



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వవిద్యాలయం

Accredited by NAAC with A++ Grade & Score 3.74

**B.B.A HONOURS, DIGITAL MARKETING & BUSINESS
ANALYTICALS
II SEMESTER**

(Regular Candidates Examinations)

(w.e.f.2023-2024 Admitted batch)

JULY/AUGUST -2024

TIME - TABLE

Date, Day & Time	Subject	Paper Code	Max Marks
29-07-2024 (Monday) 2.00 pm to 5.00 pm	GENERAL ENGLISH - I (w.e.f.2023-2024 Admitted Batch) A Course in Reading & Writing Skills (Common with B.A. B.Sc. B.Com, B.A.(O.L) B.B.A, B.C.A, and BHM&CT)	BA-HS 1201	75
30-07-2024 (Tuesday) 2.00 pm to 5.00 pm	GENERAL TELUGU, HINDI, SANSKRIT, URUDU AND TAMIL (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L) B.B.A, B.C.A, and BHM&CT)	BA-HS 1202	75
		BA-HS 1203	
		BA-HS 1204	
		BA-HS 1205	
31-07-2024 (Wednesday) 2.00 pm to 3.30 pm	SKILL COURSE Business Writing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L) B.B.A, B.C.A, and BHM&CT)	BA-HS 1230	50
01-08-2024 (Thursday) 2.00 pm to 3.30 pm	SKILL COURSE Marketing Skills (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L) B.B.A, B.C.A, and BHM&CT)	BA-HS 1231	50
02-08-2024 (Friday) 2.00 pm to 3.30 pm	SKILL COURSE Investment Planning (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L) B.B.A, B.C.A, and BHM&CT)	BA-HS 1232	50
03-08-2024 (Saturday) 2.00 pm to 3.30 pm	SKILL COURSE Stock Market Operations (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L) B.B.A, B.C.A, and BHM&CT)	BA-HS 1233	50
05-08-2024 (Monday) 2.00 pm to 3.30 pm	SKILL COURSE Digital Literacy (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L) B.B.A, B.C.A, and BHM&CT)	BA-HS 1234	50

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Date and Day	MAJOR -I SUBJECT AND TITLES	Paper Code	Max Marks
06-08-2024 (Tuesday) 2.00 pm to 5.00 pm	MAJOR SUBJECT: BBA HONOURS 1) Principal of Management (w.e.f.2023-2024 Admitted Batch)	BBA-HS 1201	70
	MAJOR SUBJECT: DIGITAL MANAGEMENT 1) Fundamental of Digital Marketing (w.e.f.2023-2024 Admitted Batch)	BBA-HS 1203	70
	MAJOR SUBJECT: BUSINESS ANALYTICALS 1) Stastical Methods (w.e.f.2023-2024 Admitted Batch)	BBA-HS 1205	70
	MAJOR-II SUBJECT AND TITLES		
07-08-2024 (Wednesday) 2.00 pm to 5.00 pm	MAJOR SUBJECT: BBA HONOURS 2) Business Economics (w.e.f.2023-2024 Admitted Batch)	BBA-HS-1202	70
	MAJOR SUBJECT: BBA DIGITAL MARKETING 2) E-Marketing (w.e.f.2023-2024 Admitted Batch)	BBA-HS-1204	70
	MAJOR SUBJECT: BBA BUSINESS ANALYTICALS 2) Introduction to Business Analytics (w.e.f.2023-2024 Admitted Batch)	BBA-HS-1206	70
08-08-2024 (Thursday) 2.00 pm to 5.00 pm	MINOR SUBJECT ; PHILOSOPHY Indian Philosophy (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	BA-HS-N 201	70
	MINOR SUBJECT ; PUBLIC ADMINISTRATION Introduction to Public Administration (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	BA-HS-N 202	70
	MINOR SUBJECT ; POLITICAL SCIENCE Fundamentals of Political Science (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	BA-HS-N 203	70
	MINOR SUBJECT ; HISTORY Science and Human Past (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	BA-HS-N 204	70
	MINOR SUBJECT ; ECONOMICS Microeconomics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, B.A.(O.L) and BHM&CT)	BA-HS-N 205	70

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08.08.2024

(Thursday)

2.00 pm to 5.00 pm

MINOR SUBJECT : JOURNALISM AND MASS COMMUNICATION**History of Mass Media**(w.e.f. 2023-2024 Admitted Batch)
(Common with B.A. B.Sc. B.Com. B.B.A. B.C.A. and BHM&CT)

BA-HS-N 206

70

MINOR SUBJECT : HUMAN RESOURCE MANAGEMENT**Principles of HRM**(w.e.f. 2023-2024 Admitted Batch)
(Common with B.A. B.Sc. B.Com. B.B.A. B.C.A. B.A.(O.L.) and BHM&CT)

