GLA UNIVERSITY
MATHURA
Recognised by UGC Under Section 2(f)

Accredited with A+ Grade by NAAC

12-B Status from UGC

COURSE STRUCTURE

BACHELOR OF BUSINESS ADMINISTRATION

(MANAGEMENT SCIENCE)

I, II & III YEAR

EFFECTIVE FROM BATCH 2025-28

First Semester

S. No.	Code	Subject	Cat	L	T	P	C
1	BMSC 2021	FUNDAMENTALS OF ACCOUNTING	MAJOR	4	0	0	3
2	BMSC 2022	QUANTITATIVE ASPECTS OF BUSINESS	MAJOR	4	0	0	3
3	BFBC 2011	MARKETING THEROY AND PRACTICES – I	MAJOR	4	0	0	3
4	BMSC 2025	ESSENTIALS OF MANAGEMENT	MAJOR	4	0	0	3
5	BMSE 2001	MICRO ECONOMICS	MINOR	4	0	0	3
6	BMSO 2003	MANAGERIAL COMMUNICATION OR FUNDAMENTALS OF ENVIRONMENTAL SCIENCE OR INTRODUCTION TO HISTORICAL LINGUISTICS	MULTIDISCIPLINARY	4	0	0	3
7	BMSO 2801	QUANTITATIVE APTITUDE -I	AEC	0	0	4	2
8	BBAO 2801	FUNDAMENTALS OF MS-EXCEL	SEC	0	0	4	3
9	BPSO 0002	FIRST AID AND HEALTH	VAC	2	0	0	2
		Total					**25**

Second Semester

S. No.	Code	Subject	Cat	L	T	P	C
1	BMSC 2026	MANAGING EQUALITY AND DIVERSITY	MAJOR	4	0	0	3
2	BMSC 2027	COST ACCOUNTING	MAJOR	4	0	0	3
3	BFBC 2028	MARKETING THEROY AND PRACTICES – II	MAJOR	4	0	0	3
4	BMSE 2003	MACRO ECONOMICS	MINOR	4	0	0	3
5	BMSO 2004	HUMAN VALUES AND PROFESSIONAL ETHICS	MULTIDISCIPLINARY	4	0	0	3
6	BMSO 2802	QUANTITATIVE APTITUDE -II	AEC	0	0	4	2
7	BMSO 2811	ADVANCED MS-EXCEL	SEC	0	0	4	3
8	BCHO 0012	HUMAN VALUES AND ENVIRONMENT STUDIES	VAC	2	0	0	2
		Total					**22**

Third Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		ACCOUNTING FOR MANAGERS	MAJOR	4	0	0	3
2		HUMAN RESOURCE MANAGEMENT	MAJOR	4	0	0	3
3		CONSUMER BEHAVIOUR	MAJOR	4	0	0	3
4		MANAGEMENT INFORMATION SYSTEM	MAJOR	4	0	0	3
5		INTERNATIONAL BUSINESS MANAGEMENT	MINOR	4	0	0	3
6		BUSINESS LAW	MINOR	4	0	0	3
7		QUANTITATIVE APTITUDE -III	AEC	0	0	4	2
8		AI FOR BEGINNERS **OR** R- PROGRAMMING LAB	SEC	0	0	4	3
10		PHYISCAL EDUCATION & YOGA	VAC	2	0	0	2
11		SOCIAL INTERNSHIP PROJECT	PROJECT	0	0	0	1
		Total					**26**

Fourth Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		FINANCIAL MANAGEMENT	MAJOR	4	0	0	3
2		RESEARCH METHODOLOGY	MAJOR	4	0	0	3
3		BUSINESS ENVIRONMENT	MAJOR	4	0	0	3
4		COMPANY LAW	MINOR	4	0	0	3
5		ADVERTISING MANAGEMENT	MINOR	4	0	0	3
6		MASS COMMUNICATION OR BIODIVERSITY AND ITS CONSERVATION OR INTRODUCTION TO APPLIED LINGUSITICS	MULTIDISCIPLINARY	4	0	0	3
7		QUANTITATIVE APTITUDE -IV	AEC	0	0	4	2
8		SOCIAL RESPONSIBILITY AND COMMUNICATION ENGAGEMENT	VAC	2	0	0	2
		Total					**22**

Fifth Semester

S. No.		Subject	Cat	L	T	P	C
1		ENTREPRENEURSHIP MANAGEMENT	MAJOR	4	0	0	3
2		BUSINESS ANALYTICS	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		ENVRIONMENTAL POLLUTION & MANAGEMENT OR HISTORY & POLITICS OF ENGLISH IN INDIA	MULTIDISCIPLINARY	4	0	0	3
8		QUANTITATIVE APTITUDE -V	AEC	0	0	4	2
9		RESEARCH PROJECT (BASED ON SIP)	DIS/ PROJ	0	0	0	3
		Total					**26**

Sixth Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		STRATEGIC MANAGEMENT	MAJOR	4	0	0	3
2		PRODUCTION AND OPERATIONS MANAGEMENT	MAJOR	4	0	0	3
3		Specialization Elective 3 (Group A)	DSE	4	0	0	3
4		Specialization Elective 4 (Group A)	DSE	4	0	0	3
5		Specialization Elective 3 (Group B)	DSE	4	0	0	3
6		Specialization Elective 4 (Group B)	DSE	4	0	0	3
7		QUANTITATIVE APTITUDE -VI	AEC	0	0	4	2
		Total					**20**

TOTAL CREDIT = 141

ELECTIVES - Fifth Semester

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

ELECTIVES - Sixth Semester

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