



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

Semester-5

S.No.	Course Code	Course Title	Course Type	Credit					Arch/Des Studio	Credit Units
				L	T	PS	FW	SW		
1	FIBA307	Insurance & Risk Management (UG) Syllabus	Specialisation Elective Courses	3	0	0	0	2	0	4
2	FIBA308	Commodity and Derivative Market (UG) Syllabus	Specialisation Elective Courses	3	0	0	0	2	0	4
3	MKTG314	Integrated Marketing Communications (UG) Syllabus	Specialisation Elective Courses	3	0	0	0	2	0	4
4	MKTG316	Marketing in Digital Age (UG) Syllabus	Core Courses	3	0	0	0	2	0	4
5	PFE301	Professional Ethics and Social Responsibility	Ability Enhancement Courses (VAC)	0	1	0	0	2	0	2
6		Minor Project	Supervised Independent Learning/ Non-Teaching Credit Courses	0	0	0	0	0	0	4
7		Foreign Business Language	Value Added Course	2	0	0	0	0	0	2
8	STRA303	Business Strategy (UG) Syllabus	Core Courses	3	0	0	0	4	0	5
		Total Credits								29
	CI103	Competitive Intelligence Fundamentals(UG)	Specialisation Elective Courses	3	0	0	0	0	0	3
	INS107	Principles and Practices of Banking Operations(UG)	Specialisation Elective Courses	5	0	0	0	2	0	5
		Total Credits Required								29

Semester-6

S.No.	Course Code	Course Title	Course Type	Credit					Arch/Des Studio	Credit Units
				L	T	PS	FW	SW		
1	FIBA312	Investment Analysis and Portfolio Management (UG) Syllabus	Specialization Elective Courses	3	0	0	0	2	0	4
2	IB 204	Understanding International Business Management	Specialization Elective Courses	3	0	0	0	2	0	4
3	HR306	Managerial Competencies and Career Development (UG) Syllabus	Industry Specific Courses	2	0	0	0	2	0	3
4	MKTG312	International Marketing (UG) Syllabus	Specialization Elective Courses	3	0	0	0	2	0	4
		Foreign Business Language	Value Added Course	2	0	0	0	0	0	2
5	MSDS100	Dissertation (UG) Guidelines	Supervised Independent Learning/ Non-Teaching Credit Courses	0	0	0	0	0	0	7
6	CI205	Competitive Intelligence-applications in Business(UG)	Specialization Elective Courses	2	1	0	0	2	0	3
7	INS216	Microfinance for Executives(UG)	Specialization Elective Courses	2	0	0	0	2	0	3
		Total Credits Required								24

Specialization for Semester 3

Specialization for semester					
Course	Lectures (L) Hrs/week	Tutorials (T) Hrs/week	Practical (P) Hrs/week	SW/FW Hrs/week	Total Credits
Basics of Foreign Exchange (UG)	3	0	0	0	3
Cross Cultural Management	3	0	0	0	3

Specialization for Semester 4

Specialization for semester					
Course	Lectures (L) Hrs/week	Tutorials (T) Hrs/week	Practical (P) Hrs/week	SW/FW Hrs/week	Total Credits
Sales and Distribution Management (UG) Syllabus	3	0	0	4	5
Fundamentals of Project Management (UG) Syllabus	3	0	0	4	5

Specialization for semester 5

Specialization for semester					
Course	Lectures (L) Hrs/week	Tutorials (T) Hrs/week	Practical (P) Hrs/week	SW/FW Hrs/week	Total Credits
Insurance & Risk Management (UG) Syllabus	3	0	0	2	4
Commodity and Derivative Market (UG) Syllabus	3	0	0	2	4
Integrated Marketing Communications (UG) Syllabus	3	0	0	2	4
Competitive Intelligence Fundamentals(UG)	3	0	0	0	3
Principles and Practices of Banking Operations(UG)	5	0	0	2	5

Specialization for semester 6

Specialization for semester					
Course	Lectures (L) Hrs/week	Tutorials (T) Hrs/week	Practical (P) Hrs/week	SW/FW Hrs/week	Total Credits
Investment Analysis and Portfolio Management (UG) Syllabus	3	0	0	2	4
Understanding International Business Management	3	0	0	2	4
International Marketing (UG) Syllabus	3	0	0	2	4
Competitive Intelligence Applications	2	1	0	2	3
Microfinance for Executives(UG)	2	0	0	2	3

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
Direct	Comprehensive examinations
	End Semester Examinations
	Viva Voce
Indirect	Exit interviews
	External Reviewers