

BBA SYLLABUS

SEMESTER I		SEMESTER III	
Paper Code	Paper Name	Paper Code	Paper Name
ABBA 100	Business Communication: English	CBBA 301	Business Research
CBBA 101	Fundamentals of Management	CBBA 302	Business Research Practical
CBBA 102	Fundamentals of Management Practical	CBBA 303	Principles of Marketing
CBBA 103	Business Economics	CBBA 304	Principles of Marketing Practical
CBBA 104	Business Economics Practical	CBBA 305	Management Accounting
GBBA 101A	IT Tools for Business	CBBA 306	Management Accounting Practical
GBBA 101B	IT Tools for Business Practical	GBBA 301A	Fundamentals of Business Environment
GBBA 102A	Ethics and Corporate Social Responsibility	GBBA 302	Fundamentals of Business Practical
GBBA 102B	Ethics and Corporate Social Responsibility Practical	GBBA 302A	Entrepreneurship
		GBBA 302B	Entrepreneurship Practical
		SBBA 301	E- Commerce
SEMESTER II		SEMESTER IV	
Paper Code	Paper Name	Paper Code	Paper Name
AENV 200	Environmental Science	CBBA 401	Statistics for Business Decisions
CBBA 201	Macro Economics	CBBA 402	Statistics for Business Decisions Practical
CBBA 202	Macro Economics Practical	CBBA 403	Human Resource Management
CBBA 203	Business Accounting	CBBA 404	Human Resource Management Practical
CBBA 204	Business Accounting Practical	CBBA 405	Financial Management
GBBA 201A	Personality Development and Communication Skills	CBBA 406	Financial Management Practical
GBBA 201B	Personality Development and Communication Skills Practical	GBBA 401A	International Business
GBBA 202A	Organisational Behaviour	GBBA 401B	International Business Practical
GBBA 202B	Organisational Behaviour Practical	GBBA 402A	Marketing Management
		GBBA 402B	Marketing Management Practical
		SBBA 401	Summer Internship
SEMESTER V			
Paper Code	Paper Name		
CBBA 501	Quantitative Techniques for Business		
CBBA 502	Quantitative Techniques for Business		
CBBA 503	Legal Aspects of Business		
CBBA 504	Legal Aspects of Business Practical		
SEMESTER VI			
Paper Code	Paper Name		
CBBA 601	Business Policy and Strategy		
CBBA 602	Business Policy and Strategy Practical		
CBBA 603	Financial Institutions and Markets		
CBBA 604	Financial Institutions and Markets		
SPECIALIZATIONS (offered in V & VI Semester):			
Marketing	Global Business		
Finance	Tourism		
Human Resource	Information Technology		

CAREER ORIENTED AND SKILL DEVELOPMENT COURSE (ADD ON COURSE): BUSINESS ANALYTICS

The IIS University offers full-fledged career oriented and skill development courses which are vocational in nature meant to meet the requirements of various professional fields. The COSD course is a one-year certificate program offered by IIS University, which is provided free of cost to undergraduate students.

Business Analytics Course Comprises:

- BAC 231 Basic Mathematics and Statistical Techniques for Data Analysis
- BAC 232 Data Management Tools
- BAC 233 Programming for Analytics
- BAC 234 INTERNSHIP/PROJECT



ICG Block at IIIM Campus



BBA

3 years programme (Co-Educational)
IIS (deemed to be University), Jaipur

Program Objectives:

Foundational Knowledge and Scientific Principles: Graduates will be able to demonstrate proficiency in foundational Business Studies principles and comprehensive knowledge of the theoretical and practical concepts of the subject.

Critical Thinking and Problem-Solving: Graduates will be able to analyse, design and propose integrated solutions for business scenarios and contemporary issues using emerging technologies.

Leadership and Project Management Skills: Graduates will develop leadership qualities including decision-making, conflict resolution, and teamwork skills by applying management and technical expertise.

