

6. Course Structures

Bachelor of Business Administration (Honours)

Semester - I			
S.No.	Course Name	Credits	Nature of Course
1.1	Principles of Management	2	Major
1.2	Financial Accounting	4	Major
1.3	Quantitative Techniques - I	4	Open Electives
1.4	Essentials of I.T.	2	Skill Enhancement Courses
1.5	Advanced Excel	2	Vocational Skill Courses
1.6	Personal Finance	2	Ability Enhancement Courses
1.7	Indian Knowledge System	2	Indian Knowledge System
1.8	Indian Management Thoughts	2	Value Education Courses
1.9	Yoga and Positive Psychology	2	Co-Curricular Activities
	Total	22	

Semester - II			
S.No.	Course Name	Credits	Nature of Course
2.1	Cost Accounting	3	Major
2.2	Principles of Marketing	3	Major
2.3	Quantitative Techniques - II	4	Open Electives
2.4	Organisational Behaviour and Human Resource Management	2	Minor
2.5	Soft Skills	2	Skill Enhancement Courses
2.6	Corporate Communications	2	Ability Enhancement Courses
2.7	Environmental Management and Business Ethics	4	Value Education Courses
2.8	Internship with an N.G.O.	2	Community Engagement Service
	Total	22	

Semester - III			
S.No.	Course Name	Credits	Nature of Course
3.1	Financial Statement Analysis	4	Major
3.2	Retail Management	4	Major
3.3	Microeconomics	4	Minor
3.4	Services Marketing	2	Open Electives
3.5	Direct and Indirect Taxes	3	Vocational Skill Courses
3.6	Operations Research	3	Ability Enhancement Courses
3.7	Sports Psychology	2	Co-Curricular Activities
	Total	22	

Semester - IV			
S.No.	Course Name	Credits	Nature of Course
4.1	Financial Management	4	Major
4.2	Management Accounting	4	Major
4.3	Macroeconomics	4	Minor
4.4	Advertising and Media	2	Open Electives
4.5	Research Methodology	3	Skill Enhancement Courses
4.6	Business Law	3	Ability Enhancement Courses
4.7	Corporate Internship	2	On the Job Training
	Total	22	

Semester - V			
S.No.	Course Name	Credits	Nature of Course
5.1	Strategic Management	4	Major
5.2	International Business	2	Major
5.3	Business Analytics	4	Vocational Skill Courses
5.4	NSS Activities (S.R.F.)	2	Community Engagement Service
	Finance Specialization		
5.5	Investment Analysis and Portfolio Management	4	Major
5.6	Advanced Financial Management	4	Minor
5.7	Financial Markets and Institutions	2	Minor
	Marketing Specialisation		
5.5	Sales and Distribution Management	4	Major
5.6	Consumer Behaviour and Neuromarketing	4	Minor
5.7	Digital Marketing	2	Minor
	Total	22	

Semester - VI			
S. No.	Course Name	Credits	Nature of Course
6.1	Operations and Supply Chain Management	4	Major
6.2	Entrepreneurship and Business Plan	4	Field Project
	Finance Specialization		
6.3	Forex and Risk Management in Derivatives	4	Major
6.4	Financial Planning and Wealth Management	4	Minor
6.5	Equity Fund Management	4	Major
6.6	Financial Modeling	2	Major
	Marketing Specialisation		
6.3	Customer Relationship Management	4	Minor
6.4	Strategic Brand Management	4	Major
6.5	Marketing Analytics	2	Major
6.6	Marketing Strategy	4	Major

	Total	22	
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Finance Specialization

Semester - VII			
S. No.	Course Name	Credits	Nature of Course
7.1	Portfolio Management	4	Major
7.2	Derivatives and Risk Management Models	4	Major
7.3	Project and Infrastructure Finance	4	Major
7.4	Introduction to Technology in Finance	2	Major
7.5	Advanced Research Methodology	4	Minor
7.6	Research Project	4	Research Project
	Total	22	

Semester - VIII			
S.No.	Course Name	Credits	Nature of Course
8.1	Strategic Financial Management	4	Major
8.2	Mergers and Acquisitions	4	Major
8.3	Analytics in Finance	4	Major
8.4	Behavioural Finance	2	Major
8.5	Research Project	8	Research Project
	Total	22	

Marketing Specialisation

Semester - VII			
S. No.	Course Name	Credits	Nature of Course
7.1	International Marketing	2	Major
7.2	Logistics and Supply Chain Management	4	Major
7.3	Marketing Information System	4	Major
7.4	B2B Marketing	4	Major
7.5	Marketing Research	4	Minor
7.6	Research Project	4	Research Project
	Total	22	

Semester - VIII			
S. No.	Course Name	Credits	Nature of Course
8.1	Product Management and Design Thinking	2	Major
8.2	Fashion and Luxury Marketing	2	Major
8.3	Data Visualisation and Predictive Marketing	4	Major
8.4	Rural Marketing	2	Major
8.5	Event Management	4	Major
8.6	Research Project	8	Research Project
	Total	22	