

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)

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

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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

