

BBA, BBA Honors BBA Honors with Research (As per NEP 2020)

	Semester I			Semester II		
	Subject Code	Subject Name	Credits	Subject Code	Subject Name	Credits
FIRST YEAR	CC- I	Principles of Management	4	CC- II	Principles of Economics	4
	MC- I	Computer Applications in Business Processes	4	MC- II	Fundamentals of Information Security	4
	IDC- I	Statistics	3	IDC- II	Introduction to Psychology	3
	AEC- I	Effective English Communication	3	AEC- II	Functional English	2
	SEC- I	Fundamentals of Soft Skills	3	SEC- II	Digital Skills	3
	VAC- I	Personal & Family Health and Wellness	3	VAC- III	Human Values and Professional Ethics	2
	VAC- II	Understanding India	2	VAC- IV	Human Society in the Natural Environment :Sustainability Issues	3
	Total Credits			22	Total Credits	
				Total Credits in First Year		
				43		
				INTERNSHIP PROGRAM I [Duration 4 weeks]		
				43+4		

Note: CC- Core Course, MC- Minor Course, IDC – Inter Disciplinary Course, AEC- Ability Enhancement Course, SEC – Skill Enhancement Course, VAC- Value Added Course

	Semester III			Semester IV			
	Subject Code	Subject Name	Credits	Subject Code	Subject Name	Credits	
SECOND YEAR	CC- III	Fundamentals of Accounting	4	CC- V	Financial Management	4	
	CC- IV	Introduction to Marketing	4	CC- VI	Organizational Behavior	4	
	MC- III	Minor Course	4	CC- VII	Quantitative Business Methods	4	
	IDC- III	Introduction to Philosophy	3	MC- IV	Data Science for Managers	4	
	AEC- III	Academic Reading and Writing	2	MC- V	Minor Course	4	
	SEC- III	Impactful Presentations	3	AEC- IV	Introduction to Modern Indian Language(SWAYAM)	3	
	Total Credits			20	Total Credits		
					Total Credits		
			43	Cumulative Credits[FIRST YEAR + SECOND YEAR]			
				86			
				INTERNSHIP PROGRAM II [4 credits – Duration 4 weeks]			
				86+4			

Note:CC- Core Course, MC- Minor Course, IDC – Inter Disciplinary Course, AEC- Ability Enhancement Course, SEC – Skill Enhancement Course, Internship Program II is compulsory

Program Outcome

- Provides an understanding of tasks and functions of management, theories and overall practices in the field of management.
- Develops communication skills with knowledge in business communication.
- Familiarizes the student with computer usage and its application in the field of business.

Exit Option

Students exiting the programme after securing 43 credits will be awarded UG Certificate if they secure 4 credits in summer internship. If the student proposes to continue further after exit, then he/she has to join in third semester within three years of exit.

Continue Option

Students who wish to continue for Second Year is exempted from doing Internship Program I.

Minor Course (MC)	
MC-III	Business Laws
	Knowledge Management
MC-V	Corporate Laws
	Business Process Re-Engineering

Program Outcome

- To understand the concepts, strategies and issues involved in the exchange of products and services.
- To develop the understanding of accounts, business finance and investment decisions.
- To familiarize the student with legal perspective of the business and to give the basic knowledge about the rules and regulations of business execution.
- To inculcate the sense of preparedness, confidence and effectiveness for impactful presentation in real life scenarios, to make the candidate confident to face interviews and all kinds of presentations.

Exit Option

Students exiting the programme after securing 86 credits will be awarded UG Diploma if they secure additional 4 credits in summer internship. If the student proposes to continue further after exit, then he/she has to join in fifth semester within three years of exit.

Continue Option

Students who wish to continue for Third Year has to do Internship Program II.

THIRD YEAR	Semester V			Semester VI		
	Subject Code	Subject Name	Credits	Subject Code	Subject Name	Credits
	CC- VIII	Management Accounting	4	CC-XII	Business Strategy	4
	CC- IX	Human Resource Management	4	CC-XIII	Operations Management	4
	CC- X	Business Environment	4	CC-XIV	Leadership and Change Management	4
	CC-XI	Project Management	4	CC-XV	Industrial and Business Domain Analysis	4
	DSE-I	Discipline Specific Elective	4	DSE-II	Discipline Specific Elective	4
	Total Credits		20	Total Credits		20
	Total Credits in Third Year		40	Cumulative Credits[FIRST YEAR + SECOND YEAR+THIRD YEAR]		130

Note:CC- Core Course, MC- Minor Course, DSE- Discipline Specific Elective

Program Outcome

- To give the required knowledge about the external environment in which the business and the industry is thriving.
- To help students understand the managerial process along with the tools and techniques used in Project Management.
- To teach the basic techniques of how an organization acquires, rewards, motivates and manages its people effectively.
- To equip the students with basic management decisions regarding production, operation, designing decisions and designing of a production system.

