

SEMESTER-I

| Course Code | Course Title | Lectures (L) Hours/Week | Tutorial (T) Hours/Week | Practical (P) Hours/Week | C (Total Credits) |
|---|--|-------------------------|-------------------------|--------------------------|-------------------|
| 18BBA-0IA11T | Introduction to Accounting | 4 | | | 4 |
| 22BBA-0ME11T | Micro Economics | 4 | | | 4 |
| 20BBA-0MP11T | Principles of Marketing | 4 | | | 4 |
| 19BBA-0PM11T | Principles of Management | 4 | | | 4 |
| 21BBA-0OB11T | Organisational Behavior | 4 | | | 4 |
| 21BBA-0IT11L | IT Tools & Data Analytics for Managers I | | | 2 | 1 |
| <i>Ability Enhancement Compulsory Courses (AECC)</i> | | | | | |
| 21ENG11 | English Communication | 1 | | 2 | 2 |
| EVS2111 | Environmental Science | 2 | | | 2 |
| | Total | 23 | | 4 | 25 |

SEMESTER-II

| Course Code | Course Title | Lectures (L) Hours/Week | Tutorial (T) Hours/Week | Practical (P) Hours/Week | C (Total Credits) |
|--------------|---------------------------|-------------------------|-------------------------|--------------------------|-------------------|
| 21BBA-0HR12T | Human Resource Management | 4 | | | 4 |
| 22BBA-0CA12T | Cost Accounting | 4 | | | 4 |
| 18BBA-0QM12T | Quantitative Methods | 4 | | | 4 |
| 20BBA-0GE12T | Macro Economics | 4 | | | 4 |
| 22BBA0BL12T | Business Laws | 3 | | | 3 |
| | TDCC | 1 | | 2 | 2 |

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|--------------|--|-----------|--|----------|-----------|
| 21BBA-0IT12L | IT Tools & Data Analytics for Managers II | | | 2 | 1 |
| 22BBA-0OE12L | Organizational Etiquette & Skills Management I | | | 4 | 2 |
| 22BBA-0SI12I | Social Internship | 2 | | | 2 |
| | Total | 22 | | 8 | 26 |

SEMESTER-III

| Course Code | Course Title | Lectur es (L) Hours/ Week | Tutor ial (T) Hour s/Wee k | Practic al (P) Hours/ Week | C (Total Credits) |
|--------------|--|------------------------------------|--|-------------------------------------|-----------------------------|
| 18BBA-0PM21T | Production Operations Management | 4 | | | 4 |
| 18BBA-0SD21T | Sales & Distribution Management | 4 | | | 4 |
| 22BBA-0BA21T | Introduction to Business Analytics | 4 | | | 4 |
| 20BBA-0EP21T | Entrepreneurship & Business Planning | 4 | | | 4 |
| 22BBA-0MA21T | Management Accounting | 3 | 1 | | 4 |
| | TDCC | 1 | | 2 | 2 |
| 21BBA-0IT21L | IT Tools & Data Analytics for Managers III | | | 2 | 1 |
| | Total | 20 | 1 | 4 | 23 |

SEMESTER-IV

| Course Code | Course Title | Lectur es (L) Hours/ Week | Tutor ial (T) Hour s/Wee k | Practic al (P) Hours/ Week | C (Total Credits) |
|--------------------|--|--|---|---|---------------------------------------|
| 19BBA-0LS22T | Leadership Skills & Team Building | 3 | | | 3 |
| 22BBA-0FM22T | Financial Management | 4 | | | 4 |
| 20BBA-0EC22T | Ethics & Corporate Social Responsibility of Business | 3 | | | 3 |
| 22BBA-0IF22T | Introduction to Fintech | 4 | | | 4 |
| 19BBA-0RM22T | Research Methodology | 4 | | | 4 |
| 22BBA-0DM22T | Digital Marketing | 3 | | | 3 |
| | TDCC | 1 | | 2 | 2 |
| 21BBA-0IT22L | IT Tools & Data Analytics for Managers IV | | | 2 | 1 |
| 22BBA-0OE22L | Organizational Etiquette & Skills Management II | | | 4 | 2 |
| | Total | 22 | | 8 | 26 |

SEMESTER-V

| Course Code | Course Title | Lectu res (L) Hour s/We ek | Tutor ial (T) Hour s/Wee k | Practic al (P) Hours/ Week | C (Total Credits) |
|--------------------|---|---|---|---|---------------------------------------|
| 20BBA-0PM31T | Project Management | 3 | | | 3 |
| 22BBA-0EC31T | Fundamentals of E-Commerce | 3 | | | 3 |
| | Discipline Elective 1 (MKT/FIN/HR/Fintech/DM/BA) | 4 | | | 4 |

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|--------------|--|-----------|--|----------|-----------|
| | Discipline Elective 2 (MKT/FIN/HR/Fintech/DM/BA) | 4 | | | 4 |
| | Discipline Elective 3 (MKT/FIN/HR/Fintech/DM/BA) | 4 | | | 4 |
| | TDCC | 1 | | 2 | 2 |
| 22BBA-0ST31I | Summer Internship | 4 | | | 4 |
| 21BBA-0IT31L | IT Tools and Data Analytics for Managers - V | | | 2 | 1 |
| 22BBA-0OE31L | Organisational Etiquette and Skills Management (OESM) – III | | | 4 | 2 |
| | Total | 23 | | 8 | 27 |

