

BBA (Research with Hons) 4 Years Program Structure 2023-27

First Semester

Sl. No.	Course Code	Course Title	Course Type	Credit Structure				Credits	Hours	Course Category
				L	T	P	S			
1		Financial Accounting	Theory	3	0	0	0	3	3	Major
2	D1UA103T	Principles of Management	Theory	3	0	0	0	3	3	Major
3	K1UB122T	Business Economics	Theory	3	0	0	0	3	3	Major
4	D1UA203T	Marketing Theory and Practices	Theory	3	0	0	0	3	3	Major
5		Business Mathematics	Theory	3	0	0	0	3	4	Multidisciplinary
6	E2UC220C	IT Tools for Decision Making	Integrated	2	0	1	0	3	4	SEC
7		Basic Reading and Writing Skills	Integrated	2	0	1	0	3	4	AEC
8		Indian Constitution	Theory	3	0	0	0	3	3	VAD
Total credits								24		

Second Semester

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	D1UA202T	Management and Cost Accounting	Theory	3	0	0	0	3	3	Major
3	D1UA102T	Business Statistics	Theory	3	0	0	0	3	3	Multidisciplinary
4	D1UA204T	Management	Theory	3	0	0	0	3	3	Major
5	D1UA201B	Business Communication	Integrated	2	0	1	0	3	4	AEC
6		Minor 1	Theory	3	0	0	0	3	3	Minor
7	K1UC330T	Basic French	Theory	3	0	0	0	3	3	AEC
8	K1UC332T	Basic German								
Total credits								21		

Third Semester

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	Human Resource Management	Theory	3	0	0	0	3	3	Major
3	D1UA303T	Supply Chain Management	Theory	3	0	0	0	3	3	Major
4	D1UA304T	Business Law	Theory	3	0	0	0	3	3	Major
5	D1UA305T	Business Environment	Theory	3	0	0	0	3	3	Major
6		Social Media Analysis	Integrated	1	0	0	1	2	3	AEC
7		Minor 2	Theory	3	0	0	0	3	3	Minor
Total credits								20		

Fourth Semester

Sl. No.	Course Code	Course Title	Course Type	Credit Structure				Credits	Hours	Course Category
				L	T	P	S			
1		Research Methodology	Integrated	2	0	1	0	3	4	Major
2		Strategic Management	Theory	3	0	0	0	3	3	Major
3		Campus to Corporate	Integrated	2	0	1	0	3	4	SEC
4		Elective-I	Theory	3	0	0	0	3	3	Major

5		Elective-II	Theory	3	0	0	0	3	3	Major
6		Stock Market Analysis	Integrated	2	0	1	0	3	4	Major
7	C1UB320T	Environment Studies	Theory	2	0	0	0	2	2	VAD
8		Minor 3	Theory	3	0	0	0	3	3	Minor
Total credits								23		

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		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	D1UA407T	Financial Statement Analysis	Theory	3	0	0	0	3	3	Major
6	D1UA408T	International Finance	Theory	3	0	0	0	3	3	Major
HR Electives										
7		HR Metrics	Theory	3	0	0	0	3	3	Major
8	D1UA410T	Performance Management	Theory	3	0	0	0	3	3	Major
9	D1UA411T	Training and 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	D1UA414T	Inventory Management & Control	Theory	3	0	0	0	3	3	Major
Information Technology Electives										
13		Introduction to Programming and Logic Development	Theory	3	0	0	0	3	3	Major
14		Introduction to Database Management System	Theory	3	0	0	0	3	3	Major
15		Data Mining	Theory	3	0	0	0	3	3	Major

Fifth Semester										
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Business Ethics and Governance /Entrepreneurship	Theory	3	0	0	0	3	3	Major
2		E-Business	Theory	3	0	0	0	3	3	Major
3		Summer Internship Project	Theory	0	0	0	0	3	9	SIP
4		Elective-III	Theory	3	0	0	0	3	3	Major
5		Elective-IV	Theory	3	0	0	0	3	3	Major
6		Web Mining & Data Extraction Management	Integrated	2	0	1	0	3	4	VAD
7		Minor 4	Theory	3	0	0	0	3	3	Minor
8		Personality Development	Integrated	2	0	1	0	3	3	SEC
Total credits								24		

