



BBA Curriculum & Credit Distribution

BBA Program

Credit Distribution					
Semester	Total Credits	Management Courses	Interdisciplinary Courses	Communication and Soft Skills	Internships, Projects & Khoj Project.
I	22	15	4	3	0
II	22	15	2	3	2
III	23	15	2	3	0
IV	26	18	3	4	4
V	23	18	2	0	3
VI	24	18	0	0	6
Total	140	99	13	13	15

Course Curriculum

Semester - I			Semester - II		
Sr.	Course	Credit	Sr.	Course	Credit
1	Business Organisation	3	1	Principles of Management	3
2	Microeconomics	3	2	Macroeconomics	3
3	Business Accounting	3	3	Financial Management - 1	3
4	Marketing Management- 1	3	4	Marketing Management-2	3
5	IT in Management	3	5	Quantitative Techniques - 1	3
6	Psychology	2	6	Interdisciplinary	2
7	Inter disciplinary	2	7	Managerial Oral Communication	3
8	Written Analysis Communication	3	8	Social Immersion Project	2
	Total	22		Total	22

Semester - III			Semester - IV		
Sr.	Course	Credit	Sr.	Course	Credit
1	Quantitative Techniques - 2	3	1	Organisational Behaviour	3
2	HRM	3	2	Entrepreneurship	3
3	Financial Management - 2	3	3	Production & Operations Management	3
4	Business Law - 1	3	4	e-Business	3
5	Business & Economic Environment	3	5	International Trade and Business	3
6	Environment Science	3	6	Business Taxation	3
7	Sociology	2	7	Business Law - 2	2
8	Business Communication	3	8	Business Etiquettes & Soft Skills	2
			9	Corporate Internship	4
	Total	23		Total	26

Semester - V			Semester - VI		
Sr.	Course	Credit	Sr.	Course	Credit
1	Business Research Methods	3	1	Business Strategy	3
2	Supply Chain Management	3	2	CSR and Ethics in Business	3
3	Project (Khoj, Interdisciplinary)	3	3	Business Research Project	6
4	Critical Reasoning	2			
	Electives - Any 4	12		Electives - Any 4	12
	Total	23		Total	24

Note: Electives are distributed across four groups, HR, Marketing, Finance and Others. Each student can select one elective from each group in semester V and VI respectively. The list of Electives is updated every semester to offer contemporary electives to the students.

List of Electives (Selected)

Semester - V	Semester - VI
HR Group	HR Group
Training and Development	Change Management
Compensation Management	Labour Laws and Legislations
Recruitment and Selection	Strategic HR
Finance Group	Finance Group
Budgeting and Costing	Portfolio Management
Personal Finance	Banking and Insurance
Financial Markets	Fixed Income
Marketing Group	Marketing Group
Brand Management	Consumer Behaviour
Social Media Marketing	International Marketing
Sales Management	Advertising & Promotion
Others	Others
Customer Relationship Management	Logistics Management
Project Management	Rural Marketing
Export and Import Management	Small and Medium Enterprises
	Foreign Trade