



## SCHOOL OF BUSINESS

### BBA (Finance & Marketing)

#### Credit Definition

| Type          | Duration<br>(in Hour) | Credit |
|---------------|-----------------------|--------|
| Lecture (L)   | 1                     | 1      |
| Tutorial (T)  | 1                     | 1      |
| Practical (P) | 1                     | 1      |

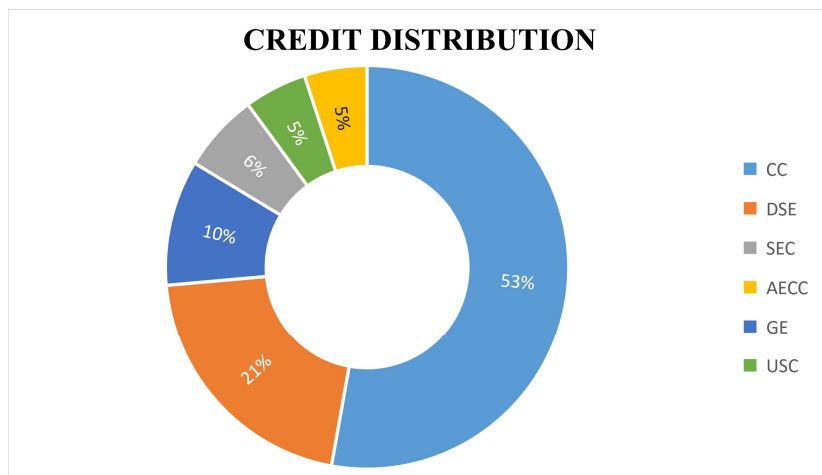
#### Total Credit

| Year         | Semester | Hours/<br>Week | Credit     |
|--------------|----------|----------------|------------|
| 1st          | 1st      | 28             | 28         |
|              | 2nd      | 31             | 31         |
| 2nd          | 3rd      | 39             | 39         |
|              | 4th      | 29             | 29         |
| 3rd          | 5th      | 18             | 18         |
|              | 6th      | 14             | 14         |
| <b>Total</b> |          |                | <b>159</b> |

#### Category Codification with Credit Break up

| Definition of Category                | Code | No. | Credit     |
|---------------------------------------|------|-----|------------|
| Core Course                           | CC   | 1   | 84         |
| Discipline Specific Elective          | DSE  | 2   | 33         |
| Skill Enhancement Course              | SEC  | 3   | 10         |
| Ability Enhancement Compulsory Course | AECC | 4   | 8          |
| Generic Elective                      | GE   | 5   | 16         |
| University Specified Course           | USC  | 6   | 8          |
| <b>Total</b>                          |      |     | <b>159</b> |

## Category wise Credit Distribution



## SEMESTER: I

### Student Engagement Programme - Duration: 2 weeks

|   |
|---|
| Personal Branding<br>Body Language in Public Speaking and Presentation<br>The Story of Iconic Companies<br>Importance of Self-control and Resilience<br>Personal Fund Management<br>Introduction to Numerical Analysis<br>Team Building<br>Importance of Listening and Body Language in communication |
|---|

| Sl No.  | Course Title   | Code   | Credit    | Type                 |   |   |
|---|--|--|-----------|----------------------|---|---|
|   |  |  |           | L                    | T | P |
| 1   | Business Microeconomics                                | 1030110101   | 6         | 4                    | 2 | 0 |
| 2   | Business Mathematics & Statistics                      | 1030110102   | 6         | 4                    | 2 | 0 |
| 3   | Principles of Management                               | 1030110103   | 6         | 4                    | 2 | 0 |
| 4   | Digital Marketing Basics                               | 2030110101   | 2         | 2                    | 0 | 0 |
| 5   | Communicative English-I                                | 4030110101   | 2         | 2                    | 0 | 0 |
| 6   | Generic Elective                                       |  | 4         | 3                    | 1 | 0 |
| 7   | Foreign Language-I<br>(Spanish/German/Japanese/French) | 6150010101<br>6150010102<br>6150010103<br>6150010104 | 2         | 2                    | 0 | 0 |
| <b>Total (CC: 18, DSE: 02, AECC: 02, GE: 04, USC: 02)</b> |  |  | <b>28</b> | <b>28 hours/week</b> |   |   |

## SEMESTER: II

| Sl No.   | Course Title  | Code   | Credit    | Type                 |   |   |
|--|---|--|-----------|----------------------|---|---|
|  |   |  |           | L                    | T | P |
| 1  | Cost & Financial Accounting                             |  | 4         | 3                    | 1 | 0 |
| 2  | Computer Applications                                   |  | 4         | 3                    | 1 | 0 |
| 3  | Organizational Behaviour                                |  | 4         | 3                    | 1 | 0 |
| 4  | Business Macroeconomics                                 |  | 4         | 3                    | 1 | 0 |
| 5  | Indian Financial Market                                 |  | 2         | 2                    | 0 | 0 |
| 6  | Search Engine Optimization & Marketing                  |  | 4         | 3                    | 1 | 0 |
| 7  | Mentored Seminar-I                                      |  | 1         | 0                    | 0 | 1 |
| 8  | Communicative English-II                                |  | 2         | 2                    | 0 | 0 |
| 9  | Generic Elective  |  | 4         | 3                    | 1 | 0 |
| 10   | Foreign Language-II<br>(Spanish/German/Japanese/French) | 6030021101<br>6030021102<br>6030021103<br>6030021104 | 2         | 2                    | 0 | 0 |
| <b>Total (CC: 16, DSE: 06, SEC: 01, AECC: 02, GE: 04, USC: 02)</b> |   |  | <b>31</b> | <b>31 hours/week</b> |   |   |

