

Faculty of Commerce & Management
BBA Hospital Administration (BATCH : 2021-22) CORE and DSE Subjects

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Sr. No.	Semester	Subject Code	Nomenclature	Theory/ Practical	Theory	Theory (Internal)	Practical	Practical (Internal)	Total	Overall Pass Marks	Scheme of Examinations (Theory+Internal+Practical+Oral/ Theory+Internal+Practical/ Theory+Practical)
24	5	06050507	HR Audit	Theory	DSE	DSE			100	40	Theory + Internal
			Marketing : Choose any two								
25	5	06050508	Retail Management	Theory	DSE	DSE			100	40	Theory + Internal
26	5	06050509	Integrated Marketing Communication	Theory	DSE	DSE			100	40	Theory + Internal
27	5	06050510	Service Marketing	Theory	DSE	DSE			100	40	Theory + Internal
28	6	06050601	Hospital Hazards and Disaster Management	Theory	Core	Core			100	40	Theory + Internal
29	6	06050602	Hospital and Healthcare Laws	Theory	Core	Core			100	40	Theory + Internal
	6	06050609	Dissertation	Practical	Core	Core			100	40	Practical + Internal
			Human Resource : Choose any two								
30	6	06050603	Labour Welfare & Social Security	Theory	Core	Core			100	40	Theory + Internal
31	6	06050604	Human Resource Information System	Theory	DSE	DSE			100	40	Theory + Internal
32	6	06050605	Human Resource Planning & Development	Theory	DSE	DSE			100	40	Theory + Internal
			Marketing : Choose any two								
33	6	06050606	Marketing Research	Theory	DSE	DSE			100	40	Theory + Internal
34	6	06050607	Rural Marketing	Theory	DSE	DSE			100	40	Theory + Internal
35	6	06050608	Marketing Analytics	Theory	DSE	DSE			100	40	Theory + Internal
36	6	06050609	Dissertation	Theory	Core	Core			100	40	Theory + Internal

Important Note:

1. MGE, AECC & VAO will be selected from university umbrella.
2. (For 5th and 6th Semester only) Discipline Specific Electives (DSE): Select any one Electives from the area of Finance / Human Resources / Marketing. Under the selected each Elective, choose any two DSEs.

Dean
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Registrar
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