

BBA Course Structure							
Semester I							
S. No	Type of Course	Code	Title of the Course	Contact Hours Per Week			
				L	T	P	C
1	CC	MGT101	Principles of Management	3	1	0	4
2	CC	MGT102	Principles of Economics	3	1	0	4
3	CC	MGT121	Financial Accounting	3	1	0	4
4	AEC	AEC105	Business Communication- I	1	1	0	2
5	AEC	AEC121	General English	1	1	0	2
6	VAC	VAC105	Community Engagement & Social Responsibility	2	0	0	2
7	MDE	IKS121	Indian Knowledge System	2	0	0	2
8	AEC	AEC107/108/109	French-I/German-I/Spanish-I	2	0	0	2
9	SEC	GEN101	AI for Everyone	2	0	0	2
Semester Credits							24
Semester II							
10	CC	MGT103	Behavioural Science	3	1	0	4
11	CC	MGT104	Business Mathematics and Statistics	3	1	0	4
12	CC	MGT106	Management Accounting	3	1	0	4
13	SEC	SEC151	Basics of Data Analytics	0	0	2	2
14	VAC	VAC111	Environmental Science and Sustainability	1	1	0	2
15	AEC	AEC110/111/112	French-II/German-II/Spanish-II	1	1	0	2
16	AEC	AEC115	Business Communication-II	1	1	0	2
17	MDC	COM121	Basics of Insurance	2	1	0	3
		CLL103	Soft Skills and Aptitude I	1	0	0	1
Semester Credits							24
Semester III							
18	CC	MGT208	Marketing Management	3	1	0	4
19	CC	MGT209	Human Resource Management	3	1	0	4
20	CC	MGT203	Legal and Ethical Issues in Business	3	1	0	4
21	MDC		Introduction to Digital	2	1	0	3

		BGA203	Media				
22	AEC	AEC106	Professional Communication Skills	2	0	0	2
23	SEC	SEC157	Management Information System	2	0	0	2
24	VAC	VAC211	Disaster Management	2	0	0	2
		CLL203	Soft Skills and Aptitude II	1	0	0	1
Semester Credits							22
Semester IV							
25	CC	MGT211	Research Methodology	3	1	0	4
26	CC	MGT210	Entrepreneurship and Startup Ecosystem	3	1	0	4
27	CC	MGT206	Financial Management	3	1	0	4
28	CC	MGT207	Operations Management	3	1	0	4
29	VAC	VAC212	International Business	2	0	0	2
30	SEC	SEC158	Design Thinking and Innovation	1	1	0	2
31	SEC	SEC159	Data Analysis for Business using AI	0	0	2	2
		CLL204	Soft Skills and Aptitude III				1
Semester Credits							23
Semester V							
32	CC	MGT301	Strategic Management	3	1	0	4
33	CC	MGT302	Logistics and Supply Chain Management	3	1	0	4
34	DSE-I(MM/HR/FIN/BA/LSCM)	MM301/F M301/HR 301/BA30 1/SCM30 1/DM301	Discipline Specific Electives - I	3	1	0	4
35	DSE-II(MM/HR/FIN/BA/LSCM))	MM302/F M302/HR 302/BA30 2/SCM30 2/DM302	Discipline Specific Electives - II	3	1	0	4
36	SEC	SEC160	Major Project(evaluation in 6th sem)				
37	SEC	INT301	Internship				4
38	DSE(NON CREDIT)	DSE301	Discipline Specific Elective (Audit Course)	0	0	0	0
		CLL303	Soft Skills and Aptitude IV				1
Semester Credits							21
Semester VI							
39	CC	MGT333	Project Management	3	1	0	4
40	CC	MGT304	Business Taxation	3	1	0	4
41	SEC	MGT428	Business Ethics and Corporate Governance	2	0	0	2
42	DSE-III((MM/HR/FI N/BA/LSCM)	MM303/F M303/HR 303/BA30 3/SCM30	Discipline Specific Electives - III	3	1	0	4

		3/DM303					
43	DSE-IV(MM/HR/FI N/BA/LSCM)	MM304/F M304/HR 304/BA30 4/SCM30 4/DM304	Discipline Specific Electives - IV	3	1	0	4
44	SEC	SEC160	Major Project [Initiated in 5th Semester]	0	0	0	4
45	DSE(NON CREDIT)	DSE302	Discipline Specific Elective (Audit Course)				0
		CLL304	Soft Skills and Aptitude V				1
Semester Credits							23
Semester VII							
46	CC	MGT401	AI for Business OR Online Course	3	1	0	4
47	CC	MGT402	Entrepreneurial Leadership	2	2	0	4
48	DSE-V((MM/HR/FI N/BA/LSCM))	MM401/F M401/HR 401/BA40 1/SCM40 1/DM401	Discipline Specific Electives - V	3	1	0	4
49	DSE-VI(MM/HR/FI N/BA/LSCM)	MM402/F M402/HR 402/BA40 2/SCM40 2/DM402	Discipline Specific Electives - VI	3	1	0	4
50	SEC	SEC162	Dissertation work [evaluation in Eighth semester]	0	0	0	-
51	SEC	SEC161	CAPSTONE PROJECT	0	0	4	4
		CLL405	Soft Skills and Aptitude VI				1
Semester Credit							21
Semester VIII							
49	DSE-VII(MM/HR/FI N/BA/LSCM)	MM403/F M403/HR 403/BA40 3/SCM40 3/DM403	Discipline Specific Electives - VII				4
50	DSE-VIII(MM/HR/FI N/BA/LSCM)	MM404/F M404/HR 404/BA40 4/SCM40 4/DM404	Discipline Specific Electives - VIII				4
53	DSE-IX(MM/HR/FI N/BA/LSCM)	MM405/F M405/HR 405/BA40 5/SCM40 5/DM405	Discipline Specific Electives - IX				4
54	SEC	SEC162	Dissertation work [Started in Seventh semester]	0	0	1 6	8
Total Semester Credit							20
Total Credits of the Program after 4th Year							178

