



## **Program Structure of BBA**

**Level – UG**

**Duration: 3 Years**

### **1. Program Mission**

The BBA program aims at developing business leaders having functional knowledge of all the domains of management. The program aims to develop students with an aptitude to meet challenges of the contemporary business world and enhance their knowledge to assess and capitalize on opportunities through innovation, resource maximization, and technology usage to meet standards of Industry 4.0

### **2. Program Educational Objectives**

- i. The Graduates will be able to inculcate knowledge and skill set of underlying management concepts, strategies and issues involved in managing various functional areas of Industry 4.0.
- ii. The Graduates will be able to gain competencies to ensure effective individual and organizational growth through effective analytics using IT
- iii. The graduates will be able to instill the management principles and impart their application in real work environment
- iv. The Graduates will be able to apply appropriate communication skills across settings, purposes, and audiences and be an influential manager.
- v. The Graduates will be able to critically appraise and reflect lifelong learning ensuing personal and professional development

### 3. Semester-wise Program Structure

#### Semester-1

S.No	Course Code	Course Title	Course Type	Credit						Credit Units
				L	T	PS	FW	SW	Arch./Des. Studio	
1	ACCT102	Accounting Fundamentals	Core Courses	3	1	0	0	2	0	5
2	MGMT101	Management Foundation	Core Courses	2	0	0	0	2	0	3
3	MGMT106	BUSINESS ENVIRONMENT, POLICY AND PRACTICES	Core Courses	2	0	0	0	2	0	4
4	MKTG102	Principles of Marketing- I	Core Courses	3	0	0	0	0	0	4
5		FBL(Arabic/German)	Value added course	0	1	0	0	2	0	2
6	BC109	Communication Skills - I	Communication Skills	2	0	0	0	2	0	3
7	QAM103	Business Statistics	Core Courses	3	0	0	0	2	0	4
<b>Total required Credit</b>									<b>23</b>	

#### Semester-2

S.No.	Course Code	Course Title	Course Type	Credit						Credit Units
				L	T	PS	FW	SW	Arch/Des Studio	
1	CSIT108	Computer Applications	Core Courses	2	0	0	0	2	0	3
2	ENTR301	Fundamentals of Entrepreneurship	Core Courses	3	0	0	0	0	0	3
3	FIBA201	Fundamentals of Financial Management	Core Courses	3	0	0	0	0	0	3
4	HR201	Fundamentals of Human Resource Management	Core Courses	3	0	0	0	0	0	3
5	MKTG103	Principles of Marketing- II	Core Courses	3	0	0	0	0	0	3

6		FBL	VAC	0	0	0	0	0	0	2
7	QAM104	Business Mathematics II	Core Courses	2	1	0	0	0	0	3
8	BC206	Communication Skills - II	value adedd	2	0	0	0	2	0	3
				<b>Total required Credit</b>						<b>23</b>

### Semester-3

S.No	Course Code	Course Title	Course Type	Credit						Credit Units
				L	T	P S	F W	S W	Arch./De s. Studio	
1		FBL(Arabic/German)	Value added course	0	1	0	0	2	0	2
2	FIBA206	Financial Markets and Services	Specialisation Elective Courses	3	0	0	0	2	0	4
3	HR208	Principles of Organizational Behaviour	Core Courses	3	0	0	0	2	0	4
4	QAM204	Research Method for Managers	Core Courses	3	0	0	0	2	0	4
5	BS105	Individual Excellence & Social Dynamics	Behavioural Science	2	0	0	0	2	0	3
6	POM204	ESSENTIALS OF PRODUCTION AND OPERATIONS MANAGEMENT	Core Courses	3	0	0	0	4	0	5
7	MSTP102	MSTP102 Term Paper - II	NTCC	0	0	0	0	0	0	2
				<b>Total required Credit</b>						<b>24</b>

**Semester-4**

S.No.	Course Code	Course Title	Course Type	Credit					Arch/Des Studio	Credit Units
				L	T	PS	FW	SW		
1	MKTG302	Sales and Distribution Management	Specialisation Elective Courses	3	0	0	0	2	0	4
2	MKTG304	Principles of Consumer Behaviour	Core Courses	3	0	0	0	2	0	4
3	MGMT304	Ethics and Corporate Governance	core course	0	0	0	0	0	0	4
4	ECON228	Economics & E-Commerce	Domain Elective	3	0	0	0	2	0	3
5	QAM201	Operations Research	Core Courses	2	0	0	0	4	0	4
7	BS208	Creativity for Team Excellence	Behavioural Science	2	0	0	0	2	0	3
		FBL	VAC							2
				<b>Total required Credit</b>						<b>23</b>

