

**Bachelor of Business Administration (BBA - Specialization: ITM) Scheme of Curriculum
(Batch 2022-23)**

Course Code	Course Name	L	T	P	Credits
Semester I					
07990101	Principles of Management	4	2	0	6
07020101	Business Accounting	4	2	0	6
07070101	Computer Fundamentals	4	0	4	6
07070102	Computer Organization	4	2	0	6
07000101	English Communication	4	0	0	4
07120101	Environmental Studies	4	0	0	4
07050101	Introduction to Digital Marketing	4	0	0	4
	TOTAL	28	6	4	36
Semester II					
07990201	Business Economics	4	2	0	6
07990202	Business Mathematics	4	2	0	6
07070201	Programming Fundamentals	4	0	4	6
07070202	Computer Networking Fundamentals	4	2	0	6
07000201	Soft Skills and Personality Development	4	0	0	4
07120201	Disaster Management	4	0	0	4
07990203	Event Management	4	0	0	4
	TOTAL	28	6	4	36
Semester III					
07990301	Business Statistics	3	1	0	4
07990302	Principles of Marketing	3	1	0	4
07020301	Financial Accounting	3	1	0	4
07070301	Fundamentals of Web Designing	2	0	4	4
07070302	Operating Systems	3	1	0	4
07000301	Academic Writing	4	0	0	4
07000302	Computational Skills for Business	2	0	4	4
07040301	Intellectual Property Rights	4	0	0	4
	TOTAL	24	4	8	32
Semester IV					
07010401	Human Resource Management	3	1	0	4
07020401	Financial Management	3	1	0	4
07990401	Research Methods for Business	3	1	0	4
07070401	Object Oriented Programming with C++	2	0	4	4
07070402	Information Security	3	1	0	4
07000401	Public Speaking and Corporate Communication	4	0	0	4
07000402	Industrial Visit Report	0	0	8	4

07010402	Income Tax	4	0	0	4
	TOTAL	22	4	12	32
Semester V					
07010501	Business Law	3	1	0	4
07010502	Organizational Behaviour	3	1	0	4
07070501	Database Management System	2	0	4	4
07070502	Management Information System	3	1	0	4
07020501	Investment Banking & Financial Services	3	1	0	4
07010503	Counselling & Negotiation Skills for Managers	3	1	0	4
	TOTAL	17	5	4	24
Semester VI					
07990601	Basics of Strategic Management	3	1	0	4
07990602	Quantitative Techniques	3	1	0	4
07070601	Project Management	2	0	4	4
07070602	Data Mining and Warehousing	3	1	0	4
07030601	Basics of Social Media Marketing	3	1	0	4
07000601	Project Report	0	0	8	4
	TOTAL	14	4	12	24