

Bachelor of Business Studies (BBA)

Structure of Programme:

Credits required for graduation: 140

Credits required as essential distribution requirement: 120

Credits free to choose from anywhere (including from programme and specialization beyond minimum): 20

Specializations available: (a) International Business

(b) Marketing

(c) Entrepreneurship

(d) Human Resource Management

University Core:

Minimum number of credits to be completed: 20

List of courses that comprise of University core:

Course no.	Course Code	Course title	Credits
1		Mathematics	3
2		Understanding Cross Cultural Diversity	3
3		English - I	4
4		English - II	4
5		Uzbekistan History - I	3
6		Uzbekistan History - II	3

School Core:

Minimum number of credits to be completed: 28

List of courses that comprise of School core:

Course no.	Course Code	Course title	Credits
7	OM 301	Business Research Methods	4
8	GM 302	Business Communication	4
9	GM 402	Business Ethics	4
10	GM 401	Introduction to Entrepreneurship	4
11	GM 801	Bachelor Project/ Internship	12

Programme Core:

Minimum number of credits to be completed:

List of courses that comprise of Programme core: 32

Course no.	Course Code	Course title	Credits
12	GM 101	Principles of Management	4
13	IT 301	Using Spread-sheets	4
14	FA 102	Finance for business	4
15	EI 203	Introducing the Business Environment	4
16	FA 401	Computerized Accounting Systems	4
17	OM 501	Project Management	4
18	HR 201	Human Resource Management	4
19	MK 202	Marketing Management	4

Specialization Core (For each specialization):

Minimum number of credits to be completed: 12

List of courses that comprise of Specialization core for INTERNATIONAL BUSINESS:

Course no.	Course code	Course title	Credits
20	EI 001	International Business	4
21	EI 002	International Finance	4
22	GM 003	International Law	4

List of courses that comprise of Specialization core for MARKETING:

Course no.	Course Code	Course title	Credits
23	MK 004	Consumer Behaviour	4
24	MK 005	Brand Management	4
25	MK 006	Sales and Distribution Management	4

List of courses that comprise of Specialization core for ENTERPREUNERSHIP:

Course no.	Course code	Course title	Credits
26	GM 007	Launching New Ventures	4
27	GM 008	New Venture Financing	4
28	GM 009	Marketing for New Ventures	4

List of courses that comprise of Specialization core for HUMAN RESOURCE MANAGEMENT:

Course no.	Course Code	Course title	Credits
29	HR 010	Human Resources: Value and Contribution to organization success	4
30	HR 011	Human Resource Information System	4
31	HR 012	Team Building and Leadership	4

Electives:

Minimum number of elective credits to be completed for this degree: 28

List of courses that comprise of Department Electives relevant to this degree (includes courses which have been included as SPECIALIZATION ELECTIVES):

Course no.	Course Code	Course title	Credits
32	GM 101	Using Business Documentation	4
33	MK 102	Promoting a Brand	4
34	MK 103	Retail Management	4
35	MK 104	Digital Marketing	4
36	MK 105	Service Marketing	4
37	OM 106	Logistics Management	4
38	EI 107	Business Economics	4
39	MK 108	Social Media Marketing	4
40	GM 109	Managing Small Enterprises and Family Businesses	4
41	FA 110	Banking Operations	4
42	FA 111	Marketing of Financial Products and Services	4
43	FA 112	Business Taxation	4
44	HR 113	Leadership and Change Management	4
45	GM 114	Corporate Social Responsibility	4
46	GM 007	Launching New Ventures	4
47	GM 008	New Venture Financing	4
48	GM 009	Marketing for New Ventures	4
49	HR 010	Human Resources: Value and Contribution to organization success	4
50	HR 011	Human Resource Information System	4
51	HR 012	Team Building and Leadership	4
52	EI 001	International Business	4
53	EI 002	International Finance	4
54	GM 003	International Law	4

Sample Curriculum Plan BBA Batch 2019-2023

Semester 1				
S. No.	Category of Course	Course Code	Course Title	Credit
1	University Core		Mathematics	3
2	University Core		English -I	4
3	Program Core	GM 101	Principles of Management	4
4	Program Core	FA 102	Finance for Business	4
Total credit 15				

Semester 2				
S. No.	Category of Course	Course Code	Course Title	Credit
1	University Core		English - II	4
2	University Core		Uzbekistan History-I	3
3	Program Core	HR 201	Human Resource Management	4
4	Program Core	MK 202	Marketing Management	4
5	Program Core	EI 203	Introducing the Business Environment	4
Total credit 19				

Semester 3				
S.No.	Category of Course	Course Code	Course Title	Credit
1	University Core		Uzbekistan History - II	3
2	Program Elective	HR 010	Human Resources: Value and Contribution to organization success	4
3	Program Core	IT 301	Using Spread-sheets	4
4	School Core	OM 301	Business Research Methods	4
5	School Core	GM 302	Business Communication	4
Total credit 19				

<u>Semester 4</u>				
S.No.	Category of Course	Course Code	Course Title	Credit
1	University Core		Understanding Cross Cultural Diversity	3
2	Program Core	FA 401	Computerized Accounting Systems	4
3	School Core	GM 401	Introduction to Entrepreneurship	4
4	School Core	GM 402	Business Ethics	4
5	Program Elective	GM 101	Using Business Documentation	4
Total credit 19				

<u>Semester 5</u>				
S.No.	Category of Course	Course Code	Course Title	Credit
1	Program Core	OM 501	Project Management	4
2	Specilization Core	EI 001	International Business	4
3	Specilization Core	EI 002	International Finance	4
4	Program Electives	GM 109	Managing Small Enterprises and Family Businesses	4
Total credit 16				

<u>Semester 6</u>				
S.No.	Category of Course	Course Code	Course Title	Credit
1	Specilization Core	GM 003	International Law	4
2	Program Elective	MK 103	Retail Management	4
3	Program Elective	MK 104	Digital Marketing	4
4	Program Elective	HR 012	Team Building and Leadership	4
Total Credit 16				

<u>Semester 7</u>				
S.No.	Category of Course	Course Code	Course Title	Credit
1	Program Elective	MK 102	Promoting a Brand	4
2	Program Elective	MK 105	Service Marketing	4
3	Program Elective	MK 108	Social Media Marketing	4
4	Program Elective	GM 008	New Venture Financing	4
Total Credit 16				

<u>Semester 8</u>				
S.No.	Category of Course	Course Code	Course Title	Credit
1	School Core	GM 801	Bachelor Project/ Internship	12
2	Program Elective	FA 112	Business Taxation	4
3	Program Elective	GM 114	Corporate Social Responsibility	4
Total Credit 20				