

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**  
**Chhatrapati Sambhajinagar.**



**CIRCULAR /SU/CM/Revised Syllabus/NEP/113/2024**

It is hereby inform to all concerned that, in continuation Circular No/SU/CM/NEP-UG/50/2023/-18935-44 Date:13-12-2023 has prepared by the Board of Studies & on the recommendation of the Dean, Faculty of Commerce & Management; **the Academic Council at its meeting held on 08.04.2024 has accepted the "following Revised Structure with syllabus of Hons with Research degree Programme" as per direction by the state goverment letter dated on 13 March 2024 and Norms of National Education Policy-2020** under the Faculty of Commerce & Management **run at the Affiliated Colleges, Dr. Babasaheb Ambedkar Marathwada University as per appended herewith.**

Sr.No.	Courses	Semester
1	B.Com. E-Commerce	I to II
2	BCA	I to II
3	BBA	I to II

**This is retrospective effect from the Academic Year 2024-25 and Onwards as per appended herewith.**

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,  
Aurangabad-431 004.

REF.NO. SU/COM/2024-25/321-30

Date:- 06-06-2024.

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**Deputy Registrar,**  
**Academic Section**  
**Syllabus unit.**

**Copy forwarded with compliments to :-**

- 1] **The Principal all concerned affiliated colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.**

**Copy to :-**

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [ B.Com. Unit ] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

**Dr. Babasaheb Ambedkar Marathwada University**  
**Chhatrapati Sambhajnagar-431001**



**Three Years B.B.A.,**  
**And**  
**Four Years B.B.A. (Honours)**

**Degree Program**

**Course Structure**

**(Revised)**

**(AS PER NEP-2020)**

**Subject ( Major ) :**

**Human Resource Management**

**Financial Management**

**Marketing Management**

**Faculty of Commerce and Management Science**

**Effective from 2024-25**

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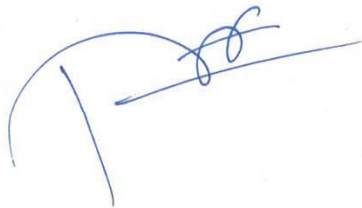
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## PREFACE

The BBA Programme aims at equipping the students with new ideas and changes in the field of business and management. It is essential to update the syllabus to teach the latest developments in business world and changing the view of our students about the global changes. In the light of UGC guidelines and Higher Education Council's directives, the programme curriculum has' been revised to meet the requirements of the modern time.

As we stand on the threshold of a new era in education, the dawn of the National Education Policy 2020 illuminates our path towards a holistic, inclusive, and progressive educational landscape. The Bachelor of Business Administration (BBA.) curriculum outlined herein reflects the ethos and aspirations of this transformative policy, aiming to equip learners with the knowledge, skills, and values necessary to thrive in the dynamic world of the 21st century. Moreover, the curriculum emphasizes the cultivation of ethical values, social responsibility, and global citizenship, instilling in students a sense of accountability towards society and the environment. By integrating courses on ethics, sustainability, and social sciences, the Bachelor of Business Administration ( BBA) program aims to produce graduates who are not only proficient in their respective fields but also compassionate, ethical leaders committed to making a positive impact on the world.

The present revision of syllabus aims at familiarizing students with latest practices in management in the area of Human Resource Management, Financial Management and Marketing Management. It also aims at acquiring skills in accounting and quantitative techniques in the areas of decision making and management, and building entrepreneurial spirit and competencies, and develops research attitude in students.





**Illustrative credit distribution Structure for B.B.A. (Three / Four Years Honours / Honours) Degree Program with Multiple Entry and Exit Options**

**B.B.A. First Year (1st and 2<sup>nd</sup> Semester )**

Sr. No.	CourseType	First Semester		Total Credits	Second Semester		Total Credits
		Course Code	Credits		Course Code	Credits	
1	Major1(Core)M1 Mandatory	DSC-1	4	12	DSC-4	4	12
	Major2(Core)M2 Mandatory	DSC-2	4		DSC-5	4	
	Major3(Core)M3 Mandatory	DSC-3	4		DSC-6	4	
2	Major Electives (Choose anyone from Pool of courses)	---	---	---	---	---	---
3	Minor (Choose any one from pool of courses) It is from different discipline of the same faculty	---	---	---	---	---	---
4	GE/OE (Generic / Open Elective )(Choose anyone from pool of courses)It should be chosen compulsorily from the faculty other than that of Major	GE/OE-1	2	2	GE/OE-2	2	2
5	VSC (Vocational Skill Courses) (Choose anyone from pool of courses)	-----	---	2	VSC-1	2	2
6	SEC (Skill Enhancement Courses) (Choose anyone from pool of courses)	SEC-1	2		-----	-----	
7	AEC(Ability Enhancement Courses) (Common for all faculty)	AEC-1 (English)	2	4	AEC-2 (English)	2	4
8	VEC(Value Education Courses) (Common for all faculty)	-----	---		VEC-1 (Constitution of India)	2	
9	IKS(Indian Knowledge System) Courses(Common for all faculty)	IKS-1	2		---	---	
10	OJT(On Job Training)	-----	---	2	---	---	2
11	FP(Field Project)	-----	---		---	---	
12	CEP(Community Engagement Project) (Common for all faculty)	-----	---		---	---	
13	CC(Co-curricular Courses) (Common for all faculty)	CC-1 (Health and Wellness)	2		CC-2 (Yoga education /Sports &Fitness)	2	
14	RM(Research Methodology)Course	-----	---				
15	RP (Research Project)	-----	---				
				22			22
Exit Option: Award of UG Certificate in 3 Majors with 44 credits and an additional 4 credits of core NSQF course/ Internship OR continue with Major and Minor							

