

School of Business											
Bachelor of Business Administration (General & BBA+MBA Integrated)											
Program Structure 2023-27											
First Semester-Bachelor of Business Administration (General & BBA+MBA Integrated)											
Sl. No.	Course Code	Course Title	Course Type	Credit Structure					Credits	Hours	Course Category
				L	T	P	S				
1	D1UA105T	Financial Accounting	Theory	3	0	0	0	3	3	Major	
2	D1UA103T	Principles of Management	Theory	3	0	0	0	3	3	Major	
3	D1UA106T	Business Environment	Theory	3	0	0	0	3	3	Major	
4	D1UA107T	Marketing Theory and Practices	Theory	3	0	0	0	3	3	Major	
5	D1UA108T	Business Statistics	Theory	3	0	0	0	3	3	Multidisciplinary	
6	D1UA109T	Communicative English	Theory	3	0	0	0	3	3	AEC	
7	L1UB420T	Physical Education & Yoga	Theory	2	0	0	0	2	2	VAD	
Total credits								20			
Second Semester-Bachelor of Business Administration (General & BBA+MBA Integrated)											
Sl. No.	Course Code	Course Title	Course Type	Credit Structure					Credits	Hours	Course Category
				L	T	P	S				
1	D1UA201T	Organisational Behaviour	Theory	3	0	0	0	3	3	Major	
2	D1UA205T	Management and Cost Accounting	Theory	3	0	0	0	3	3	Major	
3	D1UA204T	Production and Operations Management	Theory	3	0	0	0	3	3	Major	
4	D1UA208B	IT Tools for Decision Making / Minor 1	Blended	2	0	1	0	3	4	SEC	
5	D1UA206T	Indian Constitution	Theory	2	0	0	0	2	2	VAD	
6	D1UA207T	Business Economics	Theory	3	0	0	0	3	3	Multidisciplinary	
7	K1UC330T	Basic French	Theory	3	0	0	0	3	3	AEC Elective	
	K1UC332T	Basic German		3	0	0	0	3	3		
Total credits								20			
Third Semester-Bachelor of Business Administration (General & BBA+MBA Integrated)											
Sl. No.	Course Code	Course Title	Course Type	Credit Structure					Credits	Hours	Course Category
				L	T	P	S				
1	D1UA301T	Financial Management	Theory	3	0	0	0	3	3	Major	
2	D1UA302T	Business Communication	Blended	2	0	1	0	3	4	AEC	
3	D1UA302T	Human Resource Management	Theory	3	0	0	0	3	3	Major	
4	D1UA305T	Introduction to Business Analytics	Theory	3	0	0	0	3	3	Major	
5	D1UA303T	Supply Chain Management/Minor 2	Theory	3	0	0	0	3	3	Major	
6	New Code	E-Business	Theory	3	0	0	0	3	3	Major	
7	CIUB320T	Environment Studies	Theory	2	0	0	0	2	2	VAD	
Total credits								20			
Fourth Semester-Bachelor of Business Administration (General & BBA+MBA Integrated)											
Sl. No.	Course Code	Course Title	Course Type	Credit Structure					Credits	Hours	Course Category
				L	T	P	S				
1	D1UA416T	Research Methodology	Theory	3	0	0	0	3	3	Major	
2	D1UA402B	Campus to Corporate	Theory	3	0	0	0	3	3	SEC	
3	New Code	Business Law/ Minor 3	Theory	3	0	0	0	3	3	Multidisciplinary	
4	New Code	Elective-I	Theory	3	0	0	0	3	3	Major	
5	New Code	Elective-II	Theory	3	0	0	0	3	3	Major	
6	New Code	Digital Marketing	Theory	3	0	0	0	3	3	Major	
7	New Code	Community Service Project	Project	0	0	0	2	2	2	Project	
Total credits								20			
Electives: Choose basket (any 2 out of 3) as per Specialization											
Sl. No.	Course Code	Course Title	Course Type	Credit Structure					Credits	Hours	Course Category
				L	T	P	S				
Marketing Electives											
1	D1UA403T	Marketing Communication	Theory	3	0	0	0	3	3	Major	
2	D1UA404T	Consumer Behaviour	Theory	3	0	0	0	3	3	Major	
3	New Code	Sales and Distribution Management	Theory	3	0	0	0	3	3	Major	
Finance Electives											
4	D1UA406T	Investment Analysis and Portfolio Management	Theory	3	0	0	0	3	3	Major	
5	New Code	Income Tax	Theory	3	0	0	0	3	3	Major	
6	New Code	Financial Services	Theory	3	0	0	0	3	3	Major	
HR Electives											
7	D1UA417T	Talent Acquisition and Management	Theory	3	0	0	0	3	3	Major	
8	New Code	Compensation Management	Theory	3	0	0	0	3	3	Major	
9	D1UA411T	Training & Development	Theory	3	0	0	0	3	3	Major	
Operations Electives											
10	D1UA412T	Quality Management	Theory	3	0	0	0	3	3	Major	
11	D1UA413T	Logistics and Distribution Management	Theory	3	0	0	0	3	3	Major	
12		Inventory Management & Control	Theory	3	0	0	0	3	3	Major	
Fifth Semester-Bachelor of Business Administration (General & BBA+MBA Integrated)											
Sl. No.	Course Code	Course Title	Course Type	Credit Structure					Credits	Hours	Course Category
				L	T	P	S				
1	New Code	International Business	Theory	3	0	0	0	3	3	Major	
2	D1UA104T	Business Ethics and Governance	Theory	3	0	0	0	3	3	Major	
3	New Code	Summer Internship Project	Project	0	0	0	0	5	9	SIP	
4	New Code	Elective-III	Theory	3	0	0	0	3	3	Major	
5	New Code	Elective-IV	Theory	3	0	0	0	3	3	Major	
6	New Code	Stock Market Analysis/ Minor 4	Blended	2	0	1	0	3	4	Major	
Total credits								20			
Electives: Choose basket (any 2 out of 3) as per Specialization											
Sl. No.	Course Code	Course Title	Course Type	Credit Structure					Credits	Hours	Course Category
				L	T	P	S				
Marketing Electives											
5	D1UA509T	Product and Brand Management	Theory	3	0	0	0	3	3	Major	
6	D1UA510T	Retail Management	Theory	3	0	0	0	3	3	Major	
7	New Code	Customer Relationship Management	Theory	3	0	0	0	3	3	Major	
Finance Electives											
8	D1UA504T	Financial Derivatives	Theory	3	0	0	0	3	3	Major	
9	New Code	Personal Finance	Theory	3	0	0	0	3	3	Major	