**Semester-5**

S.No	Course Code	Course Title	Course Type	Credit						Credit Units
				L	T	P S	F W	S W	Arch./Des . Studio	
1	FIBA307	Insurance & Risk Management	Specialisation Elective Courses	3	0	0	0	2	0	4
2	FIBA308	Commodity and Derivative Market	Specialisation Elective Courses	3	0	0	0	2	0	4
3	MKTG314	Integrated Marketing Communications	Specialisation Elective Courses	3	0	0	0	2	0	4
5	MSSI100	Summer Internship	Non-Teaching Credit Courses	0	0	0	0	0	0	2
6	PFE301	Professional Ethics	Professional Ethics	0	1	0	0	2	0	2
7	MKTG316	Marketing in the Digital Age	Core Course	3	0	0	0	0	0	5
8	STRA303	Business Strategy	Core Courses	3	0	0	0	4	0	5
				<b>Total required Credit</b>						<b>27</b>

**Semester-6**

S.No.	Course Code	Course Title	Course Type	Credit					Arch/Des Studio	Credit Units
				L	T	PS	FW	SW		
1	CSIT327	Artificial Intelligence and Business Applications	Employability & Skill Enhancement Courses	3	0	0	0	2	0	4
2	FIBA312	Investment Analysis and Portfolio Management	Specialisation Elective Courses	3	0	0	0	2	0	4
3	FIBA316	Merger Acquisiton and Restructuring	Specialisation Elective Courses	3	0	0	0	2	0	4
4	FIBA322	International Financial Management	Specialisation Elective Courses	3	0	0	0	2	0	4
5	HR103	Leadership in Global Environment	Specialisation Elective Courses	3	0	0	0	2	0	4
6	HR305	Fundamentals of International Human Resource Management	Specialisation Elective Courses	3	0	0	0	2	0	4
7	HR306	Managerial Competencies and Career Development	Industry Specific Courses	2	0	0	0	2	0	3
8	MKTG312	International Marketing	Specialisation Elective Courses	3	0	0	0	2	0	4
9	MKTG313	Brand Management	Specialisation Elective Courses	3	0	0	0	2	0	4
10	MSDS100	Dissertation	Supervised Independent Learning/ Non-Teaching Credit Courses	0	0	0	0	0	0	5

11	RETL101	Fundamentals of Retailing	Specialisation Elective Courses	3	0	0	0	2	0	4
8	ARAB102	Arabic Grammar – I	Foreign Business Language	2	0	0	0	0	0	2
9	GRMN104	German Grammar – I	Foreign Business Language	2	0	0	0	0	0	2
10	SPAN103	Spanish Grammar – I	Foreign Business Language	2	0	0	0	0	0	2
<b>Total required Credit</b>										<b>22</b>

**Specialization for semester 5 (Select any 2)**

<b>Specialization for semester 5 (Select any 2)</b>					
<b>Course</b>	<b>Lectures (L) Hrs/week</b>	<b>Tutorials (T) Hrs/week</b>	<b>Practical (P) Hrs/week</b>	<b>SW/FW Hrs/week</b>	<b>Total Credits</b>
Insurance & Risk Management	3	0	0	2	4
Commodity and Derivative	3	0	0	2	4
Integrated Marketing Communications	3	0	0	2	4

<b>Specialization for semester 6 (Select any 2)</b>					
<b>Course</b>	<b>Lectures (L) Hrs/week</b>	<b>Tutorials (T) Hrs/week</b>	<b>Practical (P) Hrs/week</b>	<b>SW/FW Hrs/week</b>	<b>Total Credits</b>
International Financial Management	3	0	0	2	4
Fundamentals of International Human Resource Management	3	0	0	2	4
Investment Analysis and Portfolio Management	3	0	0	2	4

#### 4. Program Learning Outcomes

- i. Graduates will develop comprehension of various functional areas of business management and will be able to apply the same in the organizational context.
- ii. Graduates will use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization
- iii. Graduates will use information and knowledge to analyze the facts, apply critical-thinking skills, design a solution, think rationally and strategically, and define the relevant course of action.
- iv. Graduates will understand ethnic diversities, show sensitivity to various cultural and environmental issues, and demonstrate traits of global business practitioner.
- v. Graduates will be able to acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize people and resources, create value, develop and cultivate endurance, and convert innovative ideas into business ventures.

#### Education Outcome Assessment Plan:(as per the University format)

Type	Assessment/PLO
<b>Direct</b>	Comprehensive examinations
	End Semester Examinations
	Viva Voce
<b>Indirect</b>	Exit interviews
	External Reviewers