BA-HS-N 207

70

MINOR SUBJECT : TOURISM AND TRAVEL MANAGEMENT**Principles and Practices of Tourism**(w.e.f. 2023-2024 Admitted Batch)
(Common with B.A. B.Sc. B.Com. B.B.A. B.C.A. B.A.(O.L.) and BHM&CT)

BA-HS-N 208

70

MINOR SUBJECT : SPECIAL ENGLISH**An Introduction to English Literature**(600-1500) (w.e.f. 2023-2024 Admitted Batch)
(Common with B.A. B.Sc. B.Com. B.B.A. B.C.A. and BHM&CT)

BA-HS-N 209

70

MINOR SUBJECT : SOCIOLOGY**Sociological Analysis**(w.e.f. 2023-2024 Admitted Batch)
(Common with B.A. B.Sc. B.Com. B.A.O.L.B.B.A. B.C.A. and BHM&CT)

BA-HS-N 210

70

MINOR SUBJECT : SOCIAL WORK**Basic Methods of Social Work**(w.e.f. 2023-2024 Admitted Batch)
(Common with B.A. B.Sc. B.Com. B.A.O.L.B.B.A. B.C.A. and BHM&CT)

BA-HS-N 211

70

MINOR SUBJECT : RURAL DEVELOPMENT**Elements of Rural Development**(w.e.f. 2023-2024 Admitted Batch)
(Common with B.A. B.Sc. B.Com. B.A.O.L.B.B.A. B.C.A. and BHM&CT)

BA-HS-N 212

70

MINOR SUBJECT : POPULATION STUDIE**Population Concepts, Structure and****Population Distribution**(w.e.f. 2023-2024 Admitted Batch)
(Common with B.A. B.Sc. B.Com. B.A.O.L.B.B.A. B.C.A. and BHM&CT)

BA-HS-N 213

70

MINOR SUBJECT : SANSKRIT**EPICS (Selections from Ramayana &****Mahabharata) (w.e.f. 2023-2024 Admitted****Batch)**
(Common with B.A. B.Sc. B.Com. B.B.A. B.C.A. and BHM&CT)

BA-HS-N 214

70

MINOR SUBJECT : TELUGU**Adunika kavita parichayam.**

(Common with B.A. B.Sc. B.Com. B.A.O.L.B.B.A. B.C.A. and BHM&CT)

BA-HS-N 215

70

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08-08-2024 (Thursday) 2.00 pm to 5.00 pm	MINOR SUBJECT : URDU Urdu Zaban O Adab ki Tareekh (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BA-HS-N 216	70
	MINOR SUBJECT : MUSIC Basic Exercise of South Indian Classical Music & Sankeerthana (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BA-HS-N 217	70
	MINOR SUBJECT : DESIGN THINKING Introduction to design thinking (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BA-HS-N 218	70
	MINOR SUBJECT : FILM STUDIES Design Principle (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BA-HS-N 219	70
	MINOR SUBJECT : PSYCHOLOGY FOUNDATIONS OF PSYCHOLOGY (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BA-HS-N 220	70
	MINOR SUBJECT : FOOD SCIENCE AND TECHNOLOGY Food Biochemistry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 201	70
	MINOR SUBJECT : COMPUTER SCIENCE Problem Solving using C (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 202	70
	MINOR SUBJECT : PHYSICS Mechanics and Properties of Matter (w.e.f.2023-2024 Admitted Batch) ((Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 203	70
	MINOR SUBJECT : ELECTRONICS Fundamental of Electricity and Electronics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 204	70
	MINOR SUBJECT : ZOOLOGY Animal Diversity-I Biology of Non-Chordates (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 205	70
	MINOR SUBJECT : MICROBIOLOGY Introduction to Microbiology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 206	70

08-08-2024
(Thursday)
2.00 pm to 5.00 pm

MINOR SUBJECT : BIOTECHNOLOGY Biomolecules and Analytical Techniques – (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 207	70
MINOR SUBJECT : CHEMISTRY General & Inorganic Chemistry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 208	70
MINOR SUBJECT : BOTANY Non-vascular Plants (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 209	70
MINOR SUBJECT : BIO-CHEMISTRY Biomolecules (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-HS-N 210	70
MINOR SUBJECT : STATISTICS Descriptive Statistics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 211	70
MINOR SUBJECT : MATHEMATICS Differential Equations & Problem Solving Sessions (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 212	70
MINOR SUBJECT : HUMAN GENETICS Principles of Genetics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 213	70
MINOR SUBJECT : FOOD SCIENCE AND NUTRITION Food Science (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 214	70
MINOR SUBJECT : DATA SCIENCE Introduction to Data Science and R Programming (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.O.L.B.B.A, B.C.A, and BHM&CT)	BS-HS-N 215	70
MINOR SUBJECT : INFORMATION TECHNOLOGY Problem Solving in C (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L.)B.B.A, B.C.A, and BHM&CT)	BS-HS-N 216	70

