

**Navrachana University, Vadodara**  
**School of Business and Law**  
**BBA (Hons) Program - 2025-26: Curriculum**

**Semester - I**

**Semester - II**

Sr.	Course Codes	Subject	Credits		Sr.	Course Codes	Subject	Credits	
1	MGT104	Business Management	3	CC	1	ECO202	Macroeconomics	3	CC
2	ECO105	Microeconomics	3	CC	2	FIN206	Financial Management	3	CC
3	FIN104	Business Accounting	3	CC	3	MKT203	Marketing Management	3	CC
4	MKT 101	Introduction to Marketing	3	CC	4	OPR201	Quantitative Techniques - 1	3	SEC
					5	LW204	Business Law	3	CC
					6	INT201	Social Immersion Project	2	P
<b>Total Credits</b>			<b>12</b>		<b>Total Credits</b>			<b>17</b>	

Plus 15 Credits of Common Foundation Program comprising of Communication I (2 Cr), Communication II (2 Cr), Critical Thinking and Research (2 Cr), Environmental Studies and Climate Change (3 Cr), Humanities (3 Cr), Data Science (3 Cr)

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	MT304	Quantitative Techniques - 2	3	SEC	3	HR202	Organizational Behaviour	3	CC
4	MG231	Entrepreneurship	3	CC	4	ENT104	Business Planning	3	SEC
5	IT243	E-Business	3	SEC	5	MG215	Production and Operations Management	3	CC
6	LC246	Business Communication	2	AEC	6	BUS405	Business Etiquettes	3	AEC
					7	PS242	Corporate Internship	4	P
<b>Total Credits</b>			<b>17</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 - 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>	

**Semester - VII**

**Semester - VIII**

1	ENT402	Business & Regulatory Environment	3	CC	1		Advance Level Electives	6	CC
2		Advance Research Methods	3	CC	2		Decision Science	3	CC

3	Analytical Writing	3	AEC	3	Internship/ Entrepreneurship/ Research Project	6	P
4	Advance Level Elective	3					
	<b>Total</b>	<b>12</b>			<b>Total</b>	<b>15</b>	

**Core Credit = 134**  
**Common Foundation Credits = 15**  
**Elective Credits = 21**  
**Total Credits = 170**

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

Code	Group and Course	Credit			Code	Group and Course	Credit	
<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	GE		ENT001	Business Valuations	3	GE
MG307	Project Management	3	DSE		ITC503	Data Visualisation	3	GE
<b>Group 2</b>								
HR 309	Recruitment and Selection	3	DSE		New	Risk 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		HR221	Strategic HR	3	DSE
LAW501	Intellectual Property Rights	3	GE		IB301	Export and Import Management	3	GE
<b>Group 3</b>								
HR222	Compensation Management	3	DSE		HR215	Performance Management	3	DSE
FA318	Financial Markets	3	DSE		FA301	Banking and Insurance	3	DSE
MG320	Sales Management	3	DSE		MK306	Advertising & Promotion	3	DSE
ITC501	Data Analytics Using Excel	3	GE		MG305	Supply Chain Management	3	DSE
MG301	Customer Relationship Management	3	GE		MK218	Industrial Marketing	3	DSE
<b>Group 4</b>								
HRM601	Cross Cultural HRM	3	DSE		MG324	Services and Operations Management	3	DSE
MKT501	Digital Marketing		GE		New	Risk Management	3	DSE
OPR501	Industry 4.0	3	DSE		HRM501	Diversity and Inclusion	3	DSE
New	Commodity Trading	3	DSE		FIN602	Mutual Funds and Alternative Investments	3	GE
FIN601	Forensic Accounting	3	DSE		ENT601	Family Business Management	3	DSE



