

**ADIKAVI NANNAYA UNIVERSITY**  
**CBCS/SEMSTER SYSTEM**  
**COURSE STRCUTRE (for 2015-16 AB)**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER – IV**

| <b>Sl. No.</b> | <b>Course</b>        | <b>Name of the subject</b>                        | <b>Total Marks</b> | <b>Mid. Sem. Exam</b> | <b>Sem. End Exam</b> | <b>Teaching Hours**</b> | <b>Credits</b> |
|----------------|----------------------|---|--------------------|-----------------------|----------------------|-------------------------|----------------|
| 1.             | Foundation Course-7  | Communication & Soft Skills-3                     | 50                 | ---                   | 50                   | 2                       | 2              |
| 2.             | Foundation Course-8  | Analytical Skills                                 | 50                 | ---                   | 50                   | 2                       | 2              |
| 3.             | Foundation Course-9  | Entrepreneurship                                  | 50                 | ---                   | 50                   | 2                       | 2              |
| 4.             | Foundation Course-10 | Leadership Education (LE)                         | 50                 | ---                   | 50                   | 2                       | 2              |
| 5.             | DSC 1D               | <b>Financial Management</b>                       | 100                | 25                    | 75                   | 5                       | 4              |
| 6.             | DSC 2D               | <b>Marketing Management</b>                       | 100                | 25                    | 75                   | 5                       | 4              |
| 7.             | DSC 3D               | <b>Business Ethics &amp; Corporate Governance</b> | 100                | 25                    | 75                   | 5                       | 4              |
| <b>Total</b>   |                      |   | <b>500</b>         | <b>75</b>             | <b>425</b>           | <b>23</b>               | <b>20</b>      |

\*Analytical Skills: To be taught by Maths/Stat Teachers (may be partly by English Teachers)

Entrepreneurship: To be taught by Commerce Teachers

Leadership Education: To be taught by Telugu Teachers