

Curriculum Scheme W.E.F. :- 2026-2027

| Course Code | Course Name | L | T | P | CREDIT |
|--------------------------|--|-----------|----------|----------|---------------|
| BBA Semester - I | | | | | |
| 07990111 | Principles of Management | 4 | 0 | 0 | 4 |
| 07020111 | Business Accounting | 4 | 0 | 0 | 4 |
| 07990112 | Small & Medium Enterprises | 4 | 0 | 0 | 4 |
| 07990113 | Fundamentals of Banking & Financial technology | 4 | 0 | 0 | 4 |
| 07070111 | Introduction to Web Design | 4 | 0 | 0 | 4 |
| 07000112 | Corporate Awareness Assessment Program | 4 | 0 | 0 | 4 |
| 07000113 | Sports and Health Care Management | 4 | 0 | 0 | 4 |
| 07000111 | English Communication | 2 | 0 | 0 | 2 |
| 07050111 | Introduction to Digital Marketing | 2 | 0 | 0 | 2 |
| 07120111 | Environmental Studies | 2 | 0 | 0 | 2 |
| 07000114 | Introduction to Indian Knowledge Systems - 1 | 2 | 0 | 0 | 2 |
| | TOTAL | 22 | 0 | 0 | 22 |
| BBA Semester - II | | | | | |
| 07990211 | Business Economics | 4 | 0 | 0 | 4 |
| 07990212 | Business Mathematics | 4 | 0 | 0 | 4 |
| 07010211 | Principles of Human Resource Management | 4 | 0 | 0 | 4 |

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|---------------------------|--|-----------|----------|----------|-----------|
| 07020211 | Financial Management | 4 | 0 | 0 | 4 |
| 07030211 | Affiliate Marketing Strategy | 4 | 0 | 0 | 4 |
| 07050211 | Design Thinking for Problem Solving | 4 | 0 | 0 | 4 |
| 07990213 | Event Management | 4 | 0 | 0 | 4 |
| 07990215 | Foundations of Entrepreneurship | 4 | 0 | 0 | 4 |
| 07000211 | Soft Skills and Personality Development | 2 | 0 | 0 | 2 |
| 07120211 | Disaster Management | 2 | 0 | 0 | 2 |
| 07000212 | Content Strategy | 2 | 0 | 0 | 2 |
| 07000213 | Introduction to Indian Knowledge Systems - 2 | 2 | 0 | 0 | 2 |
| 07000214 | Yoga | 2 | 0 | 0 | 2 |
| | TOTAL | 22 | 0 | 0 | 22 |
| BBA Semester - III | | | | | |
| 07990311 | Business Statistics | 4 | 0 | 0 | 4 |
| 07990312 | Principles of Marketing | 4 | 0 | 0 | 4 |
| 07020311 | Financial Accounting | 4 | 0 | 0 | 4 |
| 07010311 | Labour Legislation in India | 4 | 0 | 0 | 4 |
| 07020312 | Management Accounting | 4 | 0 | 0 | 4 |
| 07030311 | Search Engine Optimization | 4 | 0 | 0 | 4 |
| 07050311 | New Venture Creation & Business Modelling | 4 | 0 | 0 | 4 |
| 07000311 | Academic Writing | 2 | 0 | 0 | 2 |
| 07000312 | Computational Skills for Business | 2 | 0 | 0 | 2 |
| 07040311 | Intellectual Property Rights | 2 | 0 | 0 | 2 |
| 07990313 | Banking Enterprise architecture and TOGAF | 2 | 0 | 0 | 2 |

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| | TOTAL | 22 | 0 | 0 | 22 |
| BBA Semester - IV | | | | | |
| 07010411 | Human Resource Management | 4 | 0 | 0 | 4 |
| 07020411 | Investment Analysis & Portfolio Management | 4 | 0 | 0 | 4 |
| 07990411 | Research Methods for Business | 4 | 0 | 0 | 4 |
| 07010412 | International Human Resource Management | 4 | 0 | 0 | 4 |
| 07020412 | Digital payments and RegTech | 4 | 0 | 0 | 4 |
| 07030411 | Search Engine Marketing | 4 | 0 | 0 | 4 |
| 07050411 | Entrepreneurial Finance, Valuation & Funding Strategies | 4 | 0 | 0 | 4 |
| 07000411 | Public Speaking and Corporate Communication | 2 | 0 | 0 | 2 |
| 07070412 | Web Analytics | 2 | 0 | 0 | 2 |
| 07040411 | Sports and Fitness | 2 | 0 | 0 | 2 |
| | TOTAL | 20 | 0 | 0 | 20 |
| BBA Semester - V | | | | | |
| 07990511 | Business Law | 4 | 0 | 0 | 4 |
| 07010511 | Organisational Behaviour | 4 | 0 | 0 | 4 |
| 07990513 | Business Ethics & Corporate Governance | 4 | 0 | 0 | 4 |
| 07010512 | Human Resource Information System | 4 | 0 | 0 | 4 |
| 07020511 | Financial Market and Institutions | 4 | 0 | 0 | 4 |
| 07030511 | Lead Generation and Email Marketing | 4 | 0 | 0 | 4 |
| 07050511 | Product Development & Lean Start-up Execution | 4 | 0 | 0 | 4 |
| 07010513 | Negotiation & Conflict Management | 4 | 0 | 0 | 4 |

