

BBA (Hons.) Programme Programme Structure

SEMESTER 1												
Abbreviation	Course Name	Credits	Teaching Scheme / Contact Hours				Assessment / Evaluation Scheme					
			Theory		Practical		Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
SKE	Communicative English- I	2	---	---	2	2	---	---	---	40	60	100
	Computer Fundamentals and Applications - I	2	---	2	---	2	---	---	---	40	60	100
COR	Principles and Practices of Management	3	---	---	3	3	40	60	100	---	---	---
	Business Economics	3	---	---	3	3	40	60	100	---	---	---
FON	Introduction to Logic	3	---	---	3	3	40	60	100	---	---	---
	Business Mathematics	3	---	---	3	3	40	60	100	---	---	---
FUN	Fundamentals of Accounting	4	---	---	4	4	40	60	100	---	---	---
GCT	Environmental Science and SDGs	2	---	---	2	2	---	---	---	40	60	100
Total		22	---	2	20	22	200	300	500	120	180	300

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SEMESTER 2												
Abbreviation	Course Name	Credits	Teaching Scheme / Contact Hours				Assessment / Evaluation Scheme					
			Theory		Practical		Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
SKE	Communicative English- II	2	---	---	2	2	---	---	---	40	60	100
	Computer Fundamentals and Applications - II	2	---	2	---	2	---	---	---	40	60	100
COR	Organizational Behavior	3	---	---	3	3	40	60	100	---	---	---
	Business Environment	3	---	---	3	3	40	60	100	---	---	---
FON	Case Analysis	3	---	---	3	3	40	60	100	---	---	---
	Business Statistics	3	---	---	3	3	40	60	100	---	---	---
FUN	Cost and Management Accounting	4	---	---	4	4	40	60	100	---	---	---
GCT	Human Values and Ethics	2	---	---	2	2	---	---	---	40	60	100
VAE	Value Added Enhancement Liberal Arts (Any One Course)											
	Painting	2	---	---	2	2	---	---	---	40	60	100
	Photography	2	---	---	2	2	---	---	---	40	60	100
	Media and Graphics	2	---	---	2	2	---	---	---	40	60	100
	Music	2	---	---	2	2	---	---	---	40	60	100
	Dramatics	2	---	---	2	2	---	---	---	40	60	100
	Contemporary Dance	2	---	---	2	2	---	---	---	40	60	100
Total		24	---	2	24	26	200	300	500	160	240	400

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SEMESTER 3												
Abbreviation	Course Name	Credits	Teaching Scheme / Contact Hours				Assessment / Evaluation Scheme					
			Theory		Practical		Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
SKE	Digital Communication	2	---	---	2	2	---	---	---	40	60	100
	Marketing Management	4	---	---	4	4	40	60	100	---	---	---

FUN	Operations Management	4	---	---	4	4	40	60	100	---	---	---
	Financial Management	4	---	---	4	4	40	60	100	---	---	---
	Human Resource Management	4	---	---	4	4	40	60	100	---	---	---
PRO	Company Affairs and Management	3	---	---	3	3	40	60	100	---	---	---
SSE	Banking and Insurance - I	3	---	3	---	3	---	---	---	40	60	100
VAE	CPI (Creativity, Problem Solving and Innovation)	2	---	---	2	2	---	---	---	40	60	100
Total		26	--	3	23	26	200	300	500	120	180	300

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SEMESTER 4												
Abbreviation	Course Name	Credits	Teaching Scheme / Contact Hours				Assessment / Evaluation Scheme					
			Theory		Practical		Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
SKE	Contributory Personality Development	2	---	---	2	2	---	---	---	40	60	100
COR	Legal Aspects of Business	3	---	---	3	3	40	60	100	---	---	---
FON	Research Methodology	3	---	---	3	3	40	60	100	---	---	---
	Operations Research	3	---	---	3	3	40	60	100	---	---	---
FUN	Taxation	4	---	---	4	4	40	60	100	---	---	---
PRO	Project Management	3	---	---	3	3	---	---	---	40	60	100
SSE	Banking and Insurance -II	3	---	3	---	3	---	---	---	40	60	100
Total		21	0	3	18	21	160	240	400	120	180	300

