

**Bachelor of Business Administration (BBA - HR/Finance/SDM/ITM) Scheme of Curriculum
(Batch 2023-24 onwards) as per NEP 2020**

Course Code	Course Name	L	T	P	Credits
Semester I					
07990101	Principles of Management	4	0	0	4
07020101	Business Accounting	4	0	0	4
07990102	Small & Medium Enterprises	4	0	0	4
07990103	Fundamentals of Banking & Insurance	4	0	0	4
07000101	Introduction to Web Design	4	0	0	4
07000102	Corporate Awareness Assessment Program	4	0	0	4
07000103	Sports and Health Care Management	4	0	0	4
07000101	English Communication	2	0	0	2
07050101	Introduction to Digital Marketing	2	0	0	2
07120101	Environmental Studies	2	0	0	2
07000104	Introduction to Indian Knowledge Systems - 1	2	0	0	2
	TOTAL	22	0	0	22
Semester II					
07990201	Business Economics	4	0	0	4
07990202	Business Mathematics	4	0	0	4
07010201	Principles of Human Resource Management	4	0	0	4
07020201	Financial Management	4	0	0	4
07030201	Affiliate Marketing Strategy	4	0	0	4
07070201	Programming & Networking Fundamentals	2	2	0	4
07990203	Event Management	4	0	0	4
07990204	Operations Management	4	0	0	4
07000201	Soft Skills and Personality Development	2	0	0	2
07120201	Disaster Management	2	0	0	2
07000202	Content Strategy	2	0	0	2
07000203	Introduction to Indian Knowledge Systems - 2	2	0	0	2
07000202	Yoga	2	0	0	2
	TOTAL	22	0	0	22
Semester III					
07990301	Business Statistics	4	0	0	4
07990302	Principles of Marketing	4	0	0	4
07020301	Financial Accounting	4	0	0	4
07010301	Labour Legislation in India	4	0	0	4
07020301	Management Accounting	4	0	0	4
07030301	Search Engine Optimization	4	0	0	4

07070301	Fundamentals of Web Designing	4	0	0	4
07000301	Academic Writing	2	0	0	2
07000302	Computational Skills for Business	2	0	0	2
07040301	Intellectual Property Rights	2	0	0	2
07990303	Digital Marketing Strategy	2	0	0	2
	TOTAL	22	0	0	22
Semester IV					
07010401	Human Resource Management	4	0	0	4
07020401	Financial Management	4	0	0	4
07990401	Research Methods for Business	4	0	0	4
07010402	International Human Resource Management	4	0	0	4
07020402	Investment Analysis & Portfolio Management	4	0	0	4
07030401	Search Engine Marketing	4	0	0	4
07070402	Information Security with Object Oriented Programming	4	0	0	4
07000401	Public Speaking and Corporate Communication	2	0	0	2
07070403	Web Analytics	2	0	0	2
07000402	Industrial Visit Report	0	0	4	2
07040401	Sports and Fitness	2	0	0	2
	TOTAL	20	0	4	22