

Navrachana University, Vadodara
School of Business and Law
BBA (Hons) Program - 2026-27: Curriculum

Semester - I				Semester - II			
Sr.	Subject	Credits		Sr.	Subject	Credits	
1	Business Management	3	CC	1	Macroeconomics	3	CC
2	Microeconomics	3	CC	2	Financial Management	3	CC
3	Business Accounting	3	CC	3	Marketing Management	3	CC
4	Introduction to Marketing	3	CC	4	Quantitative Techniques - 1	3	SEC
				5	Business Law	3	CC
				6	Social Immersion Project	2	P
	Total Credits	12			Total Credits	17	
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	Advance Financial Management	3	CC	1	International Trade and Business	3	CC
2	Human Resource Management	3	CC	2	Business Taxation	2	SEC
3	Quantitative Techniques - 2	3	SEC	3	Organizational Behaviour	3	CC
4	Entrepreneurship	3	CC	4	Business Planning	3	SEC
5	E-Business	3	SEC	5	Production and Operations Management	3	CC
6	Business Communication	2	AEC	6	Business Etiquettes	2	AEC
				7	Corporate Internship	4	P
	Total Credits	17			Total Credits	20	
CC=Core Course, SEC=Skill Enhancement Course, AEC=Ability Enhancement Course, GE=General Elective, DSE=Discipline Specific Elective							
Semester - V				Semester - VI			
1	Business Analytics	3	SEC		Business Strategy	3	CC
2	Business Research Methods	3	CC		CSR and Ethics in Business	3	CC
3	Project Khoj	3	GE		Business Research Project	6	P
	Discipline Specific Electives -	9			Discipline Specific Electives - Any	9	
	Total	18			Total	21	
Semester - VII				Semester - VIII			

1	Advance Level Electives	6	CC	1	Advance Level Electives	6	DSE
2	Design Thinking & Innovation	2	CC	2	Analytical Writing	2	SEC
3	AI in Business	2	AEC	3	Internship/Entrepreneurship/ Research Project	12	P
4	Choice Based Electives	7	CBE				
5	Advance Research Methods	3	CC				
	Total	20			Total	20	
Proposed List of Electives for Year 3 & 4							
	Group and Course	Credit			Group and Course	Credit	
	Group 1				Group 1		
	Training and Development	3	DSE		Labour Laws and Legislation	3	DSE
	Budgeting and Costing	3	DSE		Portfolio Management	3	DSE
	Brand Management	3	DSE		Consumer Behaviour	3	DSE
	New Venture Creation	3	GE		Business Valuations	3	GE
	Project Management	3	DSE		Data Visualisation	3	GE
	Group 2				Group 2		
	Recruitment and Selection	3	DSE		Risk Management	3	DSE
	Financial Markets	3	DSE		Personal Finance	3	DSE
	Social Media Marketing	3	DSE		Strategic Marketing Management	3	DSE
	Financial Investment and Trading	3	DSE		Strategic HR	3	DSE
	Customer Relationship Management	3	GE		Export and Import Management	3	GE
	Group 3				Group 3		
	Compensation Management	3	DSE		Performance Management	3	DSE
	Corporate Finance	3	DSE		Banking and Insurance	3	DSE
	Sales Management	3	DSE		Advertising & Promotion	3	DSE
	Data Analytics Using Excel	3	GE		Supply Chain Management	3	DSE
	Intellectual Property Rights	3	GE		Industrial Marketing	3	DSE
	Group 4				Group 4		
	Cross Cultural HRM	3	DSE		Services and Operations Management	3	DSE
	Digital Marketing		GE		Risk Management	3	DSE
	Industry 4.0	3	DSE		Diversity and Inclusion	3	DSE
	Commodity Trading	3	DSE		Mutual Funds and Alternative Investments	3	GE
	Forensic Accounting	3	DSE		Family Business Management	3	DSE