Note: Major M1 (Human Resource Management) M2 (Financial Management) M3 (Marketing) “Office Organization& Management” course with be offered in first semester as GE/OE for students other than Commerce Management Faculty

Sr. No.	Course Type	First Semester			Total Credits
		Course Code		Credits	
1	Major1 (Core) M1 Mandatory ( <u>Human Resource Management</u> )	DSC-1	Principles of Management& OB	4	12
	Major2 (Core) M2 Mandatory ( <u>Financial Management</u> )	DSC-2	Fundamentals of Finance	4	
	Major3 (Core) M3 Mandatory ( <u>Marketing</u> )	DSC-3	Introduction to Marketing	4	
2	Major Electives	---		---	---
3	Minor	---		---	---
4	GE/OE (Generic / Open Elective) (Choose anyone from pool of courses)It should be chosen compulsorily from the faculty other than that of Major	GE/OE -1		2	2
5	VSC	-----	---	---	2
6	SEC (Skill Enhancement Courses) (Choose anyone from pool of courses)	SEC-1.1 SEC-1.2 SEC-1.3	Statistical Analysis Business Communication Office Automation – I	2	
7	AEC(Ability Enhancement Courses) (Common for all faculty)	AEC-1	English	2	
8	VEC	-----	----	---	4
9	IKS(Indian Knowledge System) Courses(Common for all faculty)	IKS-1	To be offered by University	2	
10	OJT	-----		---	
11	FP	-----		---	2
12	CEP	-----		---	
13	CC(Co-curricular Courses) (Common for all faculty)	CC-1	Health &Wellness (To be offered by University)	2	
14	RM	-----	----	---	22
15	RP	-----	----	---	

Note: "Personnel Administration" course will be offered in second semester as GE/OE for students other than Commerce Management Faculty

Sr. No.	Course Type	Second Semester			Total Credits
		Course Code		Credits	
1	Major1(Core)M1 Mandatory ( <u>Human Resource Management</u> )	DSC-4	Human Resource Management	4	12
	Major2(Core)M2 Mandatory ( <u>Financial Management</u> )	DSC-5	Financial Management	4	
	Major3(Core)M3 Mandatory ( <u>Marketing</u> )	DSC-6	Marketing Management	4	
2	Major Electives	---	---	---	---
3	Minor	---	---	---	---
4	GE/OE (Generic / Open Elective) (Choose any one from pool of courses) <b>It should be chosen compulsorily from the faculty other than that of Major</b>	GE/OE-2		2	2
5	VSC (Vocational Skill Courses) (Choose any one from pool of courses)	VSC-1.1 VSC-1.2 VSC-1.3	Role Play and Simulation Book keeping and Computerized Accounting I.T. Application in Business	2	2
6	SEC	-----	-----	-----	
7	AEC(Ability Enhancement Courses) (Common for all faculty)	AEC-2	English To be Provided by the University	2	4
8	VEC(Value Education Courses) (Common for all faculty)	VEC-1	Constitution of India To be Provided by the University	2	
9	IKS	---		---	
10	OJT	---		---	
11	FP	---		---	
12	CEP	---		---	
13	CC(Co-curricular Courses) (Common for all faculty)	CC-2	Yoga education/Sports & Fitness To be provided by the university	2	2
14	RM				
15	RP				
					<b>22</b>



Students will have to choose any three subjects as a **Major 1, Major 2, Major 3**, from Basket 1 under the respective faculty.

Students will be having three subject options of equal credits (instead of Major and / or minor verticals) in the first year. Students will have to select / declare choice of one subject as a **major subject** in the beginning of second year **out of three major options M1, M2 and M3 (which were opted in the first year).**

### **Courses to be designed for the students from other faculty**

#### **1) Generic /Open Elective Courses for other faculty**

GE/OE-1 : This is a 2 credit theory course to be designed for other faculty

GE/OE-2 : This is a 2 credit theory course to be designed for other faculty

### **Detailed Illustration of Courses included in 1<sup>st</sup> and 2<sup>nd</sup> semester:**

1) **Major 1** (Core) subject are mandatory

DSC-1 : This is a 4 credit theory course )

corresponding to Major 1 ( core) subject

2) **Major 2** (Core) subject are mandatory.

DSC-2 : This is a 4 credit theory course )

corresponding to Major 2 ( core) subject

3) **Major 3** (Core) subject are mandatory.

DSC-3 : This is a 4 credit theory course )

corresponding to Major 3 ( core) subject

4) **Generic / Open Elective (GE/OE):** (Needs to be chosen (any two) from pool of courses available at respective college). **These courses should be chosen compulsorily from faculty other than that of Major.**

GE/OE -1 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

GE/OE -2 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

5) **SEC** (Skill Enhancement Courses) : Choose any one from pool of courses. These courses needs to be designed to enhance the technical skills of the students in specific area.

**SEC-1** : This is a 2 credit theory / practical course to enhance the technical skills of the students in specific area.

6) **VSC** (Vocational Skill Courses) : Choose any one from pool of courses. These courses should be based on Hands on Training corresponding to Major (core) subject.

**VSC-1** : This is a 2 credit theory / practical course based Hands on Training corresponding to Major ( core) subject.

7) **AEC** (Ability Enhancement courses): The focus of these courses should be based on

linguistic and communication skills. It will be common for all the faculty.

