

**Course Scheme BBA****Choice Based Credit System****SEMESTER 1**

<b>Code</b>	<b>Subject</b>	<b>Credits</b>
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>		
11CC101	Principles Of Management & Organizational Behaviour	4
11CC102	Basic Accounting	4
<b>Minor Courses-Compulsory</b>		
11CC103	Business Economics	4
<b>Multidisciplinary Courses</b>		
11MDC101	Environmental Management	3
<b>Ability Enhancement Course- Compulsory</b>		
11AEC101	Functional English	2
<b>Skill Enhancement Course- Compulsory</b>		
11SEC102	Word & Presentation Tools	3
<b>Common Value-Added Courses</b>		
BBVAC101	Character Building & Holistic Development of Personality-I (Mental & Spiritual Health)	2
		<b>22</b>

**SEMESTER 2**

<b>Code</b>	<b>Subject</b>	<b>Credits</b>
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>		
11CC104	Marketing Management	4
11CC105	Human Resource Management	4
<b>Minor Courses-Compulsory</b>		
11CC106	Quantitative Technique for Business	4
<b>Multidisciplinary Courses</b>		
11MDC102	Non-Commerce/Non-Management Course through Moocs	3
<b>Ability Enhancement Course- Compulsory</b>		
11AEC102	Communication Skills	2
<b>Skill Enhancement Course- Compulsory</b>		
11SEC103	Data Analysis using Spreadsheet	3
<b>Common Value-Added Courses</b>		
BBVAC102	Character Building & Holistic Development of Personality- II (Physical Fitness/Yoga/NSS)	2
<b>Vocational Courses (Summer): Only for students who wish to exit after the First Year with a Certificate</b>		
11SEC201	Advanced Excel	4
<b>Total without Vocational Course</b>		<b>22</b>
<b>Total with Vocational Course</b>		<b>26</b>

**SEMESTER 3**

<b>Code</b>	<b>Subject</b>	<b>Credits</b>
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>		
11CC201	Financial Management	4
11CC202	Legal Aspects Of Business	4
<b>Minor Courses-Compulsory</b>		
11CC203	Business Mathematics	4
<b>Multidisciplinary Courses</b>		

11MDC201	Cyber Security	3
<b>Ability Enhancement Course- Compulsory</b>		
11AEC201	Professional Skills	2
<b>Common Value-Added Courses</b>		
BBVAC201	Character Building & Holistic Development of Personality-III (Universal Human Values)	2
11VAC202	Indian Knowledge System (MOOC's)	2
		<b>21</b>
<b>SEMESTER 4</b>		
<b>Code</b>	<b>Subject</b>	<b>Credits</b>
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>		
11CC204	Management Science	4
11CC205	Entrepreneurship Management	4
<b>Minor Courses</b>		
11CC206	Banking Operations	4
11CC207	Introduction to Business Analytics	4
<b>Ability Enhancement Course- Compulsory</b>		
11AEC202	Seminar In Executive Communication *	2
<b>Skill Enhancement Course- Compulsory</b>		
11SEC201	Advanced Excel	3
<b>Common Value-Added Courses</b>		
UMC 102	Community Engagement & Service	2
<b>Vocational Courses (Summer): Only for students who wish to exit after the First Year with a Certificate</b>		
11VOC201	Data Visualization & Analysis	4
	<b>Total without Vocational Course</b>	<b>23</b>
	<b>Total with Vocational Course</b>	<b>27</b>
<b>SEMESTER 5</b>		
<b>Code</b>	<b>Subject</b>	<b>Credits</b>
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>		
11CC301	Business Strategy	4
11CC304	Summer Training/ Field Visit	4
<b>Major Courses- (Students to choose any one Group)</b>		
<b>Group I -Human Resource Management</b>		
11CCDE301	Compensation Management	4
11CCDE302	Manpower planning and Acquisition	4
11CCDE303	Management of Team Dynamics	4
<b>Group II -Finance Management</b>		
11CCDE304	Investment Analysis & Portfolio Management	4
11CCDE305	Working Capital Management	4
11CCDE306	Financial Institution and Markets	4
<b>Group III -Marketing Management</b>		
11CCDE307	Product and Brand Management	4
11CCDE308	Services Marketing	4
11CCDE325	Consumer Behaviour	4
<b>Group IV -International Business</b>		

