



COURSE STRUCTURE

OF

BACHELOR OF BUSINESS ADMINISTRATION

MANAGEMENT SCIENCE

[BBA (MS)]

I, II & III YEAR

EFFECTIVE FROM BATCH 2023

First Semester

| S. No. | Code | Subject | Cat | L | T | P | C |
|--------|------|--|-------------------|---|---|---|-----------|
| 1 | | FUNDAMENTALS OF ACCOUNTING | MAJOR | 4 | 0 | 0 | 4 |
| 2 | | QUALITATIVE ASPECTS OF BUSINESS | MAJOR | 4 | 0 | 0 | 4 |
| 3 | | MARKETING MANAGENT-I | MAJOR | 4 | 0 | 0 | 4 |
| 4 | | ESSENTIALS OF MANAGEMENT | MAJOR | 4 | 0 | 0 | 4 |
| 5 | | MICRO ECONOMICS | MINOR | 4 | 0 | 0 | 4 |
| 6 | | MANAGERIAL COMMUNICATION OR FUNDAMENTALS OF ENVIRONMENTAL SCIENCE OR INTRODUCTION TO HISTORICAL LINGUISTICS | MULTIDISCIPLINARY | 4 | 0 | 0 | 4 |
| 7 | | QUANTITATIVE APTITUDE -I | AEC | 0 | 0 | 4 | 2 |
| 8 | | ADVANCED EXCEL AND POWER BI | SEC | 0 | 0 | 4 | 3 |
| | | Total | | | | | 29 |

Second Semester

| S. No. | Code | Subject | Cat | L | T | P | C |
|--------|------|---|-------|---|---|---|-----------|
| 1 | | MANAGING EQUALITY AND DIVERSITY | MAJOR | 4 | 0 | 0 | 4 |
| 2 | | COST ACCOUNTING | MAJOR | 4 | 0 | 0 | 4 |
| 3 | | MARKETING MANAGEMENT -II | MAJOR | 4 | 0 | 0 | 4 |
| 4 | | FUNDAMENTALOF COMPUTER AND DATA HANDLING | MAJOR | 4 | 0 | 0 | 4 |
| 5 | | MACRO ECONOMICS | MINOR | 4 | 0 | 0 | 4 |
| 6 | | HUMAN VALUES AND PROFESSIONAL ETHICS | MINOR | 4 | 0 | 0 | 4 |
| 7 | | QUANTITATIVE APTITUDE -II | AEC | 0 | 0 | 4 | 2 |
| | | Total | | | | | 26 |

Third Semester

| S. No. | Code | Subject | Cat | L | T | P | C |
|--------|------|---|-------|---|---|---|-----------|
| 1 | | ACCOUNTING FOR MANAGERS | MAJOR | 4 | 0 | 0 | 4 |
| 2 | | HUMAN RESOURCE MANAGEMENT | MAJOR | 4 | 0 | 0 | 4 |
| 3 | | CONSUMER BEHAVIOUR | MAJOR | 4 | 0 | 0 | 4 |
| 4 | | MANAGEMENT INFORMATION SYSTEM | MAJOR | 4 | 0 | 0 | 4 |
| 5 | | INTERNATIONAL BUSINESS MANAGEMENT | MINOR | 4 | 0 | 0 | 4 |
| 6 | | BUSINESS LAW | MINOR | 4 | 0 | 0 | 4 |
| 7 | | QUANTITATIVE APTITUDE -III | ACE | 0 | 0 | 4 | 2 |
| 8 | | AI FOR BEGINERS OR R- PROGRAMMING LAB | SEC | 0 | 0 | 4 | 3 |
| | | Total | | | | | 29 |

