

**Navrachana University, Vadodara**  
**School of Business and Law**  
**BBA (Hons) Program - 2023-24: Curriculum**

Semester - I					Semester - II				
Sr.	Course Codes	Subject	Credits		Sr.	Course Codes	Subject	Credits	
1	HRM 101	Business Organisation	3	CC	1	HRM201	Principles of Management	3	CC
2	ECO105	Microeconomics	3	CC	2	ECO202	Macroeconomics	3	CC
3	FIN104	Business Accounting	3	CC	3	FIN206	Financial Management	3	CC
4	MKT 101	Introduction to Marketing	3	CC	4	MKT203	Marketing Management	3	CC
5	MGT103	IT in Management	3	SEC	5	OPR201	Quantitative Techniques - 1	3	SEC
6	PSY103	Psychology	2	AEC	6	LSC209	Environment Science	3	AEC
8	COM114	Communication - I Think through Reading and Writing	2	AEC		COM209	Communication - II Discipline specific Thinking and Expression	2	AEC
						INT201	Social Immersion Project	2	P
<b>Total Credits</b>			<b>19</b>		<b>Total Credits</b>			<b>22</b>	

CC=Core Course, SEC=Skill Enhancement Course, AEC=Ability Enhancement Course, GE=General Elective, DSE=Discipline Specific Elective

Semester - III					Semester - IV				
1	FIN301	Advance Financial Management	3	CC	1	BUS404	International Trade and Business	3	CC
2	HR201	Human Resource Management	3	CC	2	FA219	Business Taxation	3	SEC
3	LW204	Business Law	3	CC	3	HR202	Organizational Behaviour	3	CC
4	MT304	Quantitative Techniques - 2	3	SEC	4	ENT104	Business Planning	3	SEC
5	MG231	Entrepreneurship	3	CC	5	MG215	Production and Operations Management	3	CC
6	IT243	E-Business	3	SEC	6	BUS405	Business Etiquettes	2	AEC
7	LC246	Business Communication	2	AEC	7	ENT402	Business & Regulatory Environment	3	CC
					8	PS242	Corporate Internship	4	P
<b>Total Credits</b>			<b>20</b>		<b>Total Credits</b>			<b>24</b>	

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Semester - V					Semester - VI				
1	MGT601	Business Analytics	3	SEC		BUS601	Business Strategy	3	CC
2	HS 302	Business Research Methods	3	CC		MG315	CSR and Ethics in Business	3	CC
3	PS 207	Project Khoj	3	GE		PS342	Business Research Project	6	P
<b>Discipline Specific Electives - Any 3</b>			<b>9</b>		<b>Discipline Specific Electives - Any 3</b>			<b>9</b>	
<b>Total</b>			<b>18</b>		<b>Total</b>			<b>21</b>	

**Exit after 3 Years - BBA Degree**

**Total Credit = 142**

**Mandatory Credit = 121**

**Free Elective Credits = 21**

**Semester - VII**

**Semester - VIII**

1	Advance Level Electives	12			Internship/Entrepreneurship/ Research Project	15	
2	Advance Research Methods	3					
	<b>Total</b>	<b>15</b>			<b>Total</b>	<b>15</b>	

**Exit after 4 Years - BBA Hons Degree**

**Total Credit = 172**

**Proposed List of Electives for Year 3 and 4**

Code	Group and Course	Credit			Code	Group and Course	Credit	
<b>Group 1</b>				<b>Group 1</b>				
HR 304	Training and Development	3	DSE		LL302	Labour Laws and Legislation	3	DSE
FA 314	Budgeting and Costing	3	DSE		FA312	Portfolio Management	3	DSE
MK219	Brand Management	3	DSE		MK 303	Consumer Behaviour	3	DSE
ENT501	New Venture Creation	3	DSE		ENT601	Family Business Management	3	DSE
MG307	Project Management	3	DSE		ITC503	Data Visualisation	3	GE
<b>Group 2</b>				<b>Group 2</b>				
HR 309	Recruitment and Selection	3	DSE		HR215	Performance Management	3	DSE
FA302	Corporate Finance	3	DSE		FA319	Personal Finance	3	DSE
MK 309	Social Media Marketing	3	DSE		MM301	Strategic Marketing Management	3	DSE
FIN501	Financial Investment and Trading	3	DSE		FIN601	Forensic Accounting	3	DSE
LAW501	Intellectual Property Rights	3	GE		IB301	Export and Import Management	3	GE
<b>Group 3</b>				<b>Group 3</b>				
HR222	Compensation Management	3	DSE		HR221	Strategic HR	3	DSE
FA318	Financial Markets	3	DSE		FA301	Banking and Insurance	3	DSE
MG320	Sales Management	3	DSE		MK306	Advertising & Promotion	3	DSE
MKT501	Digital Marketing	3	GE		FIN602	Mutual Funds and Alternative Investments	3	GE
ITC501	Data Analytics Using Excel	3	GE		MG305	Supply Chain Management	3	DSE
HRM601	Cross Cultural HRM	3	DSE		MK218	Industrial Marketing	3	DSE
MG301	Customer Relationship Management	3	DSE		MG324	Services and Operations Management	3	DSE
OPR501	Industry 4.0	3	GE					