Career Prospects:

- Financial Advisor
- Accountant
- Investment Banker
- Human Resource Executive
- Information and Systems Executive
- Research and Development Executive
- Sales Executive
- Content Writer
- Consultant
- Entrepreneur
- Social Media Marketing Manager
- Business Analyst

Eligibility (Qualification):

Pass in 10+2 (any stream) or equivalent from a recognized Board, with minimum 50% aggregate marks or equivalent. **5% relaxation for SC, ST, OBC candidates**

Admission Process:

No Entrance Test. Filling of registration form Online (from the website) / Offline (visiting the IIIM campus) on payment of Rs 1500.

Admission Documents

Class X Original Marksheet, Class - XII Original Marksheet, Transfer Certificate, Migration Certificate, Character Certificate, Adhaar Card, 4 Color Picture (Latest), Father / Mother (Govt. ID), Colored Photo of Either Parent, 2 Cheques

HOLISTIC DEVELOPMENT ACTIVITIES

- Proficiency Test (Aptitude Test)
- Marketing Festival (Marketing Mela)
- Spontaneous run (Extempore Competition)
- Convention (Group Discussion)
- Corporate Grill (Business Quiz)
- PPT demonstration (Presentation)
- Creative Billboard (Poster Competition)
- Formal discourse (Debate Competition)
- Case History Evaluation (Case study)
- Classroom evaluation (Class Test)
- Transparent Evaluation (Open Book Test)
- Circle of voices task (Small Group Project)
- Act out (Role Play)
- Narrative display (Story Telling)
- Pen up the learning (Written Home Assignment)
- Commercial enterprise scouting (Industry Analysis)
- The Honest Reader (Book Review)
- ET Enlightenment (ET News Paper reading)
- The practical Bibliotheca (Explore Library)
- Mac Proficiency (Computer Competency)
- Leaders: The other side of the table (Employability Enhancement Module)
- Resume: The first Impression (Resume Building)
- Preparation Run (Mock Interviews)
- Kala Darshan (Cultural Activities)
- Golden Goal (Sports Activities)
- Take the street (Street play)

Facilities:

- Computing Labs with updated hardware/software
- Well-equipped ICT enabled Class rooms
- Indoor & Outdoor Sports
- State-of-the art Board room
- Library with Rich Resources
- Auditorium
- Hostel for girl Studentss

For more details visit us at:

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Visiting Time : 9:00 AM - 4:00 PM @IIIM

CORPORATE CONNECTIONS



BBA Highlights

Welcome to the highlights of BBA! Bringing you the latest updates on the exciting activities happening within our esteemed Bachelor of Business Administration program. Here, we highlight a wide range of events, competitions, and initiatives that have taken place in recent months. Read on to learn more about the engaging experiences our BBA students have been involved in!

Industry Institute Interfaces

BBA students had the chance to engage with industry experts through guest lectures, panel discussions, and workshops. Among the various sessions some prominent ones included: Understanding Investor's Mindset for start-ups, Personal Branding, Startup Basics: How to get started, Quantitative Analysis for Decision Making and Workshop on Achieving value proposition Fit.



Corporate Quiz/ Incredible India Quiz/ General Awareness Quiz

Various quizzes were organized for our BBA students, allowing them to showcase their business acumen and quick thinking skills. In the Incredible India Quiz, they exhibited their knowledge of India's history, landmarks, traditions, and famous personalities. Moreover, their enthusiasm was evident in their participation in the General Awareness Quiz and Corporate Quiz where they tackled questions spanning a wide range of topics, including business, politics, economy, technology, and global events. The scores of the quizzes were diligently compiled and shared with the parents, allowing them to witness and celebrate their ward accomplishment.



Group Discussion

Developing effective communication and critical thinking skills, BBA students actively participated in group discussions. These sessions provided a platform for them to exchange ideas, debate on various topics, and enhance their teamwork abilities. Among the numerous topics discussed, two prominent ones were the "Impact of Gig Economy and the Impact of Russia-Ukraine war on Global Economy."



Presentations

BBA students delivered compelling presentations on a variety of topics, included "Management Guru," "The benefits of social media for professional use," and "A Beginner's Guide to Investing." Among these outstanding presentations, the **Social Inbox Activity Presentation** truly stood out. In this particular project, BBA students conducted a survey in the market to understand customer preferences and analyze the same.



