Group-A(Human Resource Management)	MH-4.1	Basic of Employee Engagement Practices	2	4
		MH-4.2	Introduction to Organizational Development.		
	Group-B (Finance)	MF-4.1	Introduction to Money & Banking	2	4
		MF-4.2	Basic of Management Economies		
	Group-C (Marketing)	MM.4.1	Introduction to Advertising.	2	4
		MM.4.2.	Basic of Sales & Distribution.		
4	GE/OE	---		----	-----
5	VSC				
6	SEC				
7	AFC				
8	VEC				
9	IKS				
10	OJT (on jon Training)	OJT	OJT		4
11	FP				
12	CEP				
13	CC				
14	RM				
15	RP				
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Updated Structure 3/10/2026
of V, VI, VII the & VIII th
Sem

BBA- (Seventh) VII Semester					
Sr.No	Course Type	Course Code		Credits	Total Credits
1	Major (Core)Mandatory Group -A (Human Resource Management)	DSC-16	Employee training budgeting	4	14
		DSC-17	Knowledge Management	4	
		DSC-18	Global HRM	4	
		DSC-19	Human Resource Accounting	2	
	Group-B (Finance)	DSC-16	Strategic cost Management	4	
		DSC-17	Credit Risk Management	4	
		DSC-18	Corporate Restructuring	4	
		DSC-19	Fixed Income Market	2	
	Group-C (Marketing)	DSC-16	Marketing Research	4	
		DSC-17	Marketing Channels	4	
		DSC-18	Promotion decisions	4	
		DSC-19	Product Pricing Decisions	2	
2	Major Electives (Choose any one from pool of course.) Group-A(Human Resource Management)	DSE-H 3.1	Human Resource Strategies & Systems	4	4
		DSE-H 3.2	HR Metrics & KPI		
	Group-B (Finance)	DSE-F 3.1	Operating and financial leverage	4	
		DSE-F 3.2	Behavioral Finance		
	Group-C (Marketing)	DSE-M 3.1	Logistics Marketing Planning	4	
		DSE-M 3.2	Marketing Models		
3	Minor	---		---	
4	GE/OE	---		---	
5	VSC	---		---	
6	SEC	---		---	
7	AEC	---		---	
8	VEC	---		---	
9	IKS	---		---	
10	OJT	---		---	4
11	FP	---		---	
12	CEP	---		---	
13	CC	----		---	
14	RM(Research Methodology Course)	RM-1		4	
15	KP	----		---	
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Updated Structure of V, VI, VII, VIII Sem

3/10/2022.

BBA- (Eights) VIII Semester					
Sr.No	Course Type	Course Code		Credits	Total Credits
1	Major (Core)Mandatory Group -A (Human Resource Management)	DSC-20	Organization Development & Change	4	14
		DSC-21	Human Resource Information System	4	
		DSC-22	Management Development	4	
		DSC-23	Employee Mobility	2	
	Group-B (Finance)	DSC-20	Business Valuation	4	
		DSC-21	Dividend Policy	4	
		DSC-22	Indian Economy	4	
		DSC-23	Equity Market	2	
	Group-C (Marketing)	DSC-20	Content Marketing	4	
		DSC-21	Search Engine Marketing	4	
		DSC-22	Social Marketing	4	
		DSC-23	B2B Marketing	2	
2	Major Electives (Choose any one from pool of course.) Group-A(Human Resource Management)	DSC-H 4.1	Global HRM	4	4
		DSC-H 4.2	Career Planning Finance		
	Group-B (Finance)	DSC-F-4.1	Infrastructure & Project Finance	4	
		DSC-F-4.2	Strategic Financial Management		
	Group-C (Marketing)	DSC-M-4.1	Visual Marketing	4	
		DSC-M-4.2	Consumer Behavior		
3	Minor	---		---	
4	GE/OE	---		---	
5	VSC	---		---	
6	SEC	---		---	
7	AEC	---		---	
8	VEC	---		---	
9	IKS	---		---	
10	OJT (On job Training)	OJT-2	OJT	4	4
11	FP	---		---	
12	CEP	---		---	
13	CC	----		---	
14	RM	-----		4	
15	KP	----		---	
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Updated structure in V, VI, VII, VIII sem. 31/01/2024