

CURRICULUM STRUCTURE

YEAR 1: FOUNDATION

YEAR 1: SEMESTER – I								
S. NO.	CODE	SEMESTER COURSES	LTPW details				Credit Hours	TOTAL CREDIT 2L + 2T + P + W
			L	T	P	W	L+T+ (P+W) /2	
1	BO BMC101	Foundations of English for Professionals	3	1	2	0	5	10
2	BO BMC112	Mathematical Methods for Business Decision	3	0	2	2	5	10
3	BO BMC113	Foundations of Accounting and Finance (C, A)	3	2	0	0	5	10
4	BO BMC114	Foundations of Business Management (A)	3	1	0	2	5	10
5	BO BMC115	Foundations of Business Economics (C)	3	2	0	0	5	10
Total Credits							25	50

YEAR 1: SEMESTER – II

YEAR 1: SEMESTER – II								
S. NO.	CODE	SEMESTER COURSES	LTPW details				Credit Hours	TOTAL CREDIT 2L + 2T + P + W
			L	T	P	W	L+T+ (P+W) /2	
1	BO BMC121	Financial Accounting Practices (C, A)	3	1	0	2	5	10
2	BO BMC122	Financial Management Practices (C, A)	3	1	0	2	5	10
3	BO BMC123	Business and Corporate Law (C, A)	3	1	0	2	5	10
4	BO BMC124	Marketing Management Principles & Practices	3	1	0	2	5	10
5	BO BMC125	Organizational Management and Behaviour	3	2	0	0	5	10
Total Credits							25	50

C in parentheses refers to CIMA aligned course

A in parentheses refers to ACCA aligned course

YEAR 2: DIPLOMA

YEAR 2: SEMESTER – I								
S. NO.	CODE	SEMESTER COURSES	LTPW details				Credit Hours	TOTAL CREDIT 2L + 2T + P + W
			L	T	P	W	$\frac{L+T+(P+W)}{2}$	
1	BO BBA 211	Production and Operations Management	3	0	2	0	4	8
2	BO BBA 212	Ethics, Business law & Corporate Governance(C)	3	0	0	1	3.5	7
3	BO BBA 213	Financial Management in Digital World (C, A)	3	0	2	0	4	8
4	BO BBA 214	Advanced Marketing Management	3	0	2	0	4	8
5	BO BBA 215	Critical Thinking and Problem Solving	3	1	0	2	5	10
6	BO BBA 216	Talent Acquisition	3	0	0	0	3	6
Total Credits							23.5	47

YEAR 2: SEMESTER – II								
S. NO.	CODE	SEMESTER COURSES	LTPW details				Credit Hours	TOTAL CREDIT 2L + 2T + P + W
			L	T	P	W	$\frac{L+T+(P+W)}{2}$	
1	BO BBA 221	Management and Cost Accounting (C, A)	3	1	0	0	4	8
2	BO BBA 222	International Business Management	3	0	0	2	4	8
3	BO BBA 223	Business Research Methods	2	1	0	2	4	8
4	BO BBA 224	Human Resource Management	3	0	0	2	4	8
5	BO BBA 225	Leadership	3	0	0	0	3	6
6	BO BBA 226	Elective-1	3	0	0	2	4	8
Total Credits							23	46

Elective-1:

- | | |
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| <ol style="list-style-type: none"> 1. Consumer Behaviour 2. Financial Marketing 3. Training and Development 4. Cross Cultural Management 5. Banking | <ol style="list-style-type: none"> 6. Financial Analytics using SAS 7. Financial Modelling - I 8. Brand Management 9. Corporate Tax Planning 10. Foreign Exchange Management |
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Mandatory Requirement on Completion of 2nd Year: 24 Credit Corporate Project/Internship

(This requirement is proposed to be essential for awarding 2-year Diploma or 3rd year re-entry)

By the end of Year 2; Professional Body Qualification: CIMA - 08 and ACCA- 07 Courses Complete

YEAR 3: DEGREE

YEAR 3: SEMESTER – I								
S. NO.	CODE	SEMESTER COURSES	LTPW details				Credit Hours	TOTAL CREDIT 2L + 2T + P + W
			L	T	P	W	$\frac{L+T+(P+W)}{2}$	
1	BO BBA 311	Business Policy and Strategic Management	3	1	0	0	4	8
2	BO BBA 312	Innovation Management	3	1	2	0	5	10
3	BO BBA 313	Specialization Elective I	3	1	0	0	4	8
4	BO BBA 314	Specialization Elective II	3	1	0	0	4	8
5	BO BBA 315	Specialization Elective III	3	1	0	0	4	8
6	BO BBA 316	Capstone Simulation	2	0	3	0	3.5	7
Total Credits							24.5	49

Specialization Electives:

<p><b style="color: blue;">Marketing:</p> <ol style="list-style-type: none"> 1. International Marketing 2. Tourism and Hospitality Marketing 3. Digital Marketing. 4. Services Marketing 5. Marketing Management - I 	<p><b style="color: blue;">Finance:</p> <ol style="list-style-type: none"> 1. Financial Analytics-I <li style="background-color: yellow;">2. Financial Reporting (C, A) 3. Financial Derivatives 4. Principles of Investment Management
<p><b style="color: blue;">Human Resource Management:</p> <ol style="list-style-type: none"> 1. Organizational Development and Change 2. International Human Resource Management 3. Environment Management 4. Organization Behaviour and Universal Human Values 	<p><b style="color: blue;">International Business Management:</p> <ol style="list-style-type: none"> 1. International Strategic Management 2. Export, Import and Logistics Management 3. Corporate Strategy 4. Financial Institution and Services

YEAR 3: SEMESTER – II

S. NO.	CODE	SEMESTER COURSES	LTPW details				Credit Hours	TOTAL CREDIT 2L + 2T + P + W
			L	T	P	W	$\frac{L+T+P+W}{2}$	
1	BO BBA 321	Operations and Supply Chain Management	2	1	0	2	4	8
2	BO BBA 322	Communication skill and Report writing	3	1	0	0	4	8
3	BO BBA 323	Project Management	2	1	0	2	4	8
4	BO BBA 324	Business Communication and Soft skill	2	1	0	0	3	6
5	BO BBA 325	Specialization Elective IV	3	1	0	0	4	8
6	BO BBA 326	Specialization Elective V	3	1	0	0	4	8
7	BO BBA 327	Specialization Elective VI	3	1	0	0	4	8
Total Credits							27	54

Specialization Electives:

<p>Marketing:</p> <ol style="list-style-type: none"> Advertising and Sales Management Retails Management Strategic Marketing Rural Marketing Integrated Marketing Communication Marketing Management - II 	<p>Finance:</p> <ol style="list-style-type: none"> Financial Analytics-II Financial Modelling-II Advanced Corporate Finance Banking and Financial Institution Services Debt Markets and Mutual Fund
<p>Human Resource Management:</p> <ol style="list-style-type: none"> Performance Management (C, A) Strategic Human Resource Marketing Industrial Relations and Labour Laws Compensation and Reward Management Organization Theory 	<p>International Business Management:</p> <ol style="list-style-type: none"> E-commerce and international Trade International Law International Institutions and Trade Implications. Merger and Acquisition Business Sustainability