



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)

Centre for Online Learning



Dr. D.Y. PATIL VIDYAPEETH, PUNE
(DEEMED UNIVERSITY)

DR. D. Y. PATIL VIDYAPEETH
CENTRE FOR ONLINE LEARNING
PIMPRI, PUNE-411018

PROGRAM STRUCTURE FOR
BACHELOR OF
BUSINESS ADMINISTRATION
(BBA)

Batch 2024-2027

Program Structure

Program Title: Online Bachelor of Business Administration (Online BBA)

Academic Year 2024-2027

Summary:

Semester	Total Credits	Total Courses	Total Marks
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	30	70	100	60
OBC102	Basics of Marketing	4	30	70	100	60
OBC103	Basics of Accounting	4	30	70	100	60
OBC104	Introduction to Economics	4	30	70	100	60
OBC105	Environmental awareness and Disaster Management	4	30	70	100	60
OBC106	Business English	4	30	70	100	60
	Total	24			600	

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	30	70	100	60
OBC202	Indian Economy	4	30	70	100	60
OBC203	Marketing Management	4	30	70	100	60
OBC204	Business Environment	4	30	70	100	60
OBC205	Indian Banking System	4	30	70	100	60
OBC206	Soft Skills – I	4	30	70	100	60
	Total	24			600	

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	30	70	100	60
OBC302	Banking Operations	4	30	70	100	60
OBC303	Introduction to Psychology	4	30	70	100	60
OBC304	Research Methodology	4	30	70	100	60
OBC305	Business Law	4	30	70	100	60
OBC306	Soft Skills - II	4	30	70	100	60
	Total	24			600	

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	30	70	100	60
OBC402	Entrepreneurship Development	4	30	70	100	60
OBC403	Introduction to International Business	4	30	70	100	60
OBC404	Quantitative Techniques	4	30	70	100	60
OBC405	Basics of Financial Management	4	30	70	100	60
OBC406	Introduction to Digital Marketing	4	30	70	100	60
	Total	24			600	

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

Sr. No	Specializations
I	Marketing Management (MM)
II	Human Resource Management (HRM)
III	Finance Management (FM)
IV	IT and Systems Management (ITM)
V	International Business Management (IBM)
VI	Retail Management
VII	E- Commerce
VIII	Banking Financial Institutions and Insurance

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	30	70	100	60
OBC502	Business Ethics and Corporate Governance	4	30	70	100	60
OBC503	Marketing of Financial Services	4	30	70	100	60
OBC504	Introduction to SMEs	4	30	70	100	60
OBM505	Consumer Behaviour	4	30	70	100	60
OBM-506	Sales Management	4	30	70	100	60
	Total	24			600	

*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	30	70	100	60
OBC602	Event Management	4	30	70	100	60
OBC603	Fundamentals of E- Commerce	4	30	70	100	60
OBM604	Advertising and Sales Promotion	4	30	70	100	60
OBM605	Retail Management	4	30	70	100	60
OBP606	Project Work	4			100	60
	Total	24			600	

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	30	70	100	60
OBC502	Business Ethics and Corporate Governance	4	30	70	100	60
OBC503	Marketing of Financial Services	4	30	70	100	60
OBC504	Introduction to SMEs	4	30	70	100	60
OBH505	Human Resource Planning	4	30	70	100	60
OBH506	Training and Development	4	30	70	100	60
	Total	24			600	

*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	30	70	100	60
OBC602	Event Management	4	30	70	100	60
OBC603	Fundamentals of E- Commerce	4	30	70	100	60
OBH604	Industrial Relations and Labour Laws	4	30	70	100	60
OBH605	Change Management	4	30	70	100	60
OBP606	Project Work	4			100	60
	Total	24			600	

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	30	70	100	60
OBC502	Business Ethics and Corporate Governance	4	30	70	100	60
OBC503	Marketing of Financial Services	4	30	70	100	60
OBC504	Introduction to SMEs	4	30	70	100	60
OBF505	Analysis of Financial Statement	4	30	70	100	60
OBF506	Indian Financial system and Financial Markets	4	30	70	100	60
	Total	24			600	

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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	30	70	100	60
OBC602	Event Management	4	30	70	100	60
OBC603	Fundamentals of E- Commerce	4	30	70	100	60
OBF604	Long Term Finance	4	30	70	100	60
OBF605	Direct and Indirect Tax	4	30	70	100	60
OBP606	Project Work	4			100	60
	Total	24			600	

**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	30	70	100	60
OBC502	Business Ethics and Corporate Governance	4	30	70	100	60
OBC503	Marketing of Financial Services	4	30	70	100	60
OBC504	Introduction to SMEs	4	30	70	100	60
OBIT505	Introduction to IT	4	30	70	100	60
OBIT506	Applications of IT	4	30	70	100	60
	Total	24			600	