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|-------------------------------------|---|-----------|----------|----------|-----------|
| 07020512 | Fundamental of Block chain | 4 | 0 | 0 | 4 |
| 07030512 | International Marketing | 4 | 0 | 0 | 4 |
| | Social Entrepreneurship & Sustainable Innovation | 4 | 0 | 0 | 4 |
| 07010514 | Summer Internship Report | 4 | 0 | 0 | 4 |
| | TOTAL | 24 | 0 | 0 | 24 |
| BBA Semester - VI | | | | | |
| 07990611 | Strategic Management | 4 | 0 | 0 | 4 |
| 07990612 | Quantitative Techniques | 4 | 0 | 0 | 4 |
| 07990613 | Corporate Law | 4 | 0 | 0 | 4 |
| 07010611 | Organization Chain & Development | 4 | 0 | 0 | 4 |
| 07020611 | Artificial Intelligence, Machine learning and Deep learning | 4 | 0 | 0 | 4 |
| 07030611 | Legal & Ethical Issues in Digital Marketing | 4 | 0 | 0 | 4 |
| 07050611 | Venture Growth Strategies & Scaling Up | 4 | 0 | 0 | 4 |
| 07030611 | Social Media Marketing | 2 | 0 | 0 | 2 |
| 07000611 | Capstone Project Report | 0 | 0 | 8 | 4 |
| | TOTAL | 18 | 0 | 8 | 22 |
| BBA Semester - VII (Honours) | | | | | |
| 07030711 | Advanced Marketing Research | 4 | 0 | 0 | 4 |
| 07000711 | Logistic & Supply Chain Management | 4 | 0 | 0 | 4 |
| 07010711 | Payroll Management | 4 | 0 | 0 | 4 |
| 07020711 | Investment Banking | 4 | 0 | 0 | 4 |
| 07030712 | Cyber Law | 4 | 0 | 0 | 4 |

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| 07050711 | Strategic Innovation & Digital Transformation | 4 | 0 | 0 | 4 |
| 07000712 | On The Job Training | 0 | 0 | 6 | 6 |
| | TOTAL | 16 | 0 | 6 | 22 |
| BBA Semester - VIII (Honours) | | | | | |
| 07000811 | Quality Management | 4 | 0 | 0 | 4 |
| 07000812 | Entrepreneurship & Innovation | 4 | 0 | 0 | 4 |
| 07000813 | Managerial Skills for Effectiveness | 4 | 0 | 0 | 4 |
| 07010811 | Performance Management and Detention Strategy | 4 | 0 | 0 | 4 |
| 07020811 | IT Platforms, Cloud Computing and IoT | 4 | 0 | 0 | 4 |
| 07030811 | AI in Digital Marketing | 4 | 0 | 0 | 4 |
| 07050811 | Marketing for Start-ups & Digital Customer Acquisition | 4 | 0 | 0 | 4 |
| 07000814 | On the Job Training | 0 | 0 | 0 | 6 |
| | TOTAL | 16 | 0 | 6 | 22 |
| BBA Semester - VII (Honours with Research) | | | | | |
| 07000711 | International Business | 4 | 0 | 0 | 4 |
| 07000712 | Advanced Marketing Research | 4 | 0 | 0 | 4 |
| 07000713 | Logistic & Supply Chain Management | 4 | 0 | 0 | 4 |
| 07010711 | Payroll Management | 4 | 0 | 0 | 4 |
| 07020711 | Investment Banking | 4 | 0 | 0 | 4 |
| 07030711 | Cyber Law | 4 | 0 | 0 | 4 |
| 07050711 | Technology Entrepreneurship & Digital Innovation | | 0 | 0 | |
| 07000715 | Research Project | 0 | 0 | 6 | 6 |

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|--|---|-----------|----------|----------|-----------|
| | TOTAL | 16 | 0 | 6 | 22 |
| BBA Semester – VIII (Honours with Research) | | | | | |
| 07000811 | Quality Management | 4 | 0 | 0 | 4 |
| 07000812 | Entrepreneurship & Innovation | 4 | 0 | 0 | 4 |
| 07000813 | Managerial Skills for Effectiveness | 4 | 0 | 0 | 4 |
| 07010811 | Performance Management and Detention Strategy | 4 | 0 | 0 | 4 |
| 07020811 | IT Platforms, Cloud Computing and IoT | 4 | 0 | 0 | 4 |
| 07030811 | AI in Digital Marketing | 4 | 0 | 0 | 4 |
| 07050811 | Venture Acceleration & Investment Pitching | 4 | 0 | 0 | 4 |
| 07000815 | Research Project | 0 | 0 | 0 | 6 |
| | TOTAL | 16 | 0 | 6 | 22 |