



BBA (General) – Course Structure-120 Credits

I Year I Semester: Each Course 4 Credits.

| Course Code | Title of the Course | Credits |
|-------------|---------------------------------------|---------|
| D20BB001 | Business Communication-I | 4 |
| D20BB002 | Business Mathematics | 4 |
| D20BB003 | Financial Accounting | 4 |
| D20BB004 | Micro Economics | 4 |
| D20BB005 | Principles and Practice of Management | 4 |

II Year I Semester: Each Course 4 Credits.

| Course Code | Title of the Course | Credits |
|-------------|---------------------------|---------|
| D20BB011 | Business Environment | 4 |
| D20BB012 | Management Accounting | 4 |
| D20BB013 | IT Tools for Business | 4 |
| D20BB014 | Business Laws | 4 |
| D20BB015 | Business Research Methods | 4 |

III Year I Semester: Each Course 4 Credits.

| Course Code | Title of the Course | Credits |
|-------------|------------------------------|---------|
| D20BB021 | Strategic Management | 4 |
| D20BB022 | Entrepreneurship Development | 4 |
| D20BB023 | Organizational Behaviour | 4 |
| | Specialization-I | 4 |
| | Specialization-II | 4 |

I Year II Semester: Each Course 4 Credits.

| Course Code | Title of the Course | Credits |
|-------------|---------------------------|---------|
| D20BB006 | Business Communication-II | 4 |
| D20BB007 | Cost Accounting | 4 |
| D20BB008 | Business Psychology | 4 |
| D20BB009 | Macro Economics | 4 |
| D20BB010 | Business Statistics | 4 |

II Year II Semester: Each Course 4 Credits.

| Course Code | Title of the Course | Credits |
|-------------|---------------------------|---------|
| D20BB016 | Marketing Management | 4 |
| D20BB017 | Business Finance | 4 |
| D20BB018 | Human Resource Management | 4 |
| D20BB019 | Operations Management | 4 |
| D20BB020 | Direct Taxation | 4 |

III Year II Semester: Each Course 4 Credits.

| Course Code | Title of the Course | Credits |
|-------------|--|---------|
| D20BB038 | Business Ethics and Corporate Governance | 4 |
| D20BB039 | Digital Marketing | 4 |
| | Specialization- III | 4 |
| | Specialization- IV | 4 |
| D20BB040 | Management Thesis | 4 |



BBA (General) – Course Structure-120 Credits

V Semester Elective Courses

| Code | Electives-Marketing |
|----------|---------------------------------|
| D20BB024 | Marketing Research |
| D20BB025 | Retailing Management |
| D20BB026 | Consumer Behavior |
| D20BB027 | Sales & Distribution Management |

| Code | Electives- Finance |
|----------|--|
| D20BB028 | Security Analysis and Portfolio Management |
| D20BB029 | International Financial Management |
| D20BB030 | Banking and Financial Services |
| D20BB031 | Financial Markets and Institutions |
| D20BB032 | Project Finance |

| Code | Electives- HR |
|----------|--|
| D20BB033 | Industrial Relations and Labour Laws |
| D20BB034 | Talent Planning and Acquisition |
| D20BB035 | Learning and Development |
| D20BB036 | Talent Management & Succession Planning |
| D20BB037 | Industrial and Organizational Psychology |

VI Semester Elective Courses

| Code | Electives-Marketing |
|----------|------------------------------------|
| D20BB041 | Innovation and Product Development |
| D20BB042 | Advertising and Brand Management |
| D20BB043 | Services Marketing |
| D20BB044 | Tourism Marketing |

| Code | Electives- Finance |
|----------|------------------------------------|
| D20BB045 | Financial Derivatives |
| D20BB046 | Mergers & Acquisitions |
| D20BB047 | Strategic Financial Management |
| D20BB048 | Foreign Exchange & Risk Management |
| D20BB049 | Commodities Market |

| Code | Electives- HR |
|----------|---|
| D20BB050 | Performance and Compensation Management |
| D20BB051 | Strategic and International HRM |
| D20BB052 | HR Analytics and Metrics |
| D20BB053 | Organization Development and Change |
| D20BB054 | Leadership & People Management |