08-08-2024
(Thursday)
2.00 pm to 5.00 pm

MINOR SUBJECT : BIO INFORMATICS Cell Biology and Microbiology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 217	70
MINOR SUBJECT : ANIMATION Basic Drawing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 218	70
MINOR SUBJECT : MULTIMEDIA Graphic Design (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 219	70
MINOR SUBJECT : HOME SCIENCE Essentials of Home Science Extension (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 220	70
MINOR SUBJECT : GEOLOGY Geology and Branches of Geology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 221	70
MINOR SUBJECT : FORENSIC SCIENCE Forensic Science and Criminology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 222	70
MINOR SUBJECT : CYBER FORENSIC Fundamentals of Computer (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 223	70
MINOR SUBJECT : SERICULTURE Biology And Physiology Of Mulberry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 234	70
MINOR SUBJECT : INTERNET OF THINGS Digital Electronics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 235	70
MINOR SUBJECT : CEMENT SCIENCE Geology and Mining of Limestone (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 236	70
MINOR SUBJECT : ORGANIC CHEMISTRY Fundamentals in Organic Chemistry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 237	70
MINOR SUBJECT : APPLIED MATHEMATICS Differential Equations (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BS-IIS-N 238	70

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08-08-2024

(Thursday)

2.00 pm to 5.00 pm

MINOR SUBJECT : DAIRY SCIENCE Breeds and breeding of dairy cattle and buffaloes - (T) (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A. B.C.A. and BHM&CT)	BS-HS-N 239	70
MINOR SUBJECT : FORESTRY Introduction to forestry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A. B.C.A. and BHM&CT)	BS-HS-N 240	70
MINOR SUBJECT : B.Voc.Dairying and Animal Husbandry Livestock production and Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A. B.C.A. and BHM&CT)	BS-HS-N 241	75
MINOR SUBJECT : B.Voc.Agriculture Fundamentals of Genetics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A. B.C.A. and BHM&CT)	BS-HS-N 242	75
MINOR SUBJECT: TAXATION Indian Tax System (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A. B.C.A. and BHM&CT)	BC-HS-N 201	70
MINOR SUBJECT : FINANCIAL MANAGEMENT Fundamentals of Financial Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A. B.C.A. and BHM&CT)	BC-HS-N 202	70
MINOR SUBJECT : MARKETING Fundamentals of Marketing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A. B.C.A. and BHM&CT)	BC-HS-N 203	70
MINOR SUBJECT : ACCOUNTING (for Non Commerce Majors) Financial Accounting (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A. B.C.A. and BHM&CT)	BC-HS-N 204	70
MINOR SUBJECT : COMMERCE (for Non Commerce Majors) Business Management, (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.B.A. B.C.A. and BHM&CT)	BC-HS-N 205	70
MINOR SUBJECT : FINANCE (For Commerce and Other Majors) Financial Services (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A. B.C.A. and BHM&CT)	BC-HS-N 206	70

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08-08-2024 (Thursday) 2.00 pm to 5.00 pm	MINOR SUBJECT : INSURANCE MANAGEMENT Principles and Practice of Life Insurance (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BC-HS-N 207	70
	MINOR SUBJECT : BUSINESS MANAGEMENT Principles of Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BBA-HS-N 201	70
	MINOR SUBJECT : DIGITAL MARKETING Fundamentals of Digital Marketing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BBA-HS-N 202	70
	MINOR SUBJECT : LOGISTICS AND SUPPLY CHAIN MANAGEMENT Logistics Concepts and Planning (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BBA-HS-N 203	70
	MINOR SUBJECT : RETAIL MANAGEMENT Foundations of Retail Management (w.e.f.2023-2024 Admitted Batch)(Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT)	BBA-HS-N 204	70
	MINOR SUBJECT : COMPUTER APPLICATIONS Office Automation Tools (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BCA-HS-N 201	70
	MINOR SUBJECT : CLOUD COMPUTING Computer Networks (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BCA-HS-N 202	70
	MINOR SUBJECT : HOTEL MANAGEMENT Introduction to F&B service-2 (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com. B.A.(O.L)B.B.A, B.C.A, and BHM&CT)	BHM-HS-N 201	70

(BY ORDER)

C.A.O, A.U, V.S.P

Date:


CONTROLLER OF EXAMINATIONS