

BBA Course Structure July-Dec 2026 Batch 2026 -30

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	BBAMP101	Essential Studies For Management Professionals - I	4	0	0	0	4	2
SESSIONAL									
1	VAC	BBABB181	General English	2	0	0	0	2	2
2	VAC	BBABB182	Indian knowledge System	2	0	0	0	2	2
3	VAC	BBABB183	Environmental Science and Sustainability	2	0	0	0	2	2
4	VAC	BBABB184	Basic Excel	2	0	0	0	2	2
5	VAC	BBABB185	Soft Skill Development	2	0	0	0	2	2
SAR/MOOCs/MAR/IFC									
1	SAR	SAR	Skill Additional Requirements	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
4	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
TOTAL								34	32

BBA Course Structure_Jan-June2027_Batch 2026 -30	
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THEORY	
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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	BBAMP201	Essential Studies For Management Professionals - II	4	0	0	0	4	2
SESSIONAL									
1	VAC	BBABB281	Universal Human Values	2	0	0	0	2	2
2	VAC	BBABB282	AI for Business	2	0	0	0	2	2
3	SEC	BBABB283	Emerging Technologies & Application	1	0	1	0	2	2
4	MDE	BBABB284	Media Literacy & Critical Thinking	1	0	1	0	2	2
5	VAC	BBABB285	Indian Constitution	2	0	0	0	2	2
SAR/MOOCs/MAR/IFC									
1	SAR	SAR	Skill Additional Requirements	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
4	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
TOTAL								34	32

BBA Course Structure 3rd Sem July-Dec2027 Batch 2026 -30

THEORY	
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[illegible]

BBA Course Structure Jan-June2028 Batch 2026 -30

THEORY

[illegible]

BBA Course Structure_5th Sem_July-Dec 2028_Batch 2026 -30

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
SAR/MOOCs/MAR/IFC									
1	SAR	SAR	Skill Additional Requirements	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
4	IFC	IFC	Industry & Foreign Certification	0	0	0	0	0	0
TOTAL								34	35

BBA Course Structure_6th Sem_Jan - June 2029_Batch 2026 -30

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	4	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	BBABB685	Discipline Specific Elective_Minor Specialization	0	0	0	0	0	2
6	VAC	BBABB686	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

BBA Course Structure_ 7th Sem_July-Dec 2029_Batch 2026 -30								
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
SAR/MOOCs/MAR/IFC								
1	SAR	Skill Additional Requirements	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
4	IFC	Industry & Foreign Certification	0	0	0	0	0	0
TOTAL							11	20

BBA Course Structure_8th Sem_Jan-Jun 2030_Batch 2026 -30								
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

SAR/MOOCs/MAR/IFC								
1	SAR	Skill Additional Requirements	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
4	IFC	Industry & Foreign Certification	0	0	0	0	0	0
TOTAL							6	20