GLA UNIVERSITY
MATHURA
Recognised by UGC Under Section 2(f)

Accredited with A+ Grade by NAAC

12-B Status from UGC

COURSE STRUCTURE

BACHELOR OF BUSINESS ADMINISTRATION

I, II & III YEAR

EFFECTIVE FROM BATCH 2025-28

First Semester

S. No.	Code	Subject	Cat	L	T	P	C
1	BBAC 2001	BASIC ACCOUNTING	MAJOR	4	0	0	3
2	BBAC 2004	ORGANIZATIONAL BEHAVIOUR	MAJOR	4	0	0	3
3	BBAC 2016	PRICIPLES OF MANAGEMENT	MAJOR	4	0	0	3
4	BBAC 2017	MARKETING THEORY AND PRACTICES	MAJOR	4	0	0	3
5	BMAS 0203	BUSINESS MATHEMATICS	MULTIDICIPLINARY	4	0	0	3
6	BBAO 2010	BUSINESS ECONOMICS	MULTIDICIPLINARY	4	0	0	3
7	BBAO 2801	FUNDAMENTALS OF MS-EXCEL	SEC	0	0	4	3
8	BPSO 0002	FIRST AID AND HEALTH	VAC	2	0	0	2
		Total					**23**

Second Semester

S. No.	Code	Subject	Cat	L	T	P	C
1	BBAC 2019	BUSINESS ETHICS AND GOVERNANCE	MAJOR	4	0	0	3
2	BBAC 2005	BUSINESS FINANCE	MAJOR	4	0	0	3
3	BBAC 2020	CONSUMER BEHAVIOUR	MAJOR	4	0	0	3
4	BBAC 2021	HUMAN RESOURCE DEVELOPMENT	MAJOR	4	0	0	3
5	MATHS DEPT.	BUSINESS STATISTICS	MINOR	4	0	0	3
6	BBAO 2011	BUSINESS COMMUNICATION	MULTIDISCIPLINARY	4	0	0	3
7	BBAO 2802	AI FOR BEGINNERS	SEC	0	0	4	3
8	BCHO 0012	HUMAN VALUES AND ENVIRONMENTAL STUDIES	VAC	2	0	0	2
		Total					**23**

Third Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		MANAGEMENT AND COST ACCOUNTING	MAJOR	4	0	0	3
2		BUSINESS LAW	MAJOR	4	0	0	3
3		ADVERTISING MANAGEMENT	MAJOR	4	0	0	3
4		COMPUTER APPLICATION	MINOR	4	0	0	3
5		BUSINESS ENVIRONMENT	MINOR	4	0	0	3
6		R-PROGRAMMING LAB	SEC	0	0	4	3
7		PHYSICAL EDUCATION AND YOGA	VAC	2	0	0	2
8		SOCIAL INTERNENSHIP PROJECT	PROJECT	0	0	0	1
		Total					**21**

Fourth Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		SPECIALIZED ACCOUNTING	MAJOR	4	0	0	3
2		RESEARCH METHODOLOGY	MAJOR	4	0	0	3
3		BUSINESS POLICY	MAJOR	4	0	0	3
4		SUPPLY CHAIN MANAGEMENT	MAJOR	4	0	0	3
5		INVESTMENT ANAYSIS AND PORTFOLIO MANAGEMENT	MINOR	4	0	0	3
6		SOCIAL RESPONSIBILITY AND COMMUNITY ENAGAGEMENT	VAC	2	0	0	2
		Total					**17**

Fifth Semester

S. No.		Subject	Cat	L	T	P	C
1		ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	MAJOR	4	0	0	3
2		INTERNATIONAL TRADE	MAJOR	4	0	0	3
3		Specialization Elective 1 (Group A)	DSE	4	0	0	3
4		Specialization Elective 2 (Group A)	DSE	4	0	0	3
5		Specialization Elective 1 (Group B)	DSE	4	0	0	3
6		Specialization Elective 2 (Group B)	DSE	4	0	0	3
9		RESEARCH PROJECT	PROJECT	0	0	0	3
		Total					**21**

Sixth Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		STRATEGIC MANAGEMENT	MAJOR	4	0	0	3
2		PRODUCTION MANAGEMENT	MAJOR	4	0	0	3
3		COMPANY LAW	MINOR	4	0	0	3
4		Specialization Elective 3 (Group A)	DSE	4	0	0	3
5		Specialization Elective 4 (Group A)	DSE	4	0	0	3
6		Specialization Elective 3 (Group B)	DSE	4	0	0	3
7		Specialization Elective 4 (Group B)	DSE	4	0	0	3
		Total					**21**

TOTAL CREDIT = 126

ELECTIVES - Fifth Semester

S. No.	Subject	Cat	L	T	P	C
GROUP 1: HUMAN RESOURCE						
1	Strategic Human Resource Management	DSE	4	0	0	3
2	INDUSTRIAL RELATIONS AND LABOUR LAWS	DSE	4	0	0	3
3	Group Dynamics & Team Building	DSE	4	0	0	3
4	Compensation & Reward Management	DSE	4	0	0	3
GROUP 2: MARKETING						
5	SALES MANAGEMENT	DSE	4	0	0	3
6	Rural Marketing	DSE	4	0	0	3
7	International Marketing	DSE	4	0	0	3
8	Digital Marketing	DSE	4	0	0	3
GROUP 3: FINANCE						
9	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMEMT	DSE	4	0	0	3
10	GOODS AND SERVICE TAX	DSE	4	0	0	3
11	INCOME TAX	DSE	4	0	0	3
12	Working Capital Management	DSE	4	0	0	3
GROUP 4: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT						
13	Logistic Management	DSE	4	0	0	3
14	SUPPLY CHAIN MANAGEMENT	DSE	4	0	0	3
15	Store Keeping and Warehousing	DSE	4	0	0	3
16	Purchasing and Inventory Management	DSE	4	0	0	3

ELECTIVES - Sixth Semester

S. No.	Subject	Cat	L	T	P	C
GROUP 1: HUMAN RESOURCE						
1	Negotiation & Counselling	DSE	4	0	0	3
2	International Human Resource Management	DSE	4	0	0	3
3	Change Management & Organization Development	DSE	4	0	0	3
4	TRAINING AND DEVELOPMENT	DSE	4	0	0	3
GROUP 2: MARKETING						
5	Marketing of Services	DSE	4	0	0	3
6	Retail Management	DSE	4	0	0	3
7	MARKETING COMMUNICATION	DSE	4	0	0	3
8	Marketing Analytics	DSE	4	0	0	3
GROUP 3: FINANCE						
9	Management of Financial Services and Institution	DSE	4	0	0	3
10	COMPANY ACCOUNTS	DSE	4	0	0	3
11	Personal Financial Planning	DSE	4	0	0	3
12	AUDITING	DSE	4	0	0	3
GROUP 4: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT						
13	Green Supply Chain Management	DSE	4	0	0	3
14	Strategic and Implementation Issues in SCM	DSE	4	0	0	3
15	Performance Metrics and Modeling	DSE	4	0	0	3
16	PROJECT MANAGEMENT	DSE	4	0	0	3