

BBA PROGRAM STRUCTURE

First Semester	Credits
• Business Economics	4
• Basics of Accounting	4
• Human Resource Management	4
• Principles of Management	4
• English for Effective Business Speaking	2
• Quantitative Techniques	4
Second Semester	
• Organisational Behaviour	4
• Business Environment	4
• Financial Management	4
• Marketing Management	4
• Business Information System	2
• Tour Operation and Destination Management	3
Third Semester	
Core Subjects	
• Business Ethics & Corporate Governance	4
• Production Management	4
• Cost and Management Accounting	4
• Advertising and Sales Promotion	4
• Entrepreneurship Management	2
Specialization	
• Elective 1	4
Fourth Semester	
Core Subjects	
• Research Methodology	3
• Sales and Distribution Management	4
• Business Laws	4
• Professional development: Improve yourself, always	2
• Understanding the Value of Human-Centered Design	2
Specialization	
• Elective 1	4
• Elective 2	4
Fifth Semester	
Core Subjects	
• Business Statistics	4
• Data Visualization in Excel	1
• Writing in English at University	2
• Generative AI for Digital Marketing	2
Specialization	

- Elective 1 4
- Elective 2 4
- Elective 3 4

Sixth Semester

Core Subjects

- Strategic Management 4
- International Marketing 4
- Project 8

Specialization

- Elective 1 4
- Elective 2 4

Learners will be allowed to select any one specialization during the third semester. Once selected, the same will continue till 6th semester

Total Credit= 133

PROGRAMME SPECIALIZATIONS/ELECTIVES

Electives	Third Semester	Fourth Semester	Fifth Semester	Sixth Semester
Human Resource Management	<ul style="list-style-type: none"> • Manpower Planning and Development 	<ul style="list-style-type: none"> • Human Resource Development • Compensation Management 	<ul style="list-style-type: none"> • Industrial Relations • International HRM • Talent Acquisition and HR Analytics 	<ul style="list-style-type: none"> • Labour Laws • Strategic HRM
Financial Management	<ul style="list-style-type: none"> • Overview of Indian Financial System 	<ul style="list-style-type: none"> • Financial Institution and Market • Financial Services 	<ul style="list-style-type: none"> • Financial Instruments • Risk Management & Insurance • Portfolio Management 	<ul style="list-style-type: none"> • International Finance • Strategic Financial Management
Marketing Management	<ul style="list-style-type: none"> • Marketing Principles and Practices 	<ul style="list-style-type: none"> • Principles of Advertising and Selling • Product and Pricing Strategy 	<ul style="list-style-type: none"> • Brand Management • Social Media Marketing • Ethics in Marketing 	<ul style="list-style-type: none"> • E-Commerce Marketing • Sustainability Marketing Practices
Banking and Insurance	<ul style="list-style-type: none"> • Principles and Practices of Banking and 	<ul style="list-style-type: none"> • Banking Services and Products • Insurance 	<ul style="list-style-type: none"> • Technology in Banking & Insurance 	<ul style="list-style-type: none"> • Legal & regulatory Aspects of

	Insurance	Products	<ul style="list-style-type: none">• Managing Banking & Insurance Operations• Risk Management in Banking and Insurance	Banking & Insurance <ul style="list-style-type: none">• Financial Derivatives and Risk Hedging
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