Fourth Semester

| S. No. | Code | Subject | Cat | L | T | P | C |
|--------|------|--|-------------------|---|---|---|-----------|
| 1 | | FINANCIAL MANAGEMENT | MAJOR | 4 | 0 | 0 | 4 |
| 2 | | RESEARCH METHODOLOGY | MAJOR | 4 | 0 | 0 | 4 |
| 3 | | BUSINESS ENVIRONMENT | MAJOR | 4 | 0 | 0 | 4 |
| 4 | | COMPANY LAW | MINOR | 4 | 0 | 0 | 4 |
| 5 | | ADVERTISING MANAGEMENT | MINOR | 4 | 0 | 0 | 4 |
| 6 | | MASS COMMUNICATION OR BIODIVERSITY AND ITS CONSERVATION OR INTRODUCTION TO APPLIED LINGUSITICS | MULTIDISCIPLINARY | 0 | 0 | 4 | 4 |
| 7 | | QUANTITATIVE APTITUDE -IV | ACE | 0 | 0 | 4 | 2 |
| | | Total | | | | | 26 |

Fifth Semester

| S. No. | Subject | Cat | L | T | P | C |
|--------|--|-------------------|---|---|---|-----------|
| 1 | ENTREPRENEURSHIP MANAGEMENT | MAJOR | 4 | 0 | 0 | 4 |
| 2 | BUSINESS ANALYTICS | MAJOR | 4 | 0 | 0 | 4 |
| 3 | Specialization Elective 1 (Group A) | DSE | 4 | 0 | 0 | 4 |
| 4 | Specialization Elective 2 (Group A) | DSE | 4 | 0 | 0 | 4 |
| 5 | Specialization Elective 1 (Group B) | DSE | 4 | 0 | 0 | 4 |
| 6 | Specialization Elective 2 (Group B) | DSE | 4 | 0 | 0 | 4 |
| 7 | ENVIRONMENTAL POLLUTION & MANAGEMENT OR HISTORY & POLITICS OF ENGLISH IN INDIA | MULTIDISCIPLINARY | 0 | 0 | 4 | 4 |
| 8 | QUANTITATIVE APTITUDE -V | AEC | 0 | 0 | 4 | 2 |
| 9 | RESEARCH PROJECT | DIS/ PROJ | 0 | 0 | 0 | 4 |
| | Total | | | | | 34 |

Sixth Semester

| S. No. | Cod e | Subject | Cat | L | T | P | C |
|--------|-------|--|-------|---|---|---|-----------|
| 1 | | STRATEGIC MANAGEMENT | MAJOR | 4 | 0 | 0 | 4 |
| 2 | | PRODUCTION AND OPERATIONS MANAGEMENT | MAJOR | 4 | 0 | 0 | 4 |
| 3 | | Specialization Elective 3 (Group A) | DSE | 4 | 0 | 0 | 4 |
| 4 | | Specialization Elective 4 (Group A) | DSE | 4 | 0 | 0 | 4 |
| 5 | | Specialization Elective 3 (Group B) | DSE | 4 | 0 | 0 | 4 |
| 6 | | Specialization Elective 4 (Group B) | DSE | 4 | 0 | 0 | 4 |
| 7 | | QUANTITATIVE APTITUDE -VI | AEC | 0 | 0 | 4 | 2 |
| 8 | | SUSTAINABILITY REPORTING OR STATISTICAL COMPUTATION AND SIMULATION | SEC | 0 | 0 | 4 | 3 |
| | | Total | | | | | 29 |