**AEC-1 : English**

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

**AEC-2 : English**

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

8) **IKS** (Indian Knowledge System) : The courses related to traditional and ancient culture of India will be included in this section. The respective college will have to choose one of the courses from the pool of courses designed by the University.

**IKS-1 : To be chosen from the pool of courses designed by the University**

This is a 2 credit theory course based on Indian Knowledge System. It will be common for all the faculty

9) **VEC** (Value Education Courses): The courses such as understanding India, Environmental Bachelor of Business Administration / Education, Digital and Technological solutions etc will be part of Value Education

Courses. It will be common for all the faculty.

**VEC-1 : Constitution of India**

This is a 2 credit theory course based on value education. It will be common for all the faculty

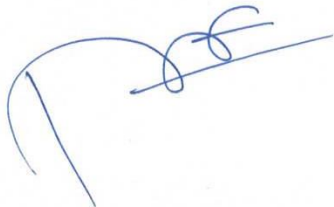
10) **CC** (Curricular Courses): The courses such as Health and wellness, Yoga education, Sports and Fitness, Cultural activities, NSS/NCC, Performing Arts. In the first semester it will be Health and wellness and will be common for all the faculty.

**CC-1 : Health and Wellness**

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty

**CC-2 : Yoga education / Sports and Fitness**

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty





## B.B.A .Second Year (3rd and 4<sup>th</sup> Semester)

Note: "Retail Management" course will be offered in third semester as GE/OE for students other than Commerce Management Faculty

Sr. No.	Course Type	Third Semester			Total Credits
		Course Code		Credits	
1	<b>Major(Core) Mandatory</b> Group-A: ( <b>Human Resource Management</b> ) Group-B: ( <b>Finance</b> ) Group-C: ( <b>Marketing</b> )	DSC-7	Employability skills	4	8
		DSC-8	Human Factor in Business	4	
		DSC-7	Direct Taxation	4	
		DSC-8	Financial Modeling	4	
		DSC-7	Behavioral Marketing	4	
		DSC-8	Brand Management	4	
2	<b>Major. Elective</b>	---		---	---
3	<b>Minor</b> (Choose any one from pool of courses) Group- A : ( <b>Human Resource Management</b> ) Group- B : ( <b>Finance</b> ) Group- C : ( <b>Marketing</b> )	MH-1.1	Employability skills	4	4
		MH-1.2	Human Factor in Business		
		MF-1.1	Direct Taxation	4	
		MF-1.2	Financial Modeling		
		MM-1.1	Behavioral Marketing	4	
		MM-1.2	Brand Management		
4	<b>GE/OE</b> (Generic/Open Elective)(Choose any one from pool of courses) <b>It should be chosen compulsorily from the faculty other than that of Major</b>	GE/OE-3		2	2
5	<b>VSC</b> ( Vocational Skill Courses)(Choose any one from pool of courses)	VSC-2.1 VSC-2.2 VSC-2.3	Job Design & Analysis Fund Flow/ Cash Flow Analysis Market Survey	2	2
6	<b>SEC</b>	-----		---	
7	<b>AEC</b> (Ability Enhancement Courses) <b>(Common for all faculty)</b>	AEC-3	English/ Hindi/ Marathi	2	2
8	<b>VEC</b>	----		---	
9	<b>IKS</b>	-----		---	
10	<b>OJT</b>	-----		---	4
11	<b>FP</b> (Field Project)	FP-1	Field Project	2	
12	<b>CEP</b>	----		---	
13	<b>CC</b> (Co-curricular Courses) <b>(Common for all faculty)</b>	CC-3	Cultural Activity/NSS, NCC	2	
14	<b>RM</b>	----		---	
15	<b>RP</b>	-----		---	
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Note: "Project Proposal" course will be offered in Fourth semester as GE/OE for students other than Commerce

Management Faculty

Sr. No.	Course Type	Fourth Semester			Total Credits
		Course Code		Credits	
1	<b>Major(Core) Mandatory</b> Group-A: <b>(Human Resource Management)</b>	DSC-9	Training & Development	4	8
		DSC-10	Industrial Relations	4	
	Group-B: <b>(Finance)</b>	DSC-9	Working Capital Management	4	
		DSC-10	Banking & Indian Financial System	4	
	Group-C: <b>(Marketing)</b>	DSC-9	Marketing Research	4	
		DSC-10	Digital Entrepreneurship	4	
2	<b>Major Electives</b>	---		---	---
3	<b>Minor</b> (Choose any one from pool of courses) Group- A : <b>(Human Resource Management)</b>	MH-2.1	Training & Development	4	4
		MH-2.2	Industrial Relations		
	Group- B : <b>(Finance)</b>	MF-2.1	Working Capital Management	4	
		MF-2.2	Banking & Indian Financial System		
	Group- C : <b>(Marketing)</b>	MM-2.1	Marketing Research	4	
		MM-2.2	Digital Entrepreneurship		
4	<b>GE/OE</b> (Generic/Open Elective)(Choose any one from pool of courses) <b>It Should be chosen compulsorily from the faculty other than that of Major</b>	GE/OE-4		2	2
5	<b>VSC</b>	----		----	
6	<b>SEC</b> ( Skill Enhancement Courses)(Choose any one from pool of courses)	SEC-2.1 SEC-2.2 SEC-2.3	Case Study Analysis Accounting for Managers Applications of social Networking	2	2
7	<b>AEC</b> (Ability Enhancement Courses) <b>(Common for all faculty)</b>	AEC-4	Modern Indian Language (MIL-2)	2	2
8	<b>VEC</b>	-----		---	
9	<b>IKS</b>	---		---	
10	<b>OJT</b>	---		---	4
11	<b>FP</b>	---		---	
12	<b>CEP</b> (Community Engagement Project) <b>(Common for all faculty)</b>	CEP-1	Community Engagement Project	CEP-1	
13	<b>CC</b> (Co-curricular Courses) <b>(Common for all faculty)</b>	CC-4	(Fine/ Applied/ Visual/ Performing Arts)	2	
14	<b>RM</b>	----		---	
15	<b>RP</b>	-----		---	
					<b>22</b>