NOTE – A student can undertake any subject from the below given list as per their specialization:

| DISCIPLINE ELECTIVE SUBJECTS (CHOOSE ANY 1 ELECTIVE) | | | | | |
|---|---|---|--|---|------------------------------|
| Course Code | Course Title | Lectures (L) Hours/ Week | Tutori al (T) Hours/ Week | Practica l (P) Hours/ Week | C (Total Credits) |
| MARKETING | | | | | |
| 22BBA-0CB31E | Consumer Behavior | 4 | - | - | 4 |
| 18BBA-0SM31E | Services Marketing | 4 | - | - | 4 |
| 19BBA-0BM31E | Brand Management | 4 | - | - | 4 |
| FINANCE | | | | | |
| 20BBA-0IT31E | Indirect Taxes | 4 | - | - | 4 |
| 19BBA-0WC31E | Working Capital Management | 4 | - | - | 4 |
| 18BBA-0MB31E | Management of Banks & Financial Institutions | 4 | - | - | 4 |
| HUMAN RESOURCE MANAGEMENT | | | | | |
| 19BBA-0SH31E | Strategic HR | 4 | - | - | 4 |
| 19BBA-0LD31E | Learning & Development | 4 | - | - | 4 |

| | | | | | |
|---------------------------|--|---|---|---|---|
| 19BBA-0IL31E | Industrial Relations & Labour Laws | 4 | - | - | 4 |
| DIGITAL MARKETING | | | | | |
| 22BBA-0EM31E | Content Marketing | 4 | - | - | 4 |
| 22BBA-0SE31E | Search Engine Optimisation and Search Engine Marketing | 4 | - | - | 4 |
| 22BBA-0SM31E | Social Media Marketing | 4 | - | - | 4 |
| BUSINESS ANALYTICS | | | | | |
| 22BBA-0BI31E | Introduction to Business Intelligence | 4 | - | - | 4 |
| 22BBA-0DA31C | Data Analysis In Excel | 3 | - | 2 | 4 |
| 22BBA-0DB31E | DBMS and SQL | 4 | - | - | 4 |
| FINTECH | | | | | |
| 22BBA-0AI31E | Fundamentals of AI & Machine Learning | 4 | - | - | 4 |
| 22BBA-0BM31E | Banking, Mortgage and Insurance | 4 | - | - | 4 |
| 22BBA-0DB31C | DBMS and SQL | 4 | - | - | 4 |

SEMESTER-VI

| Course Code | Course Title | Lectures (L) Hours/Week | Tutorial (T) Hours/Week | Practical (P) Hours/Week | C (Total Credits) |
|--------------|--|-------------------------|-------------------------|--------------------------|-------------------|
| 20BBA-0MI32T | Management Information System | 3 | | | 3 |
| 20BBA-0SM32T | Strategic Management | 3 | | | 3 |
| | Discipline Elective 4 (MKT/FIN/HR/Fintech/DM/BA) | 4 | | | 4 |
| | Discipline Elective 5 (MKT/FIN/HR/Fintech/DM/BA) | 4 | | | 4 |
| | Discipline Elective 6 (MKT/FIN/HR/Fintech/DM/BA) | 4 | | | 4 |

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|--------------|---|-----------|--|----------|-----------|
| 22BBA-ODP32D | Dissertation | | | | 4 |
| 21BBA-0OE32L | Organizational Etiquette & Skills Management IV | | | 4 | 2 |
| | Total | 18 | | 4 | 24 |

NOTE – A student can undertake any subject from the below given list as per their specialization:

| DISCIPLINE ELECTIVE SUBJECTS (CHOOSE ANY 1 ELECTIVE) | | | | | |
|---|--|--------------------------------|--------------------------------|---------------------------------|--------------------------|
| Course Code | Course Title | Lectures (L) Hours/Week | Tutorial (T) Hours/Week | Practical (P) Hours/Week | C (Total Credits) |
| MARKETING | | | | | |
| 19BBA-0RE32E | Retail Management | 4 | - | - | 4 |
| 22BBA-0RM32E | Rural Marketing | 4 | - | - | 4 |
| 19BBA-0IM32E | Integrated Marketing Communication | 4 | - | - | 4 |
| FINANCE | | | | | |
| 19BBA-0SA32E | Security Analysis and Portfolio Management | 4 | - | - | 4 |
| 22BBA-0IB32E | Investment Banking | 4 | - | - | 4 |
| 19BBA-0PP32E | Personal Financial Planning | 4 | - | - | 4 |
| HUMAN RESOURCE MANAGEMENT | | | | | |
| 21BBA-0PC32E | Performance and Compensation Management | 4 | - | - | 4 |

| | | | | | |
|---------------------------|---|---|---|---|---|
| 20BBA-0MC32E | Management of Change & Development | 4 | - | - | 4 |
| 22BBA-0IH32E | International HRM | 4 | - | - | 4 |
| DIGITAL MARKETING | | | | | |
| 22BBA-0EM32E | Email Marketing | 4 | | | 4 |
| 22BBA-0WD32E | Web Development, Design & Popular Website Tools | 4 | - | - | 4 |
| 22BBA-0MA32E | Measurement and optimization of Digital marketing | 4 | - | - | 4 |
| BUSINESS ANALYTICS | | | | | |
| 22BBA-0MW32E | Data Mining and Data Warehouse | 4 | - | - | 4 |
| 22BBA-0DV32C | Data Visualization With Tableau | 3 | - | 2 | 4 |
| 22BBA-0PY32C | Data Analysis using Python | 3 | - | 2 | 4 |
| FINTECH | | | | | |
| 22BBA-0PY32C | Data Analysis using Python | 3 | - | 2 | 4 |
| 22BBA-0FD32E | Financial Derivatives | 4 | - | - | 4 |
| 22BBA-0BD32E | Introduction to Big data and Analytics | 4 | - | - | 4 |