

BBA Course Structure_1st Sem_July-Dec2024_Batch 2024-28

THEORY

SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB101	Principles and Practices of Management	3	1	0	0	4	4
2	CC	BBABB102	Business Commnication - I	3	1	0	0	4	4
3	CC	BBABB103	Financial Accounting	3	1	0	0	4	4
4	CC	BBABB104	Business Statistics and Logic	3	1	0	0	4	4
5	CC	BBABB105	Business Economics - I	3	1	0	0	4	4
6	AEC	BBAESP101	General Studies and Current Affairs - I	2	0	0	0	2	2

SESSIONAL

1	VAC	BBABB171	General English	2	0	0	0	2	2
2	VAC	BBABB172	Indian Knowledge System	2	0	0	0	2	2
3	VAC	BBABB173	Environmental Science and Sustainability	2	0	0	0	2	2
4	AEC	BBASDP201	Competitive Aptitude Training -I	2	0	0	0	2	1

MOOCS/MAR/IFC

1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	0	0	0	0	0	0

TOTAL									30	29
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BBA Course Structure _Jan-June2025 _Batch 2024-28

THEORY

SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB201	Human Behavior & Organization	3	1	0	0	4	4
2	CC	BBABB202	Marketing Management	3	1	0	0	4	4
3	CC	BBABB203	Business Economics II	3	1	0	0	4	4
4	AEC	BBABB204	Business Communication II	3	1	0	0	4	4
5	CC	BBABB205	Operations Research	3	1	0	0	4	4
6	AEC	BBAESP201	General Studies & Current Affair - II	2	0	0	0	2	2

PRACTICAL

1	VAC	BBABB291	Marketing Management-Laboratory	0	0	2	0	2	2
2	VAC	BBABB292	Business Economics II - Laboratory	0	0	2	0	2	2

SESSIONAL

1	SEC	BBABB271	Emerging Technologies & Application	1	0	1	0	2	2
2	MDE	BBABB272	Media Literacy & Critical Thinking	1	0	1	0	2	2
3	VAC	BBABB273	Indian Constitution	1	0	1	0	2	2
4	SE	BBASDP201	Competitive Aptitude Training -II	2	0	0	0	2	1

MOOCS/MAR/IFC

1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	0	0	0	0	0	0
TOTAL								34	33

BBA Course Structure_3rd Sem_July-Dec2025_Batch 2024-28

THEORY

SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB301	Cost and Management Accounting	3	1	0	0	4	4
2	CC	BBABB302	Legal and Ethical Issues in Business	3	1	0	0	4	4
3	CC	BBABB303	Human Resource Management	3	1	0	0	4	4
4	AEC	BBABB304	Management Information System	3	1	0	0	4	4
5	CC	BBABB305	Sales and Distribution Management	3	1	0	0	4	4
6	AEC	BBAGS301	General Studies & Current Affairs-III	2	0	0	0	2	2

SESSIONAL

1	VAC	BBABB381	Indian Systems of Health and Wellness	2	0	0	0	0	2
2	VAC	BBABB382	Disaster Management	2	0	0	0	0	2
3	VAC	BBABB383	Project on Entrepreneurship	2	0	0	0	0	2
4	VAC	BBABB384	Negotiation Skills	1	0	0	0	0	1
5	AEC	BBAGS381	Competitive Aptitude Training -III	2	0	0	0	2	1

MOOCS/MAR/IFC

1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	0	0	0	0	0	0

TOTAL								31	30
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BBA Course Structure _Jan-June2026_ Batch 2024-28

THEORY

SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB401	Entrepreneurship and Startup Ecosystem	3	1	0	0	4	4
2	CC	BBABB402	Operations Management	3	1	0	0	4	4
3	CC	BBABB403	Financial Management	3	1	0	0	4	4
4	CC	BBABB404	Business Research Methods	3	1	0	0	4	4
5	CC	BBABB405	Introduction to Psychology for Managers	3	1	0	0	4	4
6	AEC	BBAGS401	General Studies & Current Affair - IV	2	0	0	0	2	2