Discipline Specific Electives(DSE-MM/HR/FM/BA/SCM)**Marketing Management(DSE)**

Sem	Course Name	Course Code	L	T	P	C
V	Introduction to Digital Marketing	MM301	3	1	0	4
V	Sales and Distribution Management	MM302	3	1	0	4
VI	Consumer Behaviour	MM303	3	1	0	4
VI	Integrated Marketing Communication	MM304	0	0	3	4
VII	Services Marketing	MM401	3	1	0	4
VII	Sustainable Marketing	MM402	3	1	0	4
VIII	Marketing Analytics	MM403	0	0	4	4
VIII	AI and Technology in Marketing	MM404	3	1	0	4
VIII	Content Creation and Digital Influence	MM405	3	1	0	4

Digital Marketing (DSE)

Sem	Paper Name	Paper Code	L	T	P	C
V	Introduction to Digital Marketing	DM301	3	1	0	4
V	Integrated Marketing Communication	DM302	3	1	0	4
VI	Consumer Decision Making in Digital Era	DM303	3	1	0	4
VI	Marketing Analytics	DM304	0	0	3	4
VII	AI driven Digital Marketing	DM401	3	1	0	4
VII	Digital Campaign Management	DM402	3	0	1	4
VIII	Search Engine Marketing and Search Engine Optimisation	DM403	0	0	4	4
VIII	Content Creation and Digital Influence	DM404	3	1	0	4
VIII	Ethical and Legal Issues in	DM405	3	1	0	4

	Digital Marketing					
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BA(DSE)

Sem	Course Name	Course Code	L	T	P	C
V	Introduction to Data Analytics using Spreadsheet	BA301	0	0	3	4
V	Business Intelligence & Data Driven Decision Making	BA302	3	1	0	4
VI	Big Data & Cloud Computing	BA303	3	1	0	4
VI	Data Analytics using R	BA304	0	0	3	4
VII	SQL and Data Warehousing/ Business Reporting using Power BI/TABLEAU	BA401	0	0	4	4
VII	Machine Learning using Python	BA402	0	0	4	4
VIII	Advanced Statistical Modelling	BA403	0	0	3	4
VIII	Analytics for Competitive Advantage	BA404	0	0	4	4
VIII	Cyber Threats & Securities	BA405	3	1	0	4

HR (DSE)

Sem	Course Name	Course Code	L	T	P	C
V	Industrial Relations & Labour Laws	HR301	0	0	3	4
V	Performance Management System.	HR302	3	1	0	4
VI	Compensation & Rewards Management	HR303	3	1	0	4
VI	Human Resource Information Systems	HR304	0	0	3	4
VII	Talent Acquisition	HR401	3	1	0	4
VII	Training & Development	HR402	0	0	3	4
VIII	Strategic Human Resource	HR403	0	0	3	4

	Management					
VIII	Organizational Change and Development	HR404	0	0	3	4
VIII	Cross Cultural Management	HR405	3	1	0	4

LSCM(DSE)

Sem	Course Name	Course Code	L	T	P	C
V	Supply Chain Analytics	SCM301	0	0	3	4
V	Procurement and Purchasing Fundamentals	SCM302	3	1	0	4
VI	Warehouse Management	SCM303	3	1	0	4
VI	Basics of Inventory Management	SCM304	0	0	3	4
VII	Transportation and Distribution Management	SCM401	3	1	0	4
VII	Global Trade Operations and Forwarding	SCM402	0	0	3	4
VIII	Liner Shipping	SCM403	0	0	3	4
VIII	Basics of Green Supply Chain	SCM404	0	0	3	4
VIII	Customer Service in Supply Chains	SCM405	3	1	0	4

FM(DSE)

Sem	Course Name	Course Code	L	T	P	C
V	Financial Institutions & Markets	FM301	3	1	0	4
V	Banking & Insurance Management	FM302	3	1	0	4
VI	Financial Services	FM303	3	1	0	4
VI	Investment Management	FM304	3	1	0	4
VII	Corporate Finance	FM401	3	1	0	4
VII	Mergers, Acquisitions & Corporate Restructuring	FM402	3	1	0	4
VIII	Securities Analysis and Portfolio Management	FM403	3	1	0	4
VIII	International Finance	FM404	3	1	0	4
VIII	Financial Analytics	FM405	0	0	3	4

