

Study & Evaluation Scheme of Bachelor of Business Administration

[Applicable for 2022-25]

Version2022

[As per CBCS guidelines given by UGC]

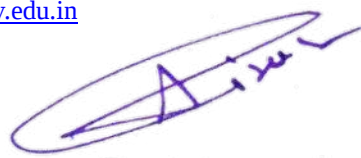
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Approved in BOS	Approved in BOF	Approved in Academic Council
02/06/2022	06/08/2022	20/10/22 Vide Agenda no. 8.4.2

Quantum University, Roorkee
22KM Milestone, Dehradun-Roorkee Highway, Roorkee (Uttarakhand)
Website: www.quantumuniversity.edu.in




Registrar
Quantum University

THIRD YEAR

Semester 5th

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3501	PC	Business Ethics	4	0	0	4	1.1	Nil
BB3502	PC	Project Management	4	0	0	4	1.1	Nil
BB3570	PC	Summer Internship report & viva-voce	0	0	4	4	1.0	Nil
VP3501	VP	VAP	2	0	0	2	1.0	Nil
GP3501	GP	General Proficiency	0	0	0	1	1.0	Nil
	PE	Program Elective III	4	0	0	4	1.0	Nil
	PE	Program Elective IV	4	0	0	4	1.0	Nil
		TOTAL	18	0	4	23		

Total Credits:

BBA : 23 Credits

BBA BIA Specialization : 23 Credits

FINANCE

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3503	PE	Risk Management and Insurance	4	0	0	4	1.0	Finance
BB3504	PE	Working Capital Management	4	0	0	4	1.0	Finance

BB3540	PE	Risk Fraud & Foundation to Marketing Analytics Social Media Analytics	0	0	4	4	1.0	Nil
BB3541	PE	Supply Chain Analytics & HR Analytics	0	0	4	4	1.0	Nil

SEMESTER-6

FOR BBA ONLY

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3601	PC	Business Policy and Strategy	4	0	0	4	1	Nil
BB3602	PC	Entrepreneurship Development	4	0	0	4	1	Nil
BB3670	Project	Project Report and Viva Voce	0	0	4	4	1	Nil
	PE	Program Elective V	4	0	0	4	1	Nil
	PE	Program Elective VI	4	0	0	4	1	Nil
		TOTAL	16	0	4	20		

For BBA BIA Specialization

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3640	PC	Case Studies and Projects	0	0	4	4	1	Nil

Total Credits:

BBA : 20 Credits

BBA BIA Specialization : 24 Credits

FINANCE

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BB3603	PE	Banking and Insurance	4	0	0	4	1.1	Finance
BB3604	PE	International Financial Management	4	0	0	4	1.1	Finance

DIGITAL MARKETING

Course Code	Category	Course Title	L	T	P	C	Version	Course Pre-requisite
BB3605	PE	Content Marketing	4	0	0	4	1	Basics of Digital Marketing



[Signature]
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