



**Dr. D. Y. Patil Vidyapeeth, Pune**

(Deemed to be University)

(Re-accredited by NAAC with a CGPA of 3.64 on a four-point scale at 'A++' Grade)

(An ISO 9001: 2015 Certified University)

**Centre for Online Learning**

---

**Programme Structure**

**Programme Title: Online Bachelor of Business Administration (Online BBA)**

**Academic Year 2021-22**

**Summary**

<b>Semester</b>	<b>Total Credits</b>	<b>Total Courses</b>	<b>Total Marks</b>
I	24	6	600
II	24	6	600
III	24	6	600
IV	24	6	600
V	24	6	600
VI	24	6	600
Total	144	36 courses (INCLUDING Project work)	3600

**B.B.A FIRST YEAR (F.Y) SEMESTER- I**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC101	Fundamentals of Management	4	50	50	100	60
OBC102	Basics of Marketing	4	50	50	100	<b>60</b>
OBC103	Basics of Accounting	4	50	50	100	<b>60</b>
OBC104	Introduction to Economics	4	50	50	100	<b>60</b>
OBC105	Environmental awareness and Disaster Management	4	50	50	100	<b>60</b>
OBC106	Business English	4	50	50	100	<b>60</b>
	<b>Total</b>	<b>24</b>			<b>600</b>	

**B.B.A FIRST YEAR (F.Y) SEMESTER- II**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC201	Organisational Behaviour	4	50	50	100	60
OBC202	Indian Economy	4	50	50	100	60
OBC203	Marketing Management	4	50	50	100	60
OBC204	Business Environment	4	50	50	100	60
OBC205	Indian Banking System	4	50	50	100	60
OBC206	Soft Skills – I	4	50	50	100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	



# Dr. D. Y. Patil Vidyapeeth, Pune

(Deemed to be University)

(Re-accredited by NAAC with a CGPA of 3.64 on a four-point scale at 'A++' Grade)

(An ISO 9001: 2015 Certified University)

Centre for Online Learning

## B.B.A SECOND YEAR (S.Y) SEMESTER- III

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC301	Human Resource Management	4	50	50	100	60
OBC302	Banking Operations	4	50	50	100	60
OBC303	Introduction to Psychology	4	50	50	100	60
OBC304	Research Methodology	4	50	50	100	60
OBC305	Business Law	4	50	50	100	60
OBC306	Soft Skills - II	4	50	50	100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	

**B.B.A SECOND YEAR (S.Y) SEMESTER- IV**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC401	Management Information System	4	50	50	100	60
OBC402	Entrepreneurship Development	4	50	50	100	60
OBC403	Introduction to International Business	4	50	50	100	60
OBC404	Quantitative Techniques	4	50	50	100	60
OBC405	Basics of Financial Management	4	50	50	100	60
OBC406	Introduction to Digital Marketing	4	50	50	100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	

**The list of Specialisation for Semester- V and VI are mentioned below.**

<b>Sr. No</b>	<b>Specialisations</b>
I	<b>Marketing Management (MM)</b>
II	<b>Human Resource Management (HRM)</b>
III	<b>Finance Management (FM)</b>
IV	<b>IT and Systems Management (ITM)</b>
V	<b>International Business Management (IBM)</b>

**B.B.A THIRD YEAR (T.Y) SEMESTER - V: Marketing Management (MM)**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC501	Introduction to Production Management	4	50	50	100	60
OBC502	Business Ethics and Corporate Governance	4	50	50	100	60
OBC503	Marketing of Financial Services	4	50	50	100	60
OBC504	Introduction to SMEs	4	50	50	100	60
OBM505	Consumer Behaviour	4	50	50	100	60
OBM-506	Sales Management	4	50	50	100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	

\*SME's: Small Medium Enterprises.

**B.B.A THIRD YEAR (T.Y) SEMESTER –VI: Marketing Management (MM)**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC601	Project Management	4	50	50	100	60
OBC602	Event Management	4	50	50	100	60
OBC603	Fundamentals of E- Commerce	4	50	50	100	60
OBM604	Advertising and Sales Promotion	4	50	50	100	60
OBM605	Retail Management	4	50	50	100	60
OBP606	Project Work	4			100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	



---

**B.B.A THIRD YEAR (T.Y) SEMESTER -V: Human Resource Management  
(HRM)**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC501	Introduction to Production Management	4	50	50	100	60
OBC502	Business Ethics and Corporate Governance	4	50	50	100	60
OBC503	Marketing of Financial Services	4	50	50	100	60
OBC504	Introduction to SMEs	4	50	50	100	60
OBH505	Human Resource Planning	4	50	50	100	60
OBH506	Training and Development	4	50	50	100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	

\*SME's: Small Medium Enterprises.

