

**Program Structure-BBA Hons. /Hons. with Research
(2024-2028)**

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	1	0	2	2	
	BBA1021	Universal Human Values	2	0	0	2	XXXXXXX	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			18	2	4	22	
Total Contact Hours (L + T + P)			21			Total Contact Hours (L + T + P)			24				

Year	III SEMESTER						IV SEMESTER					
II	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
	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 (MLC)	2	0	0	2
	LCM2120	Business and Corporate Laws	4	0	0	4	CHY1003	Environmental Science	3	0	0	3
	LLC2018	Foreign Language-I	3	0	0	3	LLC2218	Foreign Language-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)			23			

Year	V SEMESTER						VI SEMESTER					
III	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
	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			19		

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			

*DSE: Discipline Specific Elective

- BBA (Hons.)/ (Hons. With Research) students, must complete 19 credits in VII semester and 21 credits in VIII Semester.
- BBA (Hons. With Research) students will only opt for three electives (DSE) courses each offered in VII and VIII Semester

Discipline Specific Electives

Discipline Specific Elective I: Human Resource Management

[illegible]

Discipline Specific Elective II: Marketing

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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	11	BBA4145	Product & Brand Management	3	0	0	3
2	BBA3146	Advertising Management	3	0	0	3	12	BBA4146	Consumer Behaviour	3	0	0	3
3	BBA3147	Green Marketing	3	0	0	3	13	BBA4147	International Marketing	3	0	0	3
4	BBA3148	B2B Marketing	3	0	0	3	14	BBA4148	Marketing Analytics	3	0	0	3
5	BBA3149	Travel And Tourism Marketing	3	0	0	3	15	BBA4245	Rural Marketing	3	0	0	3
6	BBA3245	Integrated Marketing Communication	3	0	0	3	16	BBA4246	Industrial Marketing	3	0	0	3
7	BBA3246	Marketing of Services	3	0	0	3	17	BBA4247	Retail Management	3	0	0	3
8	BBA3247	Digital Marketing	3	0	0	3	18	BBA4248	AI in Marketing	3	0	0	3
9	BBA3248	Public Relation and Event Management	3	0	0	3							
10	BBA3249	Luxury Marketing	3	0	0	3							

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

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	11	BBA4150	Investment Banking & Financial Services	3	0	0	3
2	BBA3151	Direct Taxes	3	0	0	3	12	BBA4151	International Financial Management	3	0	0	3
3	BBA3152	Microfinance	3	0	0	3	13	BBA4152	Capital Market Operation	3	0	0	3
4	BBA3153	Security Analysis & Portfolio Management	3	0	0	3	14	BBA4153	Advanced Accounting	3	0	0	3
5	BBA3154	Financial Statement Analysis & Reporting	3	0	0	3	15	BBA4250	Behavioral Finance	3	0	0	3
6	BBA3250	Mergers and Acquisition	3	0	0	3	16	BBA4251	Fixed Income Securities	3	0	0	3
7	BBA3251	Indirect Taxes	3	0	0	3	17	BBA4252	Strategic Cost Management	3	0	0	3
8	BBA3252	Introduction to FinTech	3	0	0	3	18	BBA4253	Global Financial Markets & Products	3	0	0	3
9	BBA3253	Financial Derivatives	3	0	0	3							
10	BBA3254	Personal Financial Planning	3	0	0	3							

Discipline Specific Elective IV: Entrepreneurship Management & Family Business

Semester 3 Courses							Semester 4 Courses						
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	11	BBA4155	Foreign Trade Policies and Procedures	3	0	0	3
2	BBA3156	Translating Business Model in Startup	3	0	0	3	12	BBA4156	Marketing for Startups	3	0	0	3
3	BBA3157	Small Enterprise & Family Business Management	3	0	0	3	13	BBA4157	Working Capital Financing Management	3	0	0	3
4	BBA3158	Growing the Family Business in Global Environment	3	0	0	3	14	BBA4158	Entrepreneurship & Industry 4.0	3	0	0	3
5	BBA3159	Strategies for Small Business Management	3	0	0	3	15	BBA4255	Enterprise Ethics & Society	3	0	0	3
6	BBA3255	New Venture financing	3	0	0	3	16	BBA4256	Entrepreneurship & IP Strategy	3	0	0	3
7	BBA3256	Scaling Excellence through Innovation & Incubation	3	0	0	3	17	BBA4257	Project Planning and Proposal Development	3	0	0	3
8	BBA3257	Enterprise Registration and Compliance Management	3	0	0	3	18	BBA4258	Operations of Failed Start-ups	3	0	0	3
9	BBA3258	Technology and Entrepreneurship	3	0	0	3							
10	BBA3259	Social Entrepreneurship	3	0	0	3							