

**Program Structure-BBA Hons.
(2025-2029)**

Year	I SEMESTER						II SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
I	BBA1101	Business and Management Functions	4	0	0	4	BBA1201	Macroeconomics	4	0	0	4
	BBA1102	Financial Accounting	3	1	0	4	BBA1202	Financial Management	3	1	0	4
	BBA1103	Microeconomics	4	0	0	4	BBA1203	Organizational Behavior	3	0	0	3
	BBA1104	Entrepreneurship and Innovation Management	3	0	0	3	BBA1204	Community Development	2	0	0	2
	BBA1021	Universal Human Values	2	0	0	2	BBA1205	Introduction to Python	2	0	2	3
	CAP1106	Office Automation Tools	2	0	2	3	MAS1209	Statistics for Managers	3	0	0	3
							LLC1210	Business Communication	2	1	0	3
			18	1	2	20			19	2	0	22
Total Contact Hours (L + T + P)			21			Total Contact Hours (L + T + P)			23			

Year	III SEMESTER						IV SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
II	BBA2101	Operations Management	3	0	0	3	BBA2201	Indian Financial System	3	0	0	3
	BBA2102	Human Resource Management	3	0	0	3	BBA2202	Business Research Methods	3	0	0	3
	BBA2103	Marketing Management	3	0	0	3	BBA2203	Supply Chain Management	3	0	0	3
	BBA2104	Cost & Management Accounting	3	1	0	4	BBA2204	E-Commerce	3	0	0	3
	BBA2105	Interview Skills and Etiquettes	1	1	0	2	BBA2205	Design Thinking	2	0	0	2
	LCM2120	Business and Corporate Laws	4	0	0	4	CHY1003	Environmental Science	3	0	0	3
	LLC2018	Fundamental French-I	3	0	0	3	LLC2218	Fundamental French-II	3	0	0	3
						*****	Elective (Open Elective)	3	0	0	3	
			20	2	0	22		23	0	0	23	
Total Contact Hours (L + T + P)			22			Total Contact Hours (L + T + P)+OE			20+3			

Year	V SEMESTER						VI SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
III	BBA3101	Fundamentals of Business Analytics	3	0	2	4	BBA3201	Strategic Management	4	0	0	4
	BBA3102	International Business Management	4	0	0	4	BBA3202	Management Information System	3	0	0	3
	BBA31**	Course 1-DSE 1	3	0	0	3	BBA32**	Course 4-DSE 4	3	0	0	3
	BBA31**	Course 2-DSE 2	3	0	0	3	BBA32**	Course 5-DSE 5	3	0	0	3
	BBA31**	Course 3-DSE 3	3	0	0	3	BBA32**	Course 6-DSE 6	3	0	0	3
	BBA3170	Summer Project	0	0	6	3	*****	Elective (Open Elective)	3	0	0	3
			16	0	8	20			19	0	0	19
	Total Contact Hours (L + T + P)			24			Total Contact Hours (L + T + P) + OE			16+3		

Year	VII SEMESTER						VIII SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
IV	BBA4101	Advanced Research Methodology and Research Writing	3	1	0	4	BBA4201	Sustainability, Responsibility and Managerial Ethics	3	0	0	3
	BBA4170	Summer Internship-II Report	0	0	6	3	BBA4202	Managing Creativity & Innovation	3	0	0	3
	BBA41**	Course 9-DSE 7	3	0	0	3	BBA4270	Action Learning Project	0	0	6	3
	BBA41**	Course10-DSE 8	3	0	0	3						
	BBA41**	Course11-DSE 9	3	0	0	3	BBA42**	Course13-DSE 11	3	0	0	3
	BBA41**	Course12-DSE 10	3	0	0	3	BBA42**	Course14-DSE 12	3	0	0	3
	BBA4171	Research Project (Hons. With Research) Part I	0	0	12	6	BBA42**	Course15-DSE 13	3	0	0	3
							BBA42**	Course16-DSE 14	3	0	0	3
							BBA4271	Research Project (Hons. With Research) Part II	0	0	12	6
			15/12	1	6/12	19/19			18/15	0	6/12	21/21
	Total Contact Hours (L + T + P)		22/25				Total Contact Hours (L + T + P)		24/27			

Note: BBA (Hons.) students, must complete 19 credits in VII semester and 21 credits in VIII Semester

BBA (Hons. With Research) students, must complete 22 credits in VII semester and 24 credits in VIII Semester

Discipline Specific Electives

Discipline Specific Elective I: Human Resource Management

SEMESTER V							SEMESTER VI						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	BBA3140	Human Resource Planning & Development	3	0	0	3	6	BBA3240	Human Resource Analytics	3	0	0	3
2	BBA3141	Industrial Relations & Labour Laws	3	0	0	3	7	BBA3241	Discipline & Grievance Management	3	0	0	3
3	BBA3142	Counselling & Negotiation Skills for Managers	3	0	0	3	8	BBA3242	Performance Management & Appraisal	3	0	0	3
4	BBA3143	Strategic Human Resource Management	3	0	0	3	9	BBA3243	Compensation Management	3	0	0	3
5	BBA3144	Cross Cultural Management	3	0	0	0	10	BBA3244	Managerial Competencies and Career Development	3	0	0	3
		TOTAL	9	0	0	9			TOTAL	9	0	0	9
SEMESTER VII							SEMESTER VIII						

Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
11	BBA4140	International Human Resource Management	3	0	0	3	15	BBA4240	Organizational Psychology & Change Management	3	0	0	3
12	BBA4141	HR Audit and Human Capital Management	3	0	0	3	16	BBA4241	Talent Management and Employee Retention	3	0	0	3
13	BBA4142	Emerging Scenario of HRM	3	0	0	3	17	BBA4242	Human Resource Information System	3	0	0	3
14	BBA 4143	Recruitment & Selection	3	0	0	3	18	BBA4243	Training and Development	3	0	0	3
		TOTAL	12/9	0	0	12/9			TOTAL	12/9	0	0	12/9

DISCIPLINE SPECIFIC ELECTIVES & COURSES

Discipline Specific Elective II: Marketing

SEMESTER V							SEMESTER VI						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	BBA3145	Sales & Distribution Management	3	0	0	3	6	BBA3245	Integrated Marketing Communication	3	0	0	3
2	BBA3146	Advertising Management	3	0	0	3	7	BBA3246	Marketing of Services	3	0	0	3
3	BBA3147	Green Marketing	3	0	0	3	8	BBA3247	Digital Marketing	3	0	0	3
4	BBA3148	B2B Marketing	3	0	0	3	9	BBA3248	Public Relation and Event Management	3	0	0	3

5	BBA3149	Travel And Tourism Marketing	3	0	0	3	10	BBA3249	Luxury Marketing	3	0	0	3
		TOTAL	9	0	0	9			TOTAL	9	0	0	9
SEMESTER VII							SEMESTER VIII						
Course No.	Course Code		L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
11	BBA4145	Product & Brand Management	3	0	0	3	15	BBA4245	Rural Marketing	3	0	0	3
12	BBA4146	Consumer Behaviour	3	0	0	3	16	BBA4246	Industrial Marketing	3	0	0	3
13	BBA4147	International Marketing	3	0	0	3	17	BBA4247	Retail Management	3	0	0	3
14	BBA4148	Marketing Analytics	3	0	0	3	18	BBA4248	AI in Marketing	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12
			9			9				9			9

DISCIPLINE SPECIFIC ELECTIVES & COURSES
Discipline Specific Elective III: Finance & Accounting

SEMESTER V							SEMESTER VI						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	BBA3150	Corporate Accounting	3	0	0	3	6	BBA3250	Mergers and Acquisition	3	0	0	3
2	BBA3151	Direct Taxes	3	0	0	3	7	BBA3251	Indirect Taxes	3	0	0	3
3	BBA3152	Microfinance	3	0	0	3	8	BBA3252	Introduction to FinTech	3	0	0	3
4	BBA3153	Security Analysis & Portfolio Management	3	0	0	3	9	BBA3253	Financial Derivatives	3	0	0	3
5	BBA3154	Financial Statement Analysis & Reporting	3	0	0	3	10	BBA3254	Personal Financial Planning	3	0	0	3
		TOTAL	9	0	0	9			TOTAL	9	0	0	9
SEMESTER VII							SEMESTER VIII						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
11	BBA4150	Investment Banking & Financial Services	3	0	0	3	15	BBA4250	Behavioral Finance	3	0	0	3
12	BBA4151	International Financial Management	3	0	0	3	16	BBA4251	Fixed Income Securities	3	0	0	3
13	BBA4152	Capital Market Operation	3	0	0	3	17	BBA4252	Strategic Cost Management	3	0	0	3

14	BBA4153	Advanced Accounting	3	0	0	3	18	BBA4253	Global Financial Markets & Products	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12
			/9			/9				/9			/9

DISCIPLINE SPECIFIC ELECTIVES & COURSES

Discipline Specific Elective IV: Entrepreneurship Management & Family Business

SEMESTER V							SEMESTER VI						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	BBA3155	Psychological Aspects of Entrepreneurs	3	0	0	3	6	BBA3255	New Venture financing	3	0	0	3
2	BBA3156	Translating Business Model in Startup	3	0	0	3	7	BBA3256	Scaling Excellence through Innovation & Incubation	3	0	0	3
3	BBA3157	Small Enterprise & Family Business Management	3	0	0	3	8	BBA3257	Enterprise Registration and Compliance Management	3	0	0	3
4	BBA3158	Growing the Family Business in Global Environment	3	0	0	3	9	BBA3258	Technology and Entrepreneurship	3	0	0	3
5	BBA3159	Strategies for Small Business Management	3	0	0	3	10	BBA3259	Social Entrepreneurship	3	0	0	3

		TOTAL	9	0	0	9			TOTAL	9	0	0	9
SEMESTER VII							SEMESTER VIII						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
11	BBA4155	Foreign Trade Policies and Procedures	3	0	0	3	15	BBA4255	Enterprise Ethics & Society	3	0	0	3
12	BBA4156	Marketing for Startups	3	0	0	3	16	BBA4256	Entrepreneurship & IP Strategy	3	0	0	3
13	BBA4157	Working Capital Financing Management	3	0	0	3	17	BBA4257	Project Planning and Proposal Development	3	0	0	3
14	BBA4158	Entrepreneurship & Industry 4.0	3	0	0	3	18	BBA4258	Operations of Failed Start-ups	3	0	0	3
		TOTAL	12 /9	0	0	12 /9			TOTAL	12 /9	0	0	12 /9