## **Courses to be designed for other Discipline / faculty**

### **1) Minor Courses for other Discipline**

Mn-1 : This is a 4 credit theory course to be designed for other discipline

Mn-2 : This is a 4 credit theory course to be designed for other discipline

Mn-3 : This is a 4 credit theory course to be designed for other discipline

Mn-4 : This is a 4 credit theory course to be designed for other discipline

### **2) Generic /Open Elective Courses for other faculty**

GE/OE-5 : This is a 2 credit theory course to be designed for other faculty

GE/OE-6 : This is a 2 credit theory course to be designed for other faculty

## **Detailed Illustration of Courses included in 3<sup>rd</sup> and 4<sup>th</sup> semester:**

1) **Major (Core)** subject are mandatory.

DSC-7 : This is a 4 credit theory course

corresponding to Major ( core) subject

DSC-8 : This is a 4 credit theory course

corresponding to Major ( core) subject

DSC-9 : This is a 4 credit theory course

corresponding to Major ( core) subject

DSC-10 : This is a 4 credit theory course

corresponding to Major ( core) subject

2) **Minor** : (Choose any one from pool of courses) **It is from different discipline of the same faculty**

Mn-1 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-2 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-3 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-4 : This is a 4 credit course to be chosen from other discipline of the same faculty

3) **Generic / Open Elective (GE/OE)**: (Needs to be chosen (any one) from pool of courses available at respective college). **These courses should be chosen compulsorily from faculty other than that of Major.**

GE/OE -3 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

GE/OE -4 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

4) **VSC (Vocational Skill Courses)** : Choose any one from pool of courses. These courses should be based on Hands on Training corresponding to Major (core) subject.

VSC-2 : This is a 2 credit theory / practical course based Hands on Training corresponding to Major ( core) subject.



5) **SEC (Skill Enhancement Courses)** : Choose any one from pool of courses. These courses needs to be designed to enhance the technical skills of the students in specific area.

**SEC-2** : This is a 2 credit theory / practical course to enhance the technical skills of the students in specific area.

6) **AEC (Ability Enhancement courses)**: The focus of these courses should be based on linguistic and communication skills. It will be common for all the faculty.

**AEC-3 : Modern Indian Language MIL-1**

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

**AEC 4 : Modern Indian Language MIL-2**

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

7) **FP-1 : Field Project** : This is a 2 credit course, should be corresponding to Major ( core) subject

8) **CC (Curricular Courses)**: The courses such as Health and wellness, Yoga education, Sports and Fitness, Cultural activities, NSS/NCC, Preforming Arts.

**CC-3 : Cultural Activity / NSS, NCC**

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty

**CC-4 : Fine/ Applied/ Visual/ Performing Arts**

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty

9) **CEP-1 : Community engagement and service** : This is a 2 credit course related to community

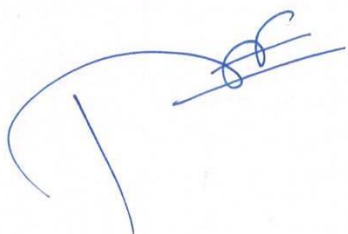
**engagement and service**



### B.B.A. Third Year ( 5<sup>th</sup> and 6<sup>th</sup> Semester)

Sr. No.	Course Type	Fifth Semester		Total Credits	Sixth Semester		Total Credits
		Course Code	Credits		Course Code	Credits	
1	<b>Major( Core)</b> Mandatory	DSC-11	4	8	DSC-13	4	10
		DSC-12	4		DSC-14	4	
					DSC-15	2	
2	<b>Major Electives</b> (Choose any one From pool of courses)	DSE-1	4	4	DSE-2	4	4
		DSE-1	4		DSE-2	4	
3	<b>Minor</b> (Choose any one from pool of courses) <b>It is from different discipline of the same faculty</b>	M-5	2	4	M-7	2	4
		M-6	2		M-8	2	
4	<b>GE/OE</b> (Generic/Open Elective)(Choose any one from pool of courses) <b>It should be chosen compulsorily from the faculty other than that of Major</b>	---	---	---	---	---	---
5	<b>VSC</b> ( Vocational Skill Courses)(Choose any one from pool of courses)	VSC-3	2	4	---	---	---
		VSC-4	2		---	---	
6	<b>SEC</b> ( Skill Enhancement Courses)(Choose any one from pool of courses)	----	---		---	---	
7	<b>AEC</b> (Ability Enhancement Courses) <b>(Common for all faculty)</b>	----	---	---	---	---	---
8	<b>VEC</b> (Value Education Courses) <b>(Common for all faculty)</b>	----	---		----	---	
9	<b>IKS</b> (Indian Knowledge System) Courses <b>(Common for all faculty)</b>	----	---		---	---	
10	<b>OJT</b> (On Job Training)	----	---		OJT-1	4	
11	<b>FP</b> (Field Project)	FP-2	2	2 (FP-2 / CEP-2)	---	---	4
12	<b>CEP</b> (Community Engagement Project) <b>(Common for all faculty)</b>	CEP-2	2		---	---	
13	<b>CC</b> (Co-curricular Courses) <b>(Common for all faculty)</b>	----	---		---	---	
14	<b>RM</b> (Research Methodology) Course	----	---		---	---	
15	<b>RP</b> (Research Project)	-----	---		---	---	
				22			22