Exit Option

Student who completes six semesters with 130 credits will be awarded Bachelor in Business Administration. If the student proposes to continue further after exit, then he/she has to join within three years of exit.

Continue Option

Students after completing Bachelor's Degree can either go for BBA Honors or Honors with Research if they maintain 7.5 CGPA.

Program Outcome

- To help the student understand professional augmentation taking place in the global as well as domestic business area.
- To reduce the gap between industry and academia, with the right blend of theory and practice.
- To nurture the talent of the students for becoming good leaders and assets for an organization.
- To gain in-depth knowledge and analytical skills which will enable students to efficiently and effectively carry out various trade and marketing operations of an organization in the emerging globalized environment.
- To develop critical attitude necessary for "life long learning" through this course.

FOURTH YEAR	Semester VII			Semester VIII		
	Subject Code	Subject Name	Credits	Subject Code	Subject Name	Credits
	CC- XVI	Management Control Information System	4	CC- XVIII	Design Thinking	4
	CC- XVII	Management Research Project-I	4	CC-XIX	Management Research Project –II	4
	DSE-III	Discipline Specific Elective	4	DSE-V	Discipline Specific Elective	4
	DSE-IV	Discipline Specific Elective	4	DSE-VI	Discipline Specific Elective	4
	MC-VI	Advanced Computing Techniques	4	MC-VII	Discipline Specific Elective	4
	Total Credits		20	Total Credits		20
	Total Credits in Fourth Year		40	Cumulative Credits[FIRST YEAR + SECOND YEAR+THIRD YEAR+FOURTH YEAR]		170

Note:CC- Core Course, MC- Minor Course, SEC- Skilled Enhancement Course, DSE- Discipline Specific Elective

	Semester VII			Semester VIII		
	Subject Code	Subject Name	Credits	Subject Code	Subject Name	Credits
FOURTH YEAR	CC- XVI	Research Methods –I	4	CC-XVII	Research Methods-II	4
	DSE- III	Discipline Specific Elective	4	DSE- VI	Discipline Specific Elective	4
	DSE- IV	Discipline Specific Elective	4	SEC-IV	Research Project/ Dissertation	12
	DSE- V	Discipline Specific Elective	4			
	MC-VI	Advanced Computing Techniques	4			
Total Credits			20	Total Credits		
Total Credits in Fourth Year			40	Cumulative Credits[FIRST YEAR + SECOND YEAR+THIRD YEAR+FOURTH YEAR]		170

Note:CC- Core Course, MC- Minor Course, SEC- Skilled Enhancement Course, DSE- Discipline Specific Elective

Program Outcome

- To help the student understand professional augmentation taking place in the global as well as domestic business area.

- To reduce the gap between industry and academia, with the right blend of theory and practice.
- To nurture the talent of the students for becoming good leaders and assets for an organization.
- To gain in-depth knowledge and analytical skills which will enable students to efficiently and effectively carry out various trade and marketing operations of an organization in the emerging globalized environment.
- To develop critical attitude necessary for “life long learning” through this course.
- To help students have a research approach which is focused, systematic and investigative to discover applications and uses of theories, knowledge and principles in actual work front and in solving practical work related problems.
- To help students in the future to identify policies, strategies and tactics that are most likely to succeed in the organization and to help the organization succeed in the competitive world by effective research methods.

Note: DSE-Discipline Specific Elective



Proposed Electives offered for 4 Year BBA

Finance	Semester	Marketing	Semester
Security Analysis	5	Services Marketing	5
Financial Risk and Derivatives Management	6	B2B Marketing	6
Banking and Financial Services	7	Introduction to Marketing Analytics	7
Financial Statement Analysis	7	Brand Management	7
Financial Analytics	7	Marketing Communication	7
Strategic Financial Management	8	Introduction to Sales Management	7
Portfolio Management	8	Strategic Marketing	8
FinTech	8	Marketing Technology	8
Project Appraisal and Finance		Managing Business Platform	8
Financial Analytics		Introduction to Digital Marketing	8
Wealth Management		Consumer Behavior	
Principles and Practices of Banking			
Business Taxation		Operations	Semester
Bank Products and Services		Quality and Productivity Management	6
Derivatives and Risk Management		Operations Research	7
Financial Markets and Services		Supply Chain Management	7
Goods and Service Tax		Business Analytics	7
International Business Management			
HR	Semester	Product Design & Development	7
Talent Acquisition & Management	5	Industrial Safety and Maintenance Management	8
Training and Development	6	Warehouse Management	8
HR Analytics	7		
Introduction to Labor Codes	7	IT	Semester
Diversity and Inclusion	7	Emerging Technologies for Future Managers	5
Compensation and Benefits	7	Decision Support Systems	6
Organizational Development	8	Basics & Applications of AI in Business Environment	7
International HRM	8	Data Mining	7
Technology in HR	8	Managing IT enabled Services	8
The future of work	8	Machine Learning for Future Managers	8