Industrial Visit

To gain practical insights into the business world, our BBA students embarked on an enriching industrial visit. They visited prominent companies, observing their operations, interacting with professionals, and gaining a deeper understanding of real-world business practices. Some of the industries they visited included Bhamasha Techno Hub, NGO "Elephant Paper," Tapri Café, and DEVIAS - a manufacturer and exporting unit of high-fashion garments and made-ups.



Movie Review

Exploring the connection between business and entertainment, students were provided with the opportunity to analyze and review relevant movies from a business perspective. Two films that sparked insightful discussions were "Rocketry" and "The Founder". The students were then tasked with preparing a report, delving into the business concepts, leadership styles, and ethical dilemmas depicted in these movies, allowing them to apply their learnings to real-world scenarios.



Poster Presentation

Creativity and visual communication skills were on display during the Poster Presentation event. Students created visually appealing posters, presenting information on business topics, social issues, and innovative solutions. Some of the prominent topics were "Digital India" and "Block chain Technology".

Nukkad Natak

Promoting social awareness, BBA students organized a Nukkad Natak (street play). Through powerful performances, they addressed pertinent social issues, spreading messages of change and inspiring the audience to take action. They have also participated in the ICG intercollegiate fest. This provided them with a valuable opportunity to showcase their talent and compete with their peers. After participating in the Nukkad Natak, refreshment and get together was organized for BBA students to acknowledge and celebrate their success.



Mosaic Montage

The annual Management and IT festival of ISIM Mosaic Montage provided a meeting ground for young aspiring managers and technocrats from renowned management and IT institutes. The fest witnessed excellent participation from across the country. During the fest, 12 events were organized which were an amalgamation of Management, IT and cultural events. BBA students exhibited their creativity in designing the activities.

The BBA students not only excelled in coordinating these events but also exhibited their remarkable leadership qualities. They effectively managed various responsibilities, ensuring the smooth execution of the festival. Additionally, the students also actively participated as comperes, showcasing their confident stage presence and excellent communication skills.



Zumba

In an effort to foster physical fitness and overall well-being, students at our institution have embraced the joy of Zumba. Every Friday, from 8:40 to 9:20, students come together for invigorating Zumba sessions, providing a refreshing break from their academic pursuits and promoting a healthy and active lifestyle.



Cultural Activities

We organize regular cultural activities that aim to rejuvenate our students and foster a sense of belongingness and appreciation for various art forms and traditions. Some of the engaging events are Antakshari, Ramp Walk, Dandiya Celebration, Kite Festival, Musical Night, DJ Night etc.

Sports Activity (Recharge)

'Recharge' the sports meet featured games such as volleyball, dodgeball, carrom and chess were played during the event. All the students got an opportunity to participate in the sports meet and the event witnessed the enthusiasm of the students. Under the Recharge Activity, another sports meet was conducted which games like basketball, standing long jump, Kho-Kho, and tug of war were played.



Mock Personal Interviews

Preparing for future professional opportunities, students underwent mock personal interviews. This exercise helped them refine their interviewing skills, gain confidence, and receive constructive feedback from industry professionals. One key component of the mock interviews was the SWOT analysis. Students were encouraged to assess their personal strengths, weaknesses, opportunities, and threats in relation to the job market and their chosen career paths. Faculty mentors evaluated their performance and provided valuable feedback and guidance to the students.

NSS CLUB activities

BBA students actively participated in activities organized by the NSS (National Service Scheme) Club. They volunteered for social initiatives, such as cleanliness drives, awareness campaigns, Food distribution and community development projects, making a positive impact in society.



Bazaar on Campus

Creating a vibrant entrepreneurial atmosphere, the Bazaar on Campus event provided a platform for students to showcase their business ventures. They set up stalls selling a variety of products and exciting games with enticing prizes. The Bazaar on Campus included 10 stalls with participation from around 250 students and visitors. The platform was created to empower students to pursue entrepreneurship and practice marketing techniques



Jugaad to Jhakas

An intra-institute competition under E-Igniters, the Entrepreneurship cell, of ISIM was organized. 'Best out of waste' was the theme of the competition. The students of BBA programs prepared useful items from waste and this competition witnessed enthralling participation from students.

These key highlights showcase the well-rounded education provided under the BBA program, combining academic rigor with practical experiences, creativity, cultural appreciation, and social engagement.