**Exit Option: Award of UG Degree in Major with 132 credits OR continue with Major and Minor**



Sr. No.	Course Type	Fifth Semester			Total Credits
		Course Code		Credits	
1	<b>Major(Core) Mandatory</b> Group-A: <b>(Human Resource Management)</b>	DSC-11	Indian Labour Market & Employee Welfare Practices	4	8
		DSC-12	Performance Management System	4	
	Group-B: <b>(Finance)</b>	DSC-11	Indirect Tax	4	
		DSC-12	Banking & Indian Financial System	4	
	Group-C: <b>(Marketing)</b>	DSC-11	Entrepreneurship	4	
		DSC-12	Tourism Management	4	
2	<b>Major Electives</b> (Choose anyone from pool of courses) Group-A: <b>(Human Resource Management)</b>	DSE-H-1.1	Knowledge Management	4	4
		DSE-H-1.2	Human Resource Accounting		
	Group-B: <b>(Finance)</b>	DSE-F-1.1	Merchant Banking & Financial Services	4	
		DSE-F-1.2	International Financial Management		
	Group-C: <b>(Marketing)</b>	DSE-M-1.1	Digital Entrepreneurship	4	
		DSE-M-1.2	Rural Entrepreneurship		
3	<b>Minor</b> (Choose any one from pool of courses) Group- A : <b>(Human Resource Management)</b>	MH3.1	Indian Labour Market & Employee Welfare Practices	4	4
		MH3.2	Performance Management System		
	Group- B : <b>(Finance)</b>	MF-3.1	Indirect Tax	4	
		MF-3.2	Banking & Indian Financial System		
	Group- C : <b>(Marketing)</b>	MM-3.1	Entrepreneurship	4	
		MM3.2	Tourism Management		
4	<b>GE/OE</b>	---		---	
5	<b>VSC</b> ( Vocational Skill Courses)(Choose any one from pool of courses)	VSC-3.1	Business Legislation	2	4
		VSC-3.2 VSC-3.3	Optimization Techniques Event Management		
6	<b>SEC</b>	---		---	
7	<b>AEC</b>	----		---	
8	<b>VEC</b>	----		---	
9	<b>IKS</b>	-----		---	
10	<b>OJT</b>	-----		---	
11	<b>FP</b> (Field Project)	FP-2	Field Project	2	2 (FP-2 / CEP-2)
12	<b>CEP</b> (Community Engagement Project) <b>(Common for all faculty)</b>	FP-2/CEP-2	Field Project/ Community Engagement Project	2	
13	<b>CC</b>	----		---	
14	<b>RM</b>	----		---	
15	<b>RP</b>	-----		---	
					<b>22</b>



Sr. No.	Course Type	Sixth Semester		Credits	Total Credits
		Course Code			
1	<b>Major(Core) Mandatory</b> <b>Group-A: (Human Resource Management)</b>	DSC-13	Employee Engagement Practices	4	10
		DSC-14	Training & Development	4	
		DSC-15	Employee Quality of Work Life	2	
	<b>Group-B: (Finance)</b>	DSC-13	Money & Banking	4	
		DSC-14	Managerial Economics	4	
		DSC-15	Budgeting	2	
	<b>Group-C: (Marketing)</b>	DSC-13	New Product Development	4	
		DSC-14	Sales Force Management	4	
		DSC-15	Advertising Management	2	
2	<b>Major Electives (Choose anyone from pool of courses)</b> <b>Group-A: (Human Resource Management)</b>	DSE-H2.1	Indian Labor Market	4	4
		DSE-H-2.2	Employee Compensation Management		
	<b>Group-B: (Finance)</b>	DSE-F 2.1	Import Export Procedures	4	
		DSE-F 2.2	Risk Management		
	<b>Group-C: (Marketing)</b>	DSE-M2.1	Sustainable Marketing	4	
		DSE-M2.2	Influencer Marketing		
3	<b>Minor (Choose any one from pool of courses)</b> <b>It is from different discipline of the same faculty</b> <b>Group- A : (Human Resource Management)</b>	MH-4.1	Employee Engagement Practices	4	4
		MH-4.2	Training & Development		
	<b>Group- B : (Finance)</b>	MF-4.1	Money & Banking	4	
		MF-4.2	Managerial Economics		
	<b>Group- C : (Marketing)</b>	MM-4.1	New Product Development	4	
		MM-4.2	Sales Force Management		
4	<b>GE/OE</b>	----		---	---
5	<b>VSC</b>	----		----	---
6	<b>SEC</b>	---		---	---
7	<b>AEC</b>	----		---	---
8	<b>VEC</b>	-----		---	
9	<b>IKS</b>	---		---	
10	<b>OJT(On Job Training)</b>	OJT-1	OJT	4	
11	<b>FP</b>	---		---	
12	<b>CEP</b>	----		----	4
13	<b>CC</b>	----		---	
14	<b>RM</b>	----		----	
15	<b>RP</b>	----		----	
					22

## **Courses to be designed for other Discipline / faculty**

### **1) Minor Courses for other Discipline**

Mn-5 : This is a 2 credit theory course to be designed for other discipline

Mn-6 : This is a 2 credit theory course to be designed for other discipline

Mn-7 : This is a 2 credit theory course to be designed for other discipline

Mn-8 : This is a 2 credit theory course to be designed for other discipline

### **Detailed Illustration of Courses included in 5<sup>th</sup> and 6<sup>th</sup> semester:**

1) **Major** (Core) subject are mandatory.