Electives: Choose basket (any 2 out of 3) as per Specialization										
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
Marketing Electives										
1	D1UA509T	Product and Brand Management	Theory	3	0	0	0	3	3	Major
2	D1UA510T	Retail Management	Theory	3	0	0	0	3	3	Major
3	D1UA502T	Digital Marketing	Theory	3	0	0	0	3	3	Major
Finance Electives										
4	D1UA504T	Financial Derivatives	Theory	3	0	0	0	3	3	Major
5	D1UA505T	Income Tax	Theory	3	0	0	0	3	3	Major
6	D1UA511T	Merger & Acquisition	Theory	3	0	0	0	3	3	Major
HR Electives										
7	D1UA512T	Negotiation and Conflict Management	Theory	3	0	0	0	3	3	Major
8	D1UA513T	Managing Leadership	Theory	3	0	0	0	3	3	Major
9	D1UA506T	International HRM	Theory	3	0	0	0	3	3	Major
Operations Electives										
10	D1UA514T	Risk Management in Supply Chain	Theory	3	0	0	0	3	3	Major
11	D1UA507T	Sales and Operations Planning	Theory	3	0	0	0	3	3	Major
InformationTechnology Electives										
13		Introduction to Operating Systems	Theory	3	0	0	0	3	3	Major
14		Basics of Computer Networks	Theory	3	0	0	0	3	3	Major
15		Digital Marketing	Theory	3	0	0	0	3	3	Major
Sixth Semester										
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		International Business	Theory	3	0	0	0	3	3	Major
2		Project Management	Theory	3	0	0	0	3	3	Major
3		Elective-V	Theory	3	0	0	0	3	3	Major
4		Elective-VI	Theory	3	0	0	0	3	3	Major
5		Minor 5	Theory	3	0	0	0	3	3	Minor
6		Data Handling with SPSS	Comprehensive	1		1	1	3	6	Major
Total credits								18		
Electives: Choose basket (any 2 out of 3) as per Specialization										
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
Marketing Electives										
1		International Marketing	Theory	3	0	0	0	3	3	Major
2		B2B Marketing	Theory	3	0	0	0	3	3	Major
3		Marketing of Services	Theory	3	0	0	0	3	3	Major
Finance Electives										
4		Working Capital Management	Theory	3	0	0	0	3	3	Major
5		Goods and Service tax	Theory	3	0	0	0	3	3	Major
6		Financial Services	Theory	3	0	0	0	3	3	Major
HR Electives										
7		HR Accounting and Audit	Theory	3	0	0	0	3	3	Major
8		Employment Legislation	Theory	3	0	0	0	3	3	Major
9		International HRM	Theory	3	0	0	0	3	3	Major

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Operations Electives										
10		Lean Manufacturing and Six sigma	Theory	3	0	0	0	3	3	Major
11		Procurement and Sourcing Management	Theory	3	0	0	0	3	3	Major
Information Technology Electives										
13		Information Security	Theory	3	0	0	0	3	3	Major
14		Management Information Systems	Theory	3	0	0	0	3	3	Major
15		Basics of Cloud Computing	Theory	3	0	0	0	3	3	Major
Seventh Semester										
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Introduction to Research Tools and Platforms	Comprehensive	2	0	1	1	4	7	Major
2		Global Geopolitics	Theory	3	0	0	0	3	3	Multidisciplinary
3		Literature Review/Secondary Data Research	Comprehensive	2	0	1	1	4	7	RSC
4		Minor(Marketing/Finance/HR/Opeartons/IT)	Theory	3	0	0	0	3	3	Minor
Total credits								14		
Eighth Semester										
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Research Dissertation	Comprehensive	3	0	2	5	10	21	RSC
		Introduction to R/ Introduction to	Integrated	2	0	1	0	3	4	Major
2		Minor(Marketing/Finance/HR/Opeartons/IT)	Theory	3	0	0	0	3	3	Minor
Total credits								16		
		Semester 1	24							
		Semester 2	21							
		Semester 3	20							
		Semester 4	23							
		Semester 5	24							
		Semester 6	18							
		Semester 7	14							
		Semester 8	16							
			160							