**B.B.A THIRD YEAR (T.Y) SEMESTER –VI: Human Resource Management  
(HRM)**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC601	Project Management	4	50	50	100	60
OBC602	Event Management	4	50	50	100	60
OBC603	Fundamentals of E- Commerce	4	50	50	100	60
OBH604	Industrial Relations and Labour Laws	4	50	50	100	60
OBH605	Change Management	4	50	50	100	60
OBP606	Project Work	4			100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	

---

**B.B.A THIRD YEAR (T.Y) SEMESTER –V: Finance Management (FM)**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC501	Introduction to Production Management	4	50	50	100	60
OBC502	Business Ethics and Corporate Governance	4	50	50	100	60
OBC503	Marketing of Financial Services	4	50	50	100	60
OBC504	Introduction to SMEs	4	50	50	100	60
OBF505	Analysis of Financial Statement	4	50	50	100	60
OBF506	Indian Financial system and Financial Markets	4	50	50	100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	

\*SME's: Small Medium Enterprises.

**B.B.A THIRD YEAR (T.Y) SEMESTER –VI: Finance Management (FM)**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC601	Project Management	4	50	50	100	60
OBC602	Event Management	4	50	50	100	60
OBC603	Fundamentals of E- Commerce	4	50	50	100	60
OBF604	Long Term Finance	4	50	50	100	60
OBF605	Direct and Indirect Tax	4	50	50	100	60
OBP606	Project Work	4			100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	

---

**B.B.A THIRD YEAR (T.Y) SEMESTER –V: IT & Systems Management  
(ITM)**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC501	Introduction to Production Management	4	50	50	100	60
OBC502	Business Ethics and Corporate Governance	4	50	50	100	60
OBC503	Marketing of Financial Services	4	50	50	100	60
OBC504	Introduction to SMEs	4	50	50	100	60
OBIT505	Introduction to IT	4	50	50	100	60
OBIT506	Applications of IT	4	50	50	100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	

\*SME's: Small Medium Enterprises.

**B.B.A THIRD YEAR (T.Y) SEMESTER –VI: IT & Systems Management  
(ITM)**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC601	Project Management	4	50	50	100	60
OBC602	Event Management	4	50	50	100	60
OBC603	Fundamentals of E- Commerce	4	50	50	100	60
OBIT604	Database Management System	4	50	50	100	60
OBIT605	Innovation and Technology Management	4	50	50	100	60
OBP606	Project Work	4			100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	

---

**B.B.A THIRD YEAR (T.Y) SEMESTER –V: International Business  
Management (IBM)**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC501	Introduction to Production Management	4	50	50	100	60
OBC502	Business Ethics and Corporate Governance	4	50	50	100	60
OBC503	Marketing of Financial Services	4	50	50	100	60
OBC504	Introduction to SMEs	4	50	50	100	60
OBIB505	Fundamentals of International Business	4	50	50	100	60
OBIB506	International Institutions and Trade Implications	4	50	50	100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	

\*SME's: Small Medium Enterprises.

**B.B.A THIRD YEAR (T.Y) SEMESTER –VI: International Business  
Management (IBM)**

Course Code	Course Title	Credits	Assessment			Learner's Engagement (Hours)
			Formative	Summative	Total Marks	
OBC601	Project Management	4	50	50	100	60
OBC602	Event Management	4	50	50	100	60
OBC603	Fundamentals of E- Commerce	4	50	50	100	60
OBIB604	Export Import Documentation and Logistics	4	50	50	100	60
OBIB605	International Strategic Management	4	50	50	100	60
OBP606	Project Work	4			100	60
	<b>Total</b>	<b>24</b>			<b>600</b>	





**Dr. D. Y. Patil Vidyapeeth, Pune**

(Deemed to be University)

(Re-accredited by NAAC with a CGPA of 3.64 on a four-point scale at 'A++' Grade)

(An ISO 9001: 2015 Certified University)

**Centre for Online Learning**

---

**Project Work:**

**Project shall carry 100 marks as follows-**

**Marks # Project work (Evaluation by external and internal examiner): 50 Marks**

**Presentation and Viva-Voce by external and internal examiner : 50 Marks**