10	DIUA511T	Merger & Acquisition	Theory	3	0	0	0	3	3	Major
	HR Electives									
11	DIUA512T	Negotiation and Conflict Management	Theory	3	0	0	0	3	3	Major
12	New Code	Industrial Relation & Labour Laws	Theory	3	0	0	0	3	3	Major
13	DIUA506T	Performance Management	Theory	3	0	0	0	3	3	Major
	Operations Electives									
14	DIUA514T	Risk Management in Supply Chain	Theory	3	0	0	0	3	3	Major
15	DIUA507T	Sales and Operations Planning	Theory	3	0	0	0	3	3	Major

Sixth Semester-Bachelor of Business Administration (General & BBA+MBA Integrated)

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1	DIUA501T	Entrepreneurship	Theory	3	0	0	0	3	3	SEC
2	New Code	Strategic Management	Theory	3	0	0	0	3	3	Major
3	New Code	Project Management	Theory	3	0	0	0	3	3	Major
4	New Code	Elective-V	Theory	3	0	0	0	3	3	Major
5	New Code	Elective-VI	Theory	3	0	0	0	3	3	Major
6	New Code	Business Etiquettes and Personality Development	Theory	1	0	1	0	2	3	SEC
7	New Code	Industrial Research Project	Project	0	0	0	0	3	3	Elective
	New Code	Minor 5	Theory	3	0	0	0	3	3	
	Total credits							20		

Electives: Choose basket (any2) as per Specialization

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
	Marketing Electives									
4	New Code	International Marketing	Theory	3	0	0	0	3	3	Major
5	New Code	B2B Marketing	Theory	3	0	0	0	3	3	Major
6	New Code	Marketing of Services	Theory	3	0	0	0	3	3	Major
	Finance Electives									
7	New Code	Working Capital Management	Theory	3	0	0	0	3	3	Major
8	New Code	Goods and Service tax	Theory	3	0	0	0	3	3	Major
9	DIUA408T	International Finance	Theory	3	0	0	0	3	3	Major
	HR Electives									
10	New Code	Management of Change	Theory	3	0	0	0	3	3	Major
11	New Code	HR Metrics	Theory	3	0	0	0	3	3	Major
12	New Code	International HRM	Theory	3	0	0	0	3	3	Major
	Operations Electives									
13	New Code	Information system and technology in Supply Chain	Theory	3	0	0	0	3	3	Major
14	New Code	Procurement and sourcing management	Theory	3	0	0	0	3	3	Major
15	New Code	Procurement & Sourcing Management	Theory	3	0	0	0	3	3	Major

Seventh Semester-Bachelor of Business Administration (General & BBA+MBA Integrated)

	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1	New Code	Introduction to Research Tools and Platforms	Comprehensive	2	0	1	1	4	7	Major
2	New Code	Global Geopolitics	Theory	3	0	0	0	3	3	Multidisciplinary
3	New Code	Systematic Literature Review	Comprehensive	2	0	1	1	4	7	RSC
4	New Code	Minor 6	Theory	3	0	0	0	3	3	Minor
5	New Code	Minor 7	Theory	3	0	0	0	3	3	Minor
6	New Code	Elective-VII	Theory	3	0	0	0	3	3	Major
								20		
	Marketing Electives	Marketing Analytics	Theory	3	0	0	0	3	3	Major
	Finance Electives	Financial Modelling and valuation	Theory	3	0	0	0	3	3	Major
	HR Electives	Competency Mapping	Theory	3	0	0	0	3	3	Major
	Operations Electives	Sustainable Supply Chain Management	Theory	3	0	0	0	3	3	Major

Eighth Semester-Bachelor of Business Administration (General & BBA+MBA Integrated)

	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1	New Code	Research Dissertation	Project	0	0	0	0	11	21	RSC
2	New Code	R for Research	Blended	2	0	1	0	3	4	Major
3	New Code	Minor 8	Theory	3	0	0	0	3	3	Minor
4	New Code	Elective-VIII	Theory	3	0	0	0	3	3	Major
								20		

Marketing Electives	Rural marketing	Theory	3	0	0	0	3	3	Major
Finance Electives	Financial Market and Institutions	Theory	3	0	0	0	3	3	Major
HR Electives	Strategic HRM	Theory	3	0	0	0	3	3	Major
Operations Electives	Productivity Management & Value Engineer	Theory	3	0	0	0	3	3	Major

Semester	Credits
Semester 1	20
Semester 2	20
Semester 3	20
Semester 4	20
Semester 5	20
Semester 6	20
Semester 7	20
Semester 8	20
	120