

Semester wise Structure and Curriculum for UGC course in BBA

SEMESTER-I

SEMESTER-I						
S.No.	Course Code	CourseTitle	L	T	P	Credit
3WEEKSCOMPULSORYINDUCTIONPROGRAM(UHV-I)						
1	CC101	PrinciplesandPracticesof Management	3	1	0	4
2	AEC101	BusinessCommunication-I	1	1	0	2
3	CC102	Financialaccounting	3	1	0	4
4	CC103	BusinessStatisticsandLogic	3	1	0	4
5	AEC102	GeneralEnglish	1	1	0	2
6	MDE101	IndianKnowledgeSystem^	2	0	0	2
7	VAC101	EnvironmentalScienceand sustainability	2	0	0	2
8	AEC103	Additional Course - Indianor Foreign Language 1-1-0)) [op- tional course]*	1	1	0	0*
TOTAL						20

SEMESTER II

S.No.	Course Code	CourseTitle	L	T	P	Credit
1	CC201	HumanBehaviourandOrganization	3	1	0	4
2	CC202	MarketingManagement	3	1	0	4
3	CC203	BusinessEconomics	3	1	0	4
4	SEC201	EmergingTechnologiesandapplication	1	0	2	2
5	MDE201	MediaLiteracyandCritical Thinking	1	1	0	2
6	VAC201	IndianConstitution	2	0	0	2
7	AEC201	BusinessCommunication-II	1	1	0	2
8	AEC202	AdditionalCourse-IndianorForeign Language(1-1-0))[optionalcourse]*	1	1	0	0*
TOTAL						20

-

SEMESTER III

S. No.	Course Code	CourseTitle	L	T	P	Credit
1	CC301	CostandManagement Accounting	3	1	0	4
2	CC302	LegalandEthicalissuesinbusiness	3	1	0	4
3	CC303	HumanResourceManagement	3	1	0	4
4	MDE301	Indian SystemsofHealth and Wellness	1	1	0	2
5	SEC301	Management Information System (MIS)	2	0	4	4
6	VAC301	Yoga/Sports/NCC/NSS/Disaster Management	0	0	4	2
TOTAL						20

SEMESTERIV

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC401	EntrepreneurshipandStartupEcosystem	1	1	0	2
2	CC402	OperationsManagement	3	1	0	4
3	CC403	FinancialManagement	3	1	0	4
4	CC404	BusinessResearchmethodology	3	1	0	4
5	VAC401	Business environment and public policy [2-0-0] or Enterprise System and platforms [0-1-2] or Geo Politics and impact on business [2-0-0] or PublicHealthandmanagement[2-0-0]				2
6	CC405	InternationalBusiness	2	0	0	2
7	SEC401	Design ThinkingandInnovation	1	1	0	2
TOTAL						20

SEMESTER V

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC501	Strategic Management	3	1	0	4
2	CC502	Logistics and Supply Chain Management	3	1	0	4
3	DSEXXX	Discipline Specific Electives-I				4
4	DSEXXX	Discipline Specific Electives-II				4
5	SEC501	Internship/capstone Project (refer Appendix-4)	-	-	-	4
6	SEC502	Major Project [evaluation in sixth semester (refer Appendix -5)	-	-	-	0
7	DSE*	Discipline Specific Elective (Audit Course)	3	1	0	0
TOTAL						20

SEMESTER VI

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC601	Project Management	3	1	0	4
2	CC602	Business Taxation	2	0	0	2
3	DSEXXX	Discipline Specific Electives-III				4
4	DSEXXX	Discipline Specific Electives-IV				4
5	SEC601	Corporate Governance	2	0	0	2
6	SEC602	Major Project [Initiated in 5 th Semester] (refer Appendix-5)	-	-	-	4
7	DSEXX*	Discipline Specific Elective (Audit Course)	3	1	0	0
TOTAL						20

SEMESTER VII-(BBA(Honours))

S. No.	Course Code	Course Title	L	T	P	Credit
1	OE701	AI for Business; Diversity, Equity and Inclusion; Digital Ethnography and Online Communities	3	1	0	4
2	CC701	Entrepreneurial Leadership	2	2	0	4
3	DSEXXX	Discipline Specific Electives-V				4
4	DSEXXX	Discipline Specific Electives-VI				4
5	SEC701	Dissertation work [evaluation in Eight semester]	-	-	-	-
6	SEC702	Summer Internship-II (refer Appendix-6.1)	-	-	-	4
TOTAL						20

SEMESTER VIII-BBA (Honours)

S. No.	Course Code	CourseTitle	L	T	P	Credit
1	DSEXXX	DisciplineSpecificElectives-VII	3	1	0	4
2	DSEXXX	DisciplineSpecificElectives-VIII	3	1	0	4
3	DSEXXX	DisciplineSpecificElectives-IX	3	1	0	4
4	SEC801	Dissertation work [Started in Seventh semester]	-	-	-	8
TOTAL						20

SEMESTER VII-(BBA-(HonourswithResearch))

S. No.	Course Code	CourseTitle	L	T	P	Credit
1	CC701	AdvancedDataAnalysis Tools	2	0	4	4
2	CC702	Advanced Research Methodology	2	0	4	4
3	SEC701	Research Internship Report and Viva-Voce (referAppendix-6.2)	-	-	-	4
4	DSEXXX	DisciplineSpecificElectives-X				4
5	DSEXXX	DisciplineSpecificElectives-XI				4
TOTAL						20

SEMESTER VIII-(BBA-(HonourswithResearch))

S. No.	Course Code	CourseTitle	L	T	P	Credit
1	SEC801	Dissertation (For Research Track)*(referAppendix-7)	-	-	-	20
TOTAL						20

List of Discipline Specific Elective

S.No	Finance	Marketing	Human Resource Management	Business Analytics	International Business	Supply chain Management
1	International Financial Management	Consumer Behaviour	HRD –Systems &Strategies	DataAnalytics using R /Python	International TradePolicy&Strategy	Operations Strategy
2	Bankingand Insurance	Sales Marketing	Change Man-agemenptand Organizational Development	DataVisu-alizationusing tableau / Powerbi	Global Busi-nessEnviron-ment	Management Decision Models
3	Financial Markets Productsand Services	Retail Marketing	Training &Developme nt	Marketing Analytics	Transnational & Cross cultural Marketing	Quality Management andBusiness Process Improvement
4	Investment Analysis &Portfolio Management	Marketingof Services	Performance& Compensation Management	Finance Analytics	International Supply Chain Mgmt	International SupplyChain
5	Business Analysis& Valuation	Digital Marketing	Negotiation Skills	HRAnalytics	International Accounting & Reporting Sys-tem	Project Management
6	Financial Planning	Supply-Chain Management	CrossCulture HRM	SocialMedia & Web Analytics	International Ventures, Mergers &Acquisitions	Supply Chain Analytics
7	Behavioral Finance(Neuro Finance)	International Marketing	HRAnalytics		EXIM Policy and documentation	Inventory Management
8	Financial Derivatives	RuralMarketing	TeamBuilding intheorgani-zations			Logistics &Distributio n Management
9	Strategic Corporate Finance	Neuro-Marketing	Behavioral testing and trainingfor employee retention.			
10	Financial Modelling	B2B Marketing	Talentacqui-sition and management			
11	Financial Analytics	Integrated Marketing Communication	Compensation management			
12	DirectTax		EmployeeLife Cycle Management			
13	Sustainable Finance		Coaching& Mentoring			