



School of Entrepreneurship
Rishihood University
Course Structure
Bachelor of Business Administration (BBA)
Academic Year 2020-21

Semester-1

Course Code	Course Name	L	T	P	Total Credits
SOEN-1705	Principles & Practice of Management	4	-	-	4
SOEN-1701	Business Communication	4	-	-	4
SOEN-1703	Introduction to Accounting	4	-	-	4
SOEN-1706	Principles of Microeconomics	4	-	-	4
SOEN-1704	Organizational Behavior	4	-	-	4
SOCR-1703	Introduction to Indian Culture and Society	-	-	-	2
Total credits					22

Semester II

Course Code	Course Name	L	T	P	Total Credits
SOEN-2701	Business Environment	4	-	-	4
SOEN-2702	Management Accounting	4	-	-	4
SOEN-2703	Principles of Macroeconomics	4	-	-	4
SOEN-2704	Introduction to Marketing	4	-	-	4
SOED-2004	Understanding ICT and its Applications	1	0	2	2
Total credits					18

Semester-1 & 2 total credits = 40



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Semester-III

Course Code	Course Name	L	T	P	Total Credits
SOEN-3701	Introduction to Financial Accounting	4	-	-	4
SOEN-3702	Entrepreneurship & Innovation	4	-	-	4
SOEN-3703	Digital Marketing	4	-	-	4
SOEN-3705	Quantitative Reasoning	1	1	-	2
21RUC301	Leadership and Teamwork	2	-	-	2
21RUC302	SoEd. Psychology and Media				4
21RUC303	SoCr. Creativity, Aesthetics & Design				2
SOEN-3704	Business Research Methods	3	1	-	4
21RUC304	Business Communication	2	-	-	2
SOEN-3706	Action Learning Program	-	-	8	4
Total credits					32

Semester IV

Course Code	Course Name	L	T	P	Total Credits
SOEN-4701	Corporate Finance	4	-	-	4
SOEN-4702	Business Law	4	-	-	4
SOEN-4703	Human Resource Management & Development	4	-	-	4
SOEN-4704	Financial Markets and Services*	4	-	-	4
SOEN-4705	Investment Management*	4	-	-	4
SOEN-4706	Consumer Behavior*	4	-	-	4
SOEN-4707	Integrated Marketing*	4	-	-	4
21RUC401	Healthcare Management	4	-	-	4
21RUC402	Identity, Culture, Ethics and Society	1	1	-	2
SOEN-4708	Sustainability Studies	2	-	-	2
Total credits					28

*Elective Subjects, Students have to choose any 2 subjects from elective.

Semester-3 & 4 total credits = 60