DSC-11 : This is a 4 credit theory course Major ( core) subject

DSC-12 : This is a 4 credit theory course Major ( core) subject

DSC-13 : This is a 4 credit theory course Major ( core) subject

DSC-14: This is a 4 credit theory course Major ( core) subject

DSC-15: This is a 4 credit theory course Major ( core) subject

2) **Major Electives** (Choose any one from pool of courses in respective semester )

DSE-1 : This is a 4 credit course corresponding to Major (elective) subject

DSE-2 : This is a 4 credit course corresponding to Major (elective) subject

DSE-3 : This is a 4 credit course corresponding to Major (elective) subject

DSE-4 : This is a 4 credit course corresponding to Major (elective) subject

3) **Minor** : (Choose any one from pool of courses) **It is from different discipline of the same faculty**

Mn-5 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-6 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-7 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-8 : This is a 4 credit course to be chosen from other discipline of the same faculty

4) **VSC** (Vocational Skill Courses) : Choose any one from pool of courses. These courses should be based on Hands on Training corresponding to Major (core) subject.

**VSC-3** : This is a 2 credit course based Hands on Training corresponding to Major ( core) subject.

**VSC-4** : This is a 2 credit course based Hands on Training corresponding to Major ( core) subject.

5) **FP-2 : Field Project** : This is a 2 credit course, should be corresponding to Major ( core) subject

6) **CEP-2** : Community engagement and service : This is a 2 credit course related to community engagement and service

7) **OJT-1** : This is a 4 credit course related to On job Training.





### B.B.A .Fourth Year: UG Honors Degree( 7<sup>th</sup>and8<sup>th</sup>Semester)

Sr. No.	Course Type	Seventh Semester		Total Credits	Eighth Semester		Total Credits
		Course Code	Credits		Course Code	Credits	
1	<b>Major( Core)</b> Mandatory	DSC-16	4	14	DSC-20	4	14
		DSC-17	4		DSC-21	4	
		DSC-18	4		DSC-22	4	
		DSC-19	2		DSC-23	2	
2	<b>Major Electives</b> (Choose any one From pool of courses)	DSE-4	4	4	DSE-5	4	4
		DSE-4	4		DSE-5	4	
3	<b>Minor</b> (Choose any one from pool of courses) <b>It is from different discipline of the same faculty</b>	----	--	-	---	-	---
		----	-		---	-	
4	<b>GE/OE</b> (Generic/Open Elective )(Choose any one from pool of courses) <b>It should be chosen compulsorily from the faculty other than that of Major</b>	---	---	---	---	---	---
5	<b>VSC</b> ( Vocational Skill Courses)(Choose any one from pool of courses)	----	----	----	----	----	---
		----	----		----	----	
6	<b>SEC</b> ( Skill Enhancement Courses)(Choose any one from pool of courses)	----	---	----	---	----	---
7	<b>AEC</b> (Ability Enhancement Courses) <b>(Common for all faculty)</b>	----	---	----	---	----	---
8	<b>VEC</b> (Value Education Courses) <b>(Common for all faculty)</b>	----	---	----	---	----	---
9	<b>IKS</b> (Indian Knowledge System) Courses <b>(Common for all faculty)</b>	----	---	----	---	----	---
10	<b>OJT</b> (On Job Training)	----	---	4	OJT-2	4	4
11	<b>FP</b> (Field Project)	----	-		---	---	
12	<b>CEP</b> (Community Engagement Project) <b>(Common for all faculty)</b>	----	-		----	----	
13	<b>CC</b> (Co-curricular Courses) <b>(Common for all faculty)</b>	----	---		----	---	
14	<b>RM</b> (Research Methodology) Course	RM-1	4		----	----	
15	<b>RP</b> (Research Project)	-----	---	----	----		
				<b>22</b>			<b>22</b>
<b>Award of Four Year UG Honours Degree in Major and Minor with 176 credits</b>							





Sr. No.	Course Type	Seventh Semester <sup>1</sup>			Total Credits		
		Course Code		Credits			
1	<b>Major(Core) Mandatory</b> Group-A: <b><u>(Human Resource Management)</u></b>	DSC-16	Employee training budgeting	4	14		
		DSC-17	Knowledge Management	4			
		DSC-18	Global HRM	4			
		DSC-19	Human Resource Accounting	2			
	Group-B: <b><u>(Finance)</u></b>	DSC-16	Strategic cost management	4			
		DSC-17	Credit Risk Management	4			
		DSC-18	Corporate Restructuring	4			
		DSC-19	Fixed Income Market	2			
	Group-C: <b><u>(Marketing)</u></b>	DSC-16	Marketing Research	4			
		DSC-17	Marketing Channels	4			
		DSC-18	Promotion decisions	4			
		DSC-19	Product Pricing Decisions	2			
		2	<b>Major Electives</b> (Choose anyone from pool of courses) Group-A: <b><u>(Human Resource Management)</u></b>	DSE-H 3.1		Human Resource Strategies & Systems	4
DSE- H 3.2	HR Metrics & KPI						
Group-B: <b><u>(Finance)</u></b>	DSE-F 3.1		Operating and financial leverage	4			
	DSE-F 3.2		Behavioral Finance				
Group- C : <b><u>(Marketing)</u></b>	DSE-M 3.1		Logistics Marketing Planning	4			
	DSE-M 3.2		Marketing Models				
3	<b>Minor</b>		----		--	-	
			----		-		
4	<b>GE/OE</b>	---		---	---		
5	<b>VSC</b>	----		----	----		
		-----		-----			
6	<b>SEC</b>	-----		---	--		
7	<b>AEC</b>	----		---			
8	<b>VEC</b>	----		---	4		
9	<b>IKS</b>	-----		---			
10	<b>OJT</b>	-----		---			
11	<b>FP</b>	----		-	4		
12	<b>CEP</b>	----		-			
13	<b>CC</b>	----		---			
14	<b>RM</b> (Research Methodology) Course	RM-1		4			
15	<b>RP</b>	-----		---			
					22		