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SEMESTER 5													
Abbreviation	Course Name	Credits	Teaching Scheme / Contact Hours				Assessment / Evaluation Scheme						
			Theory		Practical		Theory			Practical			
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total	
IRO	Organizational Attachment Programme (OAP) Summer Internship	6	---	6	---	6	---	---	---	40	60	100	
COR	Strategic Management	3	---	---	3	3	40	60	100	---	---	---	
	Management Information Systems	3	---	---	3	3	40	60	100	---	---	---	
DSE	Choice-Based Discipline Specific Elective(s) (Any Two Streams - Two Courses in each Stream / Semesters 5-6)												
	Business Analytics												
		Introduction to Business Analytics	4	---	---	4	4	100	100	100	---	---	---
		Software Based Statistical Analysis - I	4	---	4	---	4	---	---	---	40	60	100
		Machine Learning	4	---	4	---	4	---	---	---	40	60	100
	Accountancy (AccTech)												
		Financial Statement Analysis	4	---	---	4	4	40	60	100	---	---	---
		Accounting for Service Sector	4	---	---	4	4	40	60	100	---	---	---
		Corporate Audit	4	---	---	4	4	40	60	100	---	---	---
	Finance (FinTech)												
		Corporate Finance	4	---	---	4	4	40	60	100	---	---	---
		Indian Financial System	4	---	---	4	4	40	60	100	---	---	---
		Financial Modelling	4	---	4	---	4	---	---	---	40	60	100
	Marketing Management (MktTech)												
		Consumer Behavior	4	---	---	4	4	40	60	100	---	---	---
		Integrated Marketing Communication	4	---	---	4	4	40	60	100	---	---	---
		Marketing Analytics	4	---	4	---	4	---	---	---	40	60	100
Human Resource Management (HRTech)													

	Strategic Human Resource Management	4	---	---	4	4	40	60	100	---	---	---	
	Industrial Relations and Compensation Management	4	---	---	4	4	40	60	100	---	---	---	
	HR Analytics	4	---	4	---	4	---	---	---	40	60	100	
SSE	Sector Specific Elective (Any One)												
	Information Technology - I	3	---	---	3	3	---	---	---	40	60	100	
	Healthcare Management-I	3	---	---	3	3	---	---	---	40	60	100	
	Logistics and Supply Chain Management-I	3	---	---	3	3	---	---	---	40	60	100	
	Public Policy and Administration - I	3	---	---	3	3	---	---	---	40	60	100	
Total		31	---			31	Internal: 320			External: 480			Total: 800
Note		No. of Credits (Theory / Practical) and Assessment / Evaluation Scheme shall be based on Stream / Elective Course(s) Offering / Selection as per University Policy											

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SEMESTER 6													
Abbreviation	Course Name	Credits	Teaching Scheme / Contact Hours				Assessment / Evaluation Scheme						
			Theory	Practical	Contact Hours	Total Hours	Theory			Practical			
							Internal	External	Total	Internal	External	Total	
COR	Entrepreneurship Development	3	---	---	3	3	40	60	100	---	---	---	
DSE	Choice-Based Discipline Specific Elective(s) Any Two Streams - Two Courses in each Stream / Semesters 5-6												
	Business Analytics												
		Data Modelling	4	---	4	---	4	---	---	---	40	60	100
		Software Based Statistical Analysis - II	4	---	4	---	4	---	---	---	40	60	100
		Data Mining	4	---	4	---	4	---	---	---	40	60	100
	Accountancy (AccTech)												
		Accounting For Business Decisions	4	---	---	4	4	40	60	100	---	---	---
		Mergers and Acquisitions	4	---	---	4	4	40	60	100	---	---	---
		AccTech: Introductions and Applications	4	---	4	---	4	---	---	---	40	60	100
	Finance (FinTech)												
		Investment and Risk Management	4	---	---	4	4	40	60	100	---	---	---
		International Finance	4	---	---	4	4	40	60	100	---	---	---
		Fintech: Introduction and Applications	4	---	4	---	4	---	---	---	40	60	100
	Marketing Management (MktTech)												
		Sales, Retail and Distribution Management	4	---	---	4	4	40	60	100	---	---	---
		Strategic Brand Management	4	---	---	4	4	40	60	100	---	---	---
		Marketing Metrics	4	---	4	---	4	---	---	---	40	60	100
	Human Resource Management (HRTech)												
		Organization and Change Development	4	---	---	4	4	40	60	100	---	---	---
		Labor Laws	4	---	---	4	4	40	60	100	---	---	---
	Human Resource Information System	4	---	4	---	4	---	---	---	40	60	100	
SSE	Sector Specific Elective (Any One)												
	Information Technology - II	3	---	---	3	3	---	---	---	40	60	100	
	Healthcare Management-II	3	---	---	3	3	---	---	---	40	60	100	
	Logistics and Supply Chain Management-II	3	---	---	3	3	---	---	---	40	60	100	
	Public Policy and Administration - II	3	---	---	3	3	---	---	---	40	60	100	
IRO	Comprehensive Project	6	---	6	---	6	---	---	---	40	60	100	
Total		28	---			28	Internal: 280			External: 420			Total: 700
Note		No. of Credits (Theory / Practical) and Assessment / Evaluation Scheme shall be based on Stream / Elective Course(s) Offering / Selection as per University Policy											

Note: *Condition-25% of the Students Opting and / or Availability of Faculty

Category of Courses	Abbreviation	Category of Courses	Abbreviation
Skill Enhancement	SKE	Discipline Specific / Functional Electives	DSE
Core Compulsory	COR	Industry / Research Orientation	IRO
Functional Courses	FUN	Programme Core	PRO
Global Citizenship	GCT	Sector Specific Core Compulsory /Elective	SSE
Foundation Course	FON	Value-Added / Enhancement	VAE