## SEMESTER: III

| Sl No.   | Course Title   | Code   | Credit    | Type                 |   |   |
|--|--|--|-----------|----------------------|---|---|
|  |  |  |           | L                    | T | P |
| 1  | Human Resource Management                                |  | 6         | 4                    | 2 | 0 |
| 2  | Production & Operations Management                       |  | 6         | 4                    | 2 | 0 |
| 3  | Marketing Management                                     |  | 6         | 4                    | 2 | 0 |
| 4  | Financial Management                                     |  | 6         | 4                    | 2 | 0 |
| 5  | GST Law & Practice                                       |  | 4         | 3                    | 1 | 0 |
| 6  | Content & Affiliate Marketing                            |  | 2         | 2                    | 0 | 0 |
| 7  | Mentored Seminar-II                                      |  | 1         | 0                    | 0 | 1 |
| 8  | Environmental Science-I                                  |  | 2         | 2                    | 0 | 0 |
| 9  | Generic Elective   |  | 4         | 3                    | 1 | 0 |
| 10   | Foreign Language-III<br>(Spanish/German/Japanese/French) | 6120022101<br>6120022102<br>6120022103<br>6120022104 | 2         | 2                    | 0 | 0 |
| <b>Total (CC: 24, DSE: 06, SEC: 01, AECC: 02, GE: 04, USC: 02)</b> |  |  | <b>39</b> | <b>39 hours/week</b> |   |   |

## SEMESTER: IV

| Sl No.   | Course Title  | Code   | Credit    | Type                 |   |   |
|--|---|--|-----------|----------------------|---|---|
|  |   |  |           | L                    | T | P |
| 1  | Business Environment                                    |  | 6         | 4                    | 2 | 0 |
| 2  | Income Tax-Laws & Practice                              |  | 6         | 4                    | 2 | 0 |
| 3  | Customer Relationship Management & ERP                  |  | 4         | 3                    | 1 | 0 |
| 4  | Advanced Excel  |  | 2         | 2                    | 0 | 0 |
| 5  | Email Marketing & Social Media Marketing                |  | 2         | 2                    | 0 | 0 |
| 6  | Mentored Seminar-III                                    |  | 1         | 0                    | 0 | 1 |
| 7  | Environmental Science-II                                |  | 2         | 2                    | 0 | 0 |
| 8  | Generic Elective  |  | 4         | 3                    | 1 | 0 |
| 9  | Foreign Language-IV<br>(Spanish/German/Japanese/French) | 6170013101<br>6170013102<br>6170013103<br>6170013104 | 2         | 2                    | 0 | 0 |
| <b>Total (CC: 12, DSE: 08, SEC: 01, AECC: 02, GE: 04, USC: 02)</b> |   |  | <b>29</b> | <b>29 hours/week</b> |   |   |

## **SEMESTER: V**

| Sl No.                                  | Course Title                 | Code | Credit    | Type                 |   |   |
|---|------------------------------|------|-----------|----------------------|---|---|
|   |                              |      |           | L                    | T | P |
| 1                                       | Business Policy & Strategy   |      | 4         | 3                    | 1 | 0 |
| 2                                       | Business Research            |      | 4         | 3                    | 1 | 0 |
| 3                                       | Digital Analytics & Strategy |      | 2         | 2                    | 0 | 0 |
| 4                                       | Internship-I                 |      | 7         | 0                    | 0 | 7 |
| 5                                       | Mentored Seminar-IV          |      | 1         | 0                    | 0 | 1 |
| <b>Total (CC: 08, DSE: 09, SEC: 01)</b> |                              |      | <b>18</b> | <b>18 hours/week</b> |   |   |

## **SEMESTER: VI**

| Sl No.                                  | Course Title                 | Code | Credit    | Type                 |   |   |
|---|------------------------------|------|-----------|----------------------|---|---|
|   |                              |      |           | L                    | T | P |
| 1                                       | Entrepreneurship Development |      | 3         | 3                    | 0 | 0 |
| 2                                       | MIS & E-Commerce             |      | 3         | 3                    | 0 | 0 |
| 3                                       | Internship-II                |      | 2         | 2                    | 0 | 0 |
| 4                                       | Project Report & Viva voce   |      | 6         | 0                    | 0 | 6 |
| <b>Total (CC: 06, DSE: 02, SEC: 06)</b> |                              |      | <b>14</b> | <b>14 hours/week</b> |   |   |