SESSIONAL

1	VAC	BBABB482	Business Environment and Public Policy	2	0	0	0	2	2
2	VAC	BBABB483	International Business	2	0	0	0	2	2
3	VAC	BBABB484	Design Thinking and Innovation	2	0	0	0	2	2
4	VAC	BBABB485	French - I	2	0	0	0	2	2
5	VAC	BBABB481	Project IV	1	0	0	0	1	2
6	SEC	BBAGS481	Competitive Aptitude & Training -IV	2	0	0	0	2	1

MOOCS/MAR/IFC

1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	At least 1 MOOCs course from Swayam Platform	0	0	0	0	0	0

TOTAL 33 33

BBA Course Structure_5th Sem_July-Dec 2026_Batch 2024-28									
THEORY									
SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB501	Strategic Management	3	1	0	0	4	4
3	AEC	BBAMP501	Essential Studies for Management Professionals - V	4	0	0	0	4	2
SESSIONAL									
1	VAC	BBABB581	Internship	1	0	0	0	0	4
2	VAC	BBABB582	Logistics and Supply Chain Management	3	1	0	0	4	4
3	VAC	BBABB583	Advance Excel	2	0	0	0	2	1
4	VAC	BBABB584	Public Speaking Skills	2	0	0	0	2	1
8	CC		Major Project	0	1	1	0	2	0
MAJOR I: MARKETING MANAGEMENT									
THEORY									
1	CC	BBAMM502	Consumer Behaviour	3	1	0	0	4	4
2	CC	BBAMM503	Brand & Retail Management	3	1	0	0	4	4
MAJOR II (ELECTIVES): FINANCE SPECIALIZATION									
THEORY									
1	CC	BBAFM502	Direct Taxation	3	1	0	0	4	4
2	CC	BBAFM503	Advance Financial Management	3	1	0	0	4	4
MAJOR II (ELECTIVES): HR SPECIALIZATION									
THEORY									
1	CC	BBAHR502	Human Resource Planning	3	1	0	0	4	4
2	CC	BBAHR503	Human Resource Development	3	1	0	0	4	4
MAJOR II (ELECTIVES): OPERATIONS & SUPPLY CHAIN MANAGEMENT SPECIALIZATION									
THEORY									
1	CC	BBAOM502	Operations Strategy	3	1	0	0	4	4
2	CC	BBAOM503	Quality Management	3	1	0	0	4	4

MAJOR II (ELECTIVES): BUSINESS ANALYTICS									
THEORY									
1	CC	BBABA502	Predictive Analytics	3	1	0	0	4	4
2	CC	BBABA503	Data Visualization	3	1	0	0	4	4
MINOR (ELECTIVES)									
SESSIONAL									
1	VAC	BBAMM585	Marketing Analytics	0	0	0	0	0	2
2	VAC	BBAFM585	Introduction to Modern Banking System	0	0	0	0	0	2
3	VAC	BBAHR585	Leadership in the Organization	0	0	0	0	0	2
4	VAC	BBAOM585	AI & Supply Chain	0	0	0	0	0	2
5	VAC	BBABA585	Web Scraping	0	0	0	0	0	2
INDUSTRYT SPECIALIZATION (ELECTIVES)									
SESSIONAL									
1	VAC	ISBB586A	Social Media Marketing	0	0	0	0	0	1
2	VAC	ISBB586B	Corporate Finance Foundations	0	0	0	0	0	1
3	VAC	ISBB586C	AI for Organizational Leaders	0	0	0	0	0	1
4	VAC	ISBB586D	Supply Chain Foundations	0	0	0	0	0	1
5	VAC	ISBB586E	Co-Pilot for Software Developers	0	0	0	0	0	1
MOOCS/MAR/IFC									
1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	Massive Open Online Courses	0	0	0	0	0	0
TOTAL								34	35

BBA Course Structure_6th Sem_Jan - June 2027_Batch 2024-28

THEORY

SL NO	TYPES OF COURSE	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	CC	BBABB601	Core	3	1	0	0	4	4
3	AEC	BBAMP601	Essential Studies for Management Professionals - VI	4	0	0	0	4	2