11CCDE310	Post Liberalization Indian Economy	4
11CCDE311	International Business Management	4
11CCDE312	International Economics	4
	<b>Total</b>	<b>20</b>

### SEMESTER 6

Code	Subject	Credits
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>		
11CC303	Project Management	4
<b>Minor Course</b>		
11CC302	Quality Control Management	4
<b>Major Courses- Students to choose any one Group</b>		
<b>Group I -Human Resource Management</b>		
11CCDE313	Employee Relation	4
11CCDE314	Performance Management System	4
11CCDE315	Strategic HRM	4
<b>Group II -Finance Management</b>		
11CCDE316	Direct Taxation	4
11CCDE317	Behavioural Finance	4
11CCDE318	Financial Derivatives	4
<b>Group III -Marketing Management</b>		
11CCDE319	Introduction to Digital Marketing	4
11CCDE320	Rural Marketing	4
11CCDE321	Retail Management	4
<b>Group IV -International Business</b>		
11CCDE322	India's Foreign Trade	4
11CCDE323	Dimensions of International Business	4
11CCDE324	International Finance	4
	<b>Total</b>	<b>20</b>

### SEMESTER 7 (Honours)

Code	Subject	Credits
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>		
11CC401	Research Methodology	4
<b>Minor Course</b>		
11CC402	Negotiation & Problem-solving Skills	4
<b>Major Courses- Students to choose any one Group</b>		
<b>Group I -Human Resource Management</b>		
11CCDE401	Training & Development	4
11CCDE402	International HRM	4
11CCDE403	Fundamentals of HR Analytics	4
<b>Group II -Finance Management</b>		
11CCDE404	Corporate Restructuring, Mergers & Acquisition	4
11CCDE405	International Finance	4
11CCDE406	Financial Analytics	4
<b>Group III -Marketing Management</b>		
11CCDE407	Sales and Distribution Management	4

11CCDE408	International Marketing	4
11CCDE409	Fundamentals of Marketing Analytics	4
<b>Group IV - International</b>		
11CCDE410	International Relations & Strategy	4
11CCDE411	Public Finance	4
11CCDE412	International Business Laws	4
	Total	<b>20</b>

### SEMESTER 8 (Honours)

Code	Subject	Credits
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>		
11CC403	Business Environment	4
<b>Minor Course</b>		
11CC404	Conference/Seminar Presentation/Publication	4
<b>Courses in Lieu of Dissertation/ Research Project</b>		
11CC405	E-Commerce Essentials	4
11CC406	Managing Intellectual Property Rights	4
11CC407	Internship	4
	Total	<b>20</b>

### SEMESTER 7 (Honours with Research)

Code	Subject	Credits
<b>Discipline Specific Courses/ Major Courses-Compulsory</b>		
11CC401	Research Methodology	4
<b>Minor Course</b>		
11CC402	Negotiation & Problem-solving Skills	4
<b>Major Courses- Students to choose any one Group</b>		
<b>Group I -Human Resource Management</b>		
11CCDE401	Training & Development	4
11CCDE402	International HRM	4
11CCDE403	Fundamentals of HR Analytics	4
<b>Group II -Finance Management</b>		
11CCDE404	Corporate Restructuring, Mergers & Acquisition	4
11CCDE405	International Finance	4
11CCDE406	Financial Analytics	4
<b>Group III -Marketing Management</b>		
11CCDE407	Sales and Distribution Management	4
11CCDE408	International Marketing	4
11CCDE409	Fundamentals of Marketing Analytics	4
<b>Group IV -International Business</b>		
11CCDE410	International Relations & Strategy	4
11CCDE411	Public Finance	4
11CCDE412	International Business Laws	4
	Total	<b>20</b>

### SEMESTER 8 (Honours with Research)

Code	Subject	Credits
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**Discipline Specific Courses/ Major Courses-Compulsory**

11CC403	Business Environment	4
<b>Minor Course</b>		
11CC404	Conference/Seminar Presentation/Publication	4
<b>Dissertation/ Research Project</b>		
11CC408	Dissertation/ Research Project	12
		<b>20</b>