Sr. No.	Course Type	Eighth Semester			Total Credits
		Course Code		Credits	
1	<b>Major(Core) Mandatory</b> Group-A: <b>(Human Resource Management)</b>	DSC-20	Organization Development & Change	4	14
		DSC-21	Human Resource Information System	4	
		DSC-22	Management Development	4	
		DSC-23	Employee Mobility	2	
	Group-B: <b>(Finance)</b>	DSC-20	Business Valuation	4	
		DSC-21	Dividend Policy	4	
		DSC-22	Indian Economy	4	
		DSC-23	Equity Market	2	
	Group-C: <b>(Marketing)</b>	DSC-20	Content Marketing	4	
		DSC-21	Search Engine Marketing	4	
		DSC-22	Social Marketing	4	
		DSC-23	B2B Marketing	2	
2	<b>Major Electives(Choose anyone from pool of courses)</b> Group-A: <b>(Human Resource Management)</b>	DSE- H 4.1	Global HRM	4	4
		DSE-H 4.2	Career Planning & Development		
	Group-B: <b>(Finance)</b>	DSE-F 4.1	Infrastructure & Project Finance	4	
		DSE-F 4.2	Strategic Financial Management		
	Group-C: <b>(Marketing)</b>	DSE-M 4.1	Visual Marketing	4	
		DSE-M 4.2	Consumer Behavior		
3	<b>Minor</b>	---		-	---
		---		-	
4	<b>GE/OE</b>	----		---	---
5	<b>VSC</b>	----		----	---
		----		---	
6	<b>SEC</b>	---		---	---
7	<b>AEC</b>	----		---	---
8	<b>VEC</b>	----		---	
9	<b>IKS</b>	---		---	
10	<b>OJT(On Job Training)</b>	OJT-2	OJT	4	
11	<b>FP</b>	---		---	
12	<b>CEP</b>	----		----	4
13	<b>CC</b>	----		---	
14	<b>RM</b>	----		----	
15	<b>RP</b>	----		----	22
<b>Four Year Degree in Major and Minor with 176 credits</b>					

## **Detailed Illustration of Courses included in 7<sup>th</sup> and 8<sup>th</sup> semester:**

1) **Major (Core)** subject are mandatory.

DSC-16 : This is a 4 credit theory course corresponding to Major ( core) subject

DSC-17 : This is a 4 credit theory course corresponding to Major ( core) subject

DSC-18 : This is a 4 credit course corresponding to Major ( core) subject

DSC-19: This is a 2 credit theory course corresponding to Major (core) subject

DSC-20 : This is a 4 credit theory course corresponding to Major ( core) subject

DSC-21 : This is a 4 credit course corresponding to Major ( core) subject.

DSC-22 : This is a 4 credit course corresponding to Major ( core) subject

DSC-23: This is a 2 credit theory course corresponding to Major (core) subject

2) **Major Electives** (Choose any one from pool of courses for each semester ) ,

DSE-5 : This is a 4 credit course corresponding to Major (elective) subject

DSE-6 : This is a 4 credit course corresponding to Major (elective) subject

DSE-7 : This is a 4 credit course corresponding to Major (elective) subject

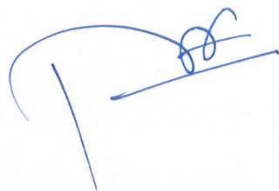
DSE-8 : This is a 4 credit course corresponding to Major (elective) subject

3) **Research Methodology** : RM-1 : This is a 4 credit theory course based on Research Methodology

4) **Research Project** :

RP-1 : This is a 4 credit practical course based on Research Project

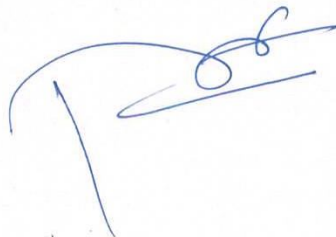
RP-2: This is a 8 credit practical course based on Research Project





## **General Guidelines for Course Selection**

- 1) The Major subject is the discipline or course of main focus, bachelors degree shall be awarded in that discipline / subject.
- 2) Students will have to choose any three subjects as a Major 1, Major 2, Major 3, from Basket 1 under the respective faculty (based on the available options in the respective college).
- 3) Students will be having three subject options of equal credits (instead of Major and / or minor verticals) in the first year.
- 4) In the beginning of second year, students will have to select / declare choice of one major subject and one minor subject from three major options M1, M2 and M3 (which were opted in the first year)
- 5) Once the students finalize their Major Subject and Minor Subject in the beginning of the second year of the programme, they shall pursue their further education in that particular subject as their Major and Minor subjects. Therefore, from second year onwards curriculum of the Major and Minor subjects shall be different.
- 6) Students are required to select Minor subject from other discipline of the same faculty.
- 7) Students are required to select Generic /Open Elective (vertical 3 in the credit framework) compulsorily from the faculty different than that of their Major / Minor subjects.
- 8) Vocational Skill Courses and Skill Enhancement Courses (VSC and SEC) shall be related to the Major subject
- 9) Curriculum of Ability Enhancement Courses (AEC), Value Education Courses (VEC), Indian Knowledge System (IKS), and Co-curricular Courses (CC) will be provided by the University separately.