SESSIONAL

1	CC	BBABB681	Major Project	0	1	1	0	2	4
2	VAC	BBABB682	Project Management	3	1	0	0	4	4
3	VAC	BBABB683	Corporate Social Responsibility & Sustainability	2	0	0	0	2	2
5	VAC	BBABB684	Discipline Specific Elective_Minor Specialization	0	0	0	0	0	2
6	VAC	BBABB685	Discipline Specific Elective_Industry Specialization	0	0	0	0	0	1

MAJOR I: MARKETING MANAGEMENT

THEORY

1	CC	BBAMM602	Services Marketing	3	1	0	0	4	4
2	CC	BBAMM603	Advertising and Sales Promotion	3	1	0	0	4	4

MAJOR II (ELECTIVES): FINANCE SPECIALIZATION

THEORY

1	CC	BBAFM602	Indirect Taxation and Tax Planning	3	1	0	0	4	4
2	CC	BBAFM603	Security Analysis and Portfolio Management	3	1	0	0	4	4

MAJOR II (ELECTIVES): HR SPECIALIZATION

THEORY

1	CC	BBAHR602	Organizational Development	3	1	0	0	4	4
2	CC	BBAHR603	Industrial Relations	3	1	0	0	4	4

MAJOR II (ELECTIVES): OPERATIONS & SUPPLY CHAIN MANAGEMENT SPECIALIZATION

THEORY

1	CC	BBAOM602	Service Operations Management	3	1	0	0	4	4
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2	CC	BBAOM603	Materials Management	3	1	0	0	4	4
MAJOR II (ELECTIVES): BUSINESS ANALYTICS									
THEORY									
1	CC	BBABA602	Introductory Econometrics	3	1	0	0	4	4
2	CC	BBABA603	Data mining	3	1	0	0	4	4
MOOCS/MAR/IFC									
1	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
2	MAR	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	MOOCs	Massive Open Online Courses	0	0	0	0	0	0
								32	35

BBA Course Structure_7th Sem_July-Dec 2026_Batch 2024-28								
THEORY								
SL NO	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	BBABB701	Advanced Data Analysis Tools	3	1	0	0	2	4
SESSIONAL								
1	BBABB781	Internship and Viva –Voce	0	4	4	0	1	8
MARKETING MANAGEMENT SPECIALIZATION								
1	BBAMM702	B2B Marketing	3	1	0	0	4	4
2	BBAMM703	Rural Marketing & Digital Innovation	3	1	0	0	4	4
HR SPECIALIZATION								
1	BBAHR702	Employment & Compensation Administration	3	1	0	0	4	4
2	BBAHR703	HRM Practices and Labour Laws	3	1	0	0	4	4
FINANCE SPECIALIZATION								
1	BBAFM702	Management Accounting	3	1	0	0	4	4
2	BBAFM703	Banking and Insurance	3	1	0	0	4	4
OPERATIONS & SUPPLY CHAIN MANAGEMENT SPECIALIZATION								
1	BBAOM702	Strategic Decisions in SCM	3	1	0	0	4	4
2	BBAOM703	Global Supply Chain Management	3	1	0	0	4	4
MOOCS/MAR/IFC								
1	IFC	Industry and Foreign Certification	0	0	0	0	0	0
2	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	Massive Open Online Courses	0	0	0	0	0	0
							11	20

BBA Course Structure_8th Sem_Jan-Jun 2027_Batch 2024-28								
THEORY								
SL NO	SUB CODE	SUB NAME	L	T	P	S	TOTAL CONTACT HRS	CREDIT POINTS
1	BBABB881	Dissertation	0	0	6	0	6	20

MOOCs/MAR/IFC								
1	IFC	Industry and Foreign Certification	0	0	0	0	0	0
2	MAR	Mandatory Additional Requirements	0	0	0	0	0	0
3	MOOCs	Massive Open Online Courses	0	0	0	0	0	0
							6	20