



COURSE STRUCTURE

OF

BACHELOR OF BUSINESS ADMINISTRATION

AS PER NEP - 2020

I, II & III YEAR

EFFECTIVE FROM BATCH 2023

First Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		BASIC ACCOUNTING	MAJOR	4	0	0	3
2		BUSINESS MATHEMATICS	MAJOR	4	0	0	3
3		MARKETING THEORY AND PRACTICES - I	MAJOR	4	0	0	3
4		PRICIPLES OF MANAGEMENT	MINOR	4	0	0	3
5		BUSINESS ECONOMICS	MINOR	4	0	0	3
6		BUSINESS COMMUNICATION OR FUNDAMENTAL OF INFORMATION TECHNOLOGY OR FUNDAMENTALS OF ENVIRONMENTAL SCIENCE OR INTRODUCTION TO HISTORICAL LINGUISTICS	MULTIDICIPLINARY	4	0	0	3
7		LANGUAGE SKILLS - I	AEC	0	0	4	2
8		ADVANCED EXCEL AND POWER BI	SEC	0	0	4	3
9		FOOD NUTRITION AND HYGIENE	VAC	0	0	4	2
		Total					25

Second Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		ORGANIZATIONAL BEHAVIOUR	MAJOR	4	0	0	3
2		BUSINESS FINANCE	MAJOR	4	0	0	3
3		MARKETING THEORY AND PRACTICES - II	MAJOR	4	0	0	3
4		BUSINESS STATISTICS	MAJOR	4	0	0	3
5		MACRO ECONOMICS	MINOR	4	0	0	3
6		BUSIENSS ETHICS AND GOVERNANCE	MINOR	4	0	0	3
7		LANGUAGE SKILLS - II	AEC	0	0	4	2
8		HUMAN VALUES AND ENVIRONMENTAL STUDIES	VAC	0	0	4	2
		Total					22

Third Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		MANAGEMENT AND COST ACCOUNTING	MAJOR	4	0	0	3
2		HUMAN RESOURCE MANAGEMENT	MAJOR	4	0	0	3
3		CONSUMER BEHAVIOUR	MAJOR	4	0	0	3
4		PRODUCTION MANAGEMENT	MAJOR	4	0	0	3
5		INTERNATIONAL TRADE	MINOR	4	0	0	3
6		BUSINESS POLICY	MINOR	4	0	0	3
7		ENGLISH FOR SPECIFIC PURPOSE	AEC	0	0	4	2
8		AI FOR BEGINERS OR R-PROGRAMMING LAB	SEC	0	0	4	3
9		FIRST AID AND HEALTH	VAC	0	0	4	2
		Total					25

Fourth Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		SPECIALIZED ACCOUNTING	MAJOR	4	0	0	3
2		RESEARCH METHODOLOGY	MAJOR	4	0	0	3
3		FINANCIAL INSTITUTIONS AND MAREKET	MAJOR	4	0	0	3
4		BUSINESS ENVIRONMENT	MINOR	4	0	0	3
5		ADVERTISING MANAGEMENT	MINOR	4	0	0	3
6		BUSINESS LAW OR INTRODUCTION TO APPLIED LINGUISTICS OR BIODIVERSITY AND ITS CONSERVATION	MULTIDISCIPLINARY	0	0	4	3
7		PROFESSIONAL COMMUNICATION	AEC	0	0	4	2
8		PHYSICAL EDUCATION AND YOGA	VAC	0	0	4	2
		Total					22

Fifth Semester

S. No.	Subject	Cat	L	T	P	C
1	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	MAJOR	4	0	0	3
3	Specialization Elective 1 (Group A)	DSE	4	0	0	3
4	Specialization Elective 2 (Group A)	DSE	4	0	0	3
5	Specialization Elective 1 (Group B)	DSE	4	0	0	3
6	Specialization Elective 2 (Group B)	DSE	4	0	0	3
7	SUSTAINABILITY REPORTING OR STATISTICAL COMPUTATION AND SIMULATION	SEC	0	0	4	3
8	ANALYTIC ABILITY AND DIGITAL AWARENESS	VAC	0	0	4	2
9	RESEARCH PROJECT	PROJECT	0	0	0	4
	Total					24

Sixth Semester

S. No.	Cod e	Subject	Cat	L	T	P	C
1		STRATEGIC MANAGEMENT	MAJOR	4	0	0	3
2		Specialization Elective 3 (Group A)	DSE	4	0	0	3
3		Specialization Elective 4 (Group A)	DSE	4	0	0	3
4		Specialization Elective 3 (Group B)	DSE	4	0	0	3
5		Specialization Elective 4 (Group B)	DSE	4	0	0	3
6		COMPANY LAW OR ENVIRONMENTAL POLLUTION & MANAGEMENT OR HISTORY & POLITICS OF ENGLISH IN INDIA	MULTIDISCIPLINARY	0	0	4	2
7		COMMUNICATION SKILLS & PERSONALITY DEVELOPMENT	SEC	0	0	4	3
		Total					20

ELECTIVES - Fifth Semester

S. No.	Subject	Cat	L	T	P	C
GROUP 1: HUMAN RESOURCE						
1	Human Resource development	DSE	4	0	0	4
2	INDUSTRIAL RELATIONS AND LABOUR LAWS	DSE	4	0	0	4
3	Group Dynamics & Team Building	DSE	4	0	0	4
4	Compensation & Reward Management	DSE	4	0	0	4
GROUP 2: MARKETING						
5	SALES MANAGEMENT	DSE	4	0	0	4
6	Rural Marketing	DSE	4	0	0	4
7	International Marketing	DSE	4	0	0	4
8	Digital Marketing	DSE	4	0	0	4
GROUP 3: FINANCE						
9	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	DSE	3	1	0	4
10	GOODS AND SERVICE TAX	DSE	3	1	0	4
11	INCOME TAX	DSE	3	1	0	4
12	Working Capital Management	DSE	3	1	0	4
GROUP 4: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT						
13	Logistic Management	DSE	4	0	0	4
14	SUPPLY CHAIN MANAGEMENT	DSE	4	0	0	4
15	Store Keeping and Warehousing	DSE	4	0	0	4
16	Purchasing and Inventory Management	DSE	4	0	0	4

ELECTIVES - Sixth Semester

S. No.	Subject	Cat	L	T	P	C
GROUP 1: HUMAN RESOURCE						
1	Negotiation & Counselling	DSE	4	0	0	4
2	International Human Resource Management	DSE	4	0	0	4
3	Change Management & Organization Development	DSE	4	0	0	4
4	TRAINING AND DEVELOPMENT	DSE	4	0	0	4
GROUP 2: MARKETING						
5	Marketing of Services	DSE	4	0	0	4
6	Retail Management	DSE	4	0	0	4
7	MARKETING COMMUNICATION	DSE	4	0	0	4
8	Marketing Analytics	DSE	4	0	0	4
GROUP 3: FINANCE						
9	Management of Financial Services and Institution	DSE	3	1	0	4
10	COMPANY ACCOUNTS	DSE	3	1	0	4
11	Personal Financial Planning	DSE	3	1	0	4
12	AUDITING	DSE	3	1	0	4
GROUP 4: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT						
13	Green Supply Chain Management	DSE	4	0	0	4
14	Strategic and Implementation Issues in SCM	DSE	4	0	0	4
15	Performance Metrics and Modeling	DSE	4	0	0	4
16	PROJECT MANAGEMENT	DSE	4	0	0	4