## **Programme Educational Objectives (PEOs) :**

Programme Educational Objectives (PEOs) for the Bachelor of Business Administration Curriculum under the National Education Policy 2020:

**1. Mastery of Discipline-Specific Knowledge:** Graduates of the Bachelor of Business Administration program will reveal a deep perceptive of fundamental principles, theories, and methodologies in their chosen Management discipline, enabling them to analyze complex problems, propose innovative solutions, and contribute to advancements in their field.

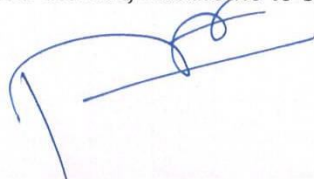
**2. Interdisciplinary Proficiency:** Graduates will acquire the ability to incorporate knowledge and skills from multiple Management disciplines, fostering a holistic approach to problem solving and innovation. They will be prepared to address comprehensive challenges by drawing upon varied perspectives.

**3. Critical Thinking and Analytical Skills:** Graduates will enlarge strong critical thinking abilities, enabling them to evaluate information rigorously, analyze data effectively, and make informed decisions based on evidence. They will demonstrate proficiency in applying logical reasoning and methods to solve business problems and generate solution.

**4. Leadership and Innovation:** Graduates will demonstrate leadership qualities and Entrepreneurial mindset, capable of initiating and driving positive change in their Organizations and communities. They will exhibit creativity, resilience, and adaptability, harnessing innovation to address complex challenges and seize opportunities for growth and advancement.

**5. Global Citizenship and Cultural Sensitivity:** Graduates will possess a global perspective and cultural sensitivity, recognizing the interconnectedness of diverse communities and the importance of collaboration across borders. They will engage in cross-cultural dialogue, embrace diversity, and contribute to the advancement of knowledge and understanding on a global scale.

These Programme Educational Objectives serve as guiding principles for the Bachelor of Business Administration curriculum, reflecting our commitment to nurturing well-rounded graduates who are prepared to excel in their careers, contribute to society, and lead meaningful lives in a rapidly changing world.





## **Programme Outcomes (POs) :**

The National Education Policy (NEP) 2020 for India emphasizes several key aspects for Bachelor of Business Administration (BBA.) programs, aiming to produce graduates who are not only well versed in their respective disciplines but also equipped with skills necessary for holistic development and employability. While specific program outcomes may vary between institutions and disciplines within BBA. programs, here are some common outcomes aligned with NEP 2020.

**PO1. The citizenship and society:** Apply broad understanding of ethical and professional skill in Bachelor of Business Administration subjects in the context of global, economic, environmental and societal realities while encompassing relevant contemporary issues.

**PO2. Environment and sustainability:** Apply broad understanding of impact of Bachelor of Business Administration subjects in a global, economic, environmental and societal context and demonstrate the knowledge of, and need for sustainable development.

**PO3. Ethics:** Apply ability to develop sustainable practical solutions for Bachelor of Business Administration subject related problems within positive professional and ethical boundaries.

**PO4. Individual and team work:** Function effectively as a leader and as well as team member in diverse/ multidisciplinary environments.

**PO5. Communication:** Communicate effectively on complex Business Problems for effective solution, Bachelor of Business Administration subjects has related activities with the social sciences community in particular and with the society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations to solve the issues.

**PO6. Project management and finance:** Express knowledge and understanding of the Management principles of Bachelor of Business Administration and apply these to one's own work as a member and leader in a team, to complete a project in any environment.

**PO7. Life-long learning:** Be acquainted with the need for lifelong learning and have the ability to engage in independent and life-long learning in the broadest context of Socio-technological change.

These program outcomes align with the broader goals of NEP 2020 to transform higher education in India and prepare students for the challenges and opportunities of the 21<sup>st</sup> century. Board of Studies designing BBA . curricula are encouraged to incorporate these outcomes into their program objectives and learning outcomes.





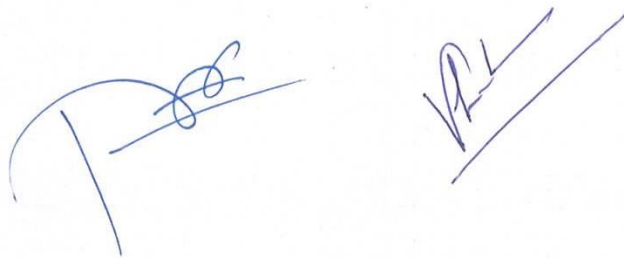
**Programme Specific Outcomes (PSOs):**

**PSO 1:** Gain knowledge and skills in the areas of Management principles and practices, Human Resource Management, Financial Management and Marketing Management

**PSO 2 :** An ability to apply conceptual foundations of management to solve practically decision-making problems.

**PSO 3 :** An ability to adapt to dynamic changes in an Competitive market environment with an understanding of societal and ecological issues relevant to professional managerial practice through life-long learning.

**PSO 4 :** Excellent adaptability to role in multi-disciplinary work environment, good interpersonal skills as a leader in a team in appreciation of professional ethics and societal responsibilities.

Two handwritten signatures in blue ink are present at the bottom of the page. The signature on the left is stylized and appears to be 'TSS'. The signature on the right is also stylized and appears to be 'AL'.