

### Framework for Online BBA- University of Lucknow

| Year | Program for BBA Degree - University of Lucknow |     |                                            |         |     |                                  |         |     |                                  |         |                           |         |               |             |
|------|------------------------------------------------|-----|--------------------------------------------|---------|-----|----------------------------------|---------|-----|----------------------------------|---------|---------------------------|---------|---------------|-------------|
|      | Semester                                       |     | Course                                     | Credits |     | Course                           | Credits |     | Course                           | Credits | CC/VC                     | Credits | Total Credits | Award       |
| 1    | Semester-1                                     | P1  | Principles of Management                   | 4       | P3  | Financial Accounting             | 4       | P5  | Computer &IT Applications - I    | 2       | CC1                       | 2       | 20            | Certificate |
|      |                                                | P2  | Business Statistics                        | 4       | P4  | Business Communication           | 4       |     |                                  |         |                           |         |               |             |
|      | Semester-2                                     | P6  | Organizational Behaviour                   | 4       | P8  | Cost & Management Accounting     | 4       | P10 | Indian Constitution              | 2       | VC1                       | 2       | 20            |             |
|      |                                                | P7  | Managerial Economics                       | 4       | P9  | Business Environment             | 4       |     |                                  |         |                           |         |               |             |
| 2    | Semester-3                                     | P11 | Financial Management                       | 4       | P13 | Marketing Management             | 4       | P15 | Computer &IT Applications - II   | 2       | CC2                       | 2       | 20            | Diploma     |
|      |                                                | P12 | Operations Management                      | 4       | P14 | Human Resource Management        | 4       |     |                                  |         |                           |         |               |             |
|      | Semester-4                                     | P16 | E-Commerce                                 | 4       | P18 | Customer Relationship Management | 4       | P20 | Foreign Language (French/German) | 2       | VC2                       | 2       | 20            |             |
|      |                                                | P17 | Logistic & Supply Chain Management         | 4       | P19 | Industrial Relations Management  | 4       |     |                                  |         |                           |         |               |             |
| 3    | Semester-5                                     | P21 | Business Policy & Strategic Management - I | 4       | P23 | Business Ethics                  | 4       |     |                                  |         | INTERNSHIP/ MINOR PROJECT | 4       | 20            | BBA Degree  |
|      |                                                | P22 | Taxation & Laws                            | 4       | P24 | Business Laws                    | 4       |     |                                  |         |                           |         |               |             |

|                                           |            |     |                                                   |    |     |                                                        |    |  |  |   |  |    |     |  |
|-------------------------------------------|------------|-----|---------------------------------------------------|----|-----|--------------------------------------------------------|----|--|--|---|--|----|-----|--|
|                                           | Semester-6 | P25 | Business Policy & Strategic Management - II       | 4  | P27 | Corporate Governance & Corporate Social Responsibility | 4  |  |  |   |  |    | 20  |  |
|                                           |            | P26 | Entrepreneurship                                  | 4  | P28 | Management Information System                          | 4  |  |  |   |  |    |     |  |
|                                           |            | P29 | P29 A: Investment Analysis & Portfolio Management | 4  |     |                                                        |    |  |  |   |  |    |     |  |
|                                           |            |     | P29 B: Talent Management &HRIS                    |    |     |                                                        |    |  |  |   |  |    |     |  |
|                                           |            |     | P 29 C: Consumer Behaviour                        |    |     |                                                        |    |  |  |   |  |    |     |  |
| Rashtra Gaurav (Compulsory Non Credited)* |            |     |                                                   |    |     |                                                        |    |  |  |   |  |    |     |  |
| Total Credits                             |            |     |                                                   | 52 |     |                                                        | 48 |  |  | 8 |  | 12 | 120 |  |

\*All students will have to pass the Rashtra Gaurav either in SEM V or SEM VI only once. CC: Co-curricular Course; VC: Vocational Course