ELECTIVES - Fifth Semester

| S. No. | Subject | Cat | L | T | P | C |
|--|--|-----|---|---|---|---|
| GROUP 1: HUMAN RESOURCE | | | | | | |
| 1 | Human Resource development | DSE | 4 | 0 | 0 | 4 |
| 2 | INDUSTRIAL RELATIONS AND LABOUR LAWS | DSE | 4 | 0 | 0 | 4 |
| 3 | Group Dynamics & Team Building | DSE | 4 | 0 | 0 | 4 |
| 4 | Compensation & Reward Management | DSE | 4 | 0 | 0 | 4 |
| GROUP 2: MARKETING | | | | | | |
| 5 | SALES MANAGEMENT | DSE | 4 | 0 | 0 | 4 |
| 6 | Rural Marketing | DSE | 4 | 0 | 0 | 4 |
| 7 | International Marketing | DSE | 4 | 0 | 0 | 4 |
| 8 | Digital Marketing | DSE | 4 | 0 | 0 | 4 |
| GROUP 3: FINANCE | | | | | | |
| 9 | INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT | DSE | 3 | 1 | 0 | 4 |
| 10 | GOODS AND SERVICE TAX | DSE | 3 | 1 | 0 | 4 |
| 11 | INCOME TAX | DSE | 3 | 1 | 0 | 4 |
| 12 | Working Capital Management | DSE | 3 | 1 | 0 | 4 |
| GROUP 4: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT | | | | | | |
| 13 | Logistic Management | DSE | 4 | 0 | 0 | 4 |
| 14 | SUPPLY CHAIN MANAGEMENT | DSE | 4 | 0 | 0 | 4 |
| 15 | Store Keeping and Warehousing | DSE | 4 | 0 | 0 | 4 |
| 16 | Purchasing and Inventory Management | DSE | 4 | 0 | 0 | 4 |
| GROUP 5: INTERNATIONAL BUSINESS | | | | | | |
| 17 | International Business Environment | DSE | 4 | 0 | 0 | 4 |
| 18 | Management of International Trade | DSE | 4 | 0 | 0 | 4 |
| 19 | International Logistics | DSE | 4 | 0 | 0 | 4 |
| 20 | International Treaties and Conventions | DSE | 4 | 0 | 0 | 4 |

ELECTIVES - Sixth Semester

| S. No. | Subject | Cat | L | T | P | C |
|--|--|-----|---|---|---|---|
| GROUP 1: HUMAN RESOURCE | | | | | | |
| 1 | Negotiation & Counseling | DSE | 4 | 0 | 0 | 4 |
| 2 | International Human Resource Management | DSE | 4 | 0 | 0 | 4 |
| 3 | Change Management & Organization Development | DSE | 4 | 0 | 0 | 4 |
| 4 | TRAINING AND DEVELOPMENT | DSE | 4 | 0 | 0 | 4 |
| GROUP 2: MARKETING | | | | | | |
| 5 | Marketing of Services | DSE | 4 | 0 | 0 | 4 |
| 6 | Retail Management | DSE | 4 | 0 | 0 | 4 |
| 7 | MARKETING COMMUNICATION | DSE | 4 | 0 | 0 | 4 |
| 8 | Marketing Analytics | DSE | 4 | 0 | 0 | 4 |
| GROUP 3: FINANCE | | | | | | |
| 9 | Management of Financial Services and Institution | DSE | 3 | 1 | 0 | 4 |
| 10 | COMPANY ACCOUNTS | DSE | 3 | 1 | 0 | 4 |
| 11 | Personal Financial Planning | DSE | 3 | 1 | 0 | 4 |
| 12 | AUDITING | DSE | 3 | 1 | 0 | 4 |
| GROUP 4: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT | | | | | | |
| 13 | Green Supply Chain Management | DSE | 4 | 0 | 0 | 4 |
| 14 | Strategic and Implementation Issues in SCM | DSE | 4 | 0 | 0 | 4 |
| 15 | Performance Metrics and Modeling | DSE | 4 | 0 | 0 | 4 |
| 16 | PROJECT MANAGEMENT | DSE | 4 | 0 | 0 | 4 |
| GROUP 5: INTERNATIONAL BUSINESS | | | | | | |
| 17 | Cross Cultural Issues in International Business | DSE | 4 | 0 | 0 | 4 |
| 18 | International Ethical and Legal Issues | DSE | 4 | 0 | 0 | 4 |
| 19 | International Marketing | DSE | 4 | 0 | 0 | 4 |
| 20 | International HR & Strategic Issues | DSE | 4 | 0 | 0 | 4 |