*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	30	70	100	60
OBC602	Event Management	4	30	70	100	60
OBC603	Fundamentals of E- Commerce	4	30	70	100	60
OBIT604	Database Management System	4	30	70	100	60
OBIT605	Innovation and Technology Management	4	30	70	100	60
OBP606	Project Work	4			100	60
	Total	24			600	

**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	30	70	100	60
OBC502	Business Ethics and Corporate Governance	4	30	70	100	60
OBC503	Marketing of Financial Services	4	30	70	100	60
OBC504	Introduction to SMEs	4	30	70	100	60
OBIB505	Fundamentals of International Business	4	30	70	100	60
OBIB506	International Institutions and Trade Implications	4	30	70	100	60
	Total	24			600	

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**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	30	70	100	60
OBC602	Event Management	4	30	70	100	60
OBC603	Fundamentals of E- Commerce	4	30	70	100	60
OBIB604	Export Import Documentation and Logistics	4	30	70	100	60
OBIB605	International Strategic Management	4	30	70	100	60
OBP606	Project Work	4			100	60
	Total	24			600	

B.B.A THIRD YEAR (T.Y) SEMESTER V: Retail Management

Course Code	Course Title	Credits	Assessment			Learner's Engagement
			Formative	Summative	Total Marks	
OBC501	Introduction to Production Management	4	30	70	100	60
OBC502	Business Ethics and Corporate Governance	4	30	70	100	60
OBC503	Marketing of Financial Services	4	30	70	100	60
OBC504	Introduction to SMEs	4	30	70	100	60
OBRM505	Fundamentals of Retail Management	4	30	70	100	60
OBRM-506	Retail Sales Technique & Promotion	4	30	70	100	60
	Total	24			600	

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B.B.A THIRD YEAR (T.Y) SEMESTER VI: Retail Management

Course Code	Course Title	Credits	Assessment			Learner's Engagement
			Formative	Summative	Total Marks	
OBC601	Project Management	4	30	70	100	60
OBC602	Event Management	4	30	70	100	60
OBC603	Fundamentals of E-Commerce	4	30	70	100	60
OBRM604	Merchandise Management and Stores Operations	4	30	70	100	60
OBRM605	Customer Relationship Management (CRM)	4	30	70	100	60
OBP606	Project Work	4			100	60
	Total	24			600	

B.B.A THIRD YEAR (T.Y) SEMESTER V: E-Commerce

Course Code	Course Title	Credits	Assessment			Learner's Engagement
			Formative	Summative	Total Marks	
OBC501	Introduction to Production Management	4	30	70	100	60
OBC502	Business Ethics and Corporate Governance	4	30	70	100	60
OBC503	Marketing of Financial Services	4	30	70	100	60
OBC504	Introduction to SMEs	4	30	70	100	60
OBEC 505	Digital Business Management	4	30	70	100	60
OBEC 506	Digital Marketing	4	30	70	100	60
	Total	24			600	

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B.B.A THIRD YEAR (T.Y) SEMESTER VI: E-Commerce

Course Code	Course Title	Credits	Assessment			Learner's Engagement
			Formative	Summative	Total Marks	
OBC601	Project Management	4	30	70	100	60
OBC602	Event Management	4	30	70	100	60
OBC603	Fundamentals of E-Commerce	4	30	70	100	60
OBEC 604	Business models in E-commerce	4	30	70	100	60
OBEC 605	E-commerce application and securities	4	30	70	100	60
OBP606	Project Work	4			100	60
	Total	24			600	

B.B.A THIRD YEAR (T.Y) SEMESTER V: Banking Financial Services and Insurance

Course Code	Course Title	Credits	Assessment			Learner's Engagement
			Formative	Summative	Total Marks	
OBC501	Introduction to Production Management	4	30	70	100	60
OBC502	Business Ethics and Corporate Governance	4	30	70	100	60
OBC503	Marketing of Financial Services	4	30	70	100	60
OBC504	Introduction to SMEs	4	30	70	100	60
OBBFSI505	Banking Law & Practice	4	30	70	100	60
OBBFSI506	Insurance & Risk Management	4	30	70	100	60
	Total	24			600	

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B.B.A THIRD YEAR (T.Y) SEMESTER VI: Banking Financial Services and Insurance

Course Code	Course Title	Credits	Assessment			Learner's Engagement
			Formative	Summative	Total Marks	
OBC601	Project Management	4	30	70	100	60
OBC602	Event Management	4	30	70	100	60
OBC603	Fundamentals of E-Commerce	4	30	70	100	60
OBBFSI604	Financial Securities & Markets	4	30	70	100	60
OBBFSI605	Investment & Portfolio Management	4	30	70	100	60
OBP606	Project Work	4			100	60
	Total	24			600	

Project Work:

The project shall carry 100 marks as follows-

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

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