

School of Business Program Structure Bachelor of Business Administration (Marketing Automobile Management)							
First Semester							
			Credit Structure				
Sl. No.	Course Code	Course Title	Course Type	L	T	P	Credits
1		Financial Accounting	Theory	3	0	0	3
2		Principles of Management	Theory	3	0	0	3
3		Business Environment	Theory	3	0	0	3
4		Marketing Theory and Practices	Theory	3	0	0	3
5		Business Statistics	Theory	3	0	0	3
6		Communicative English	Blended	2	0	1	3
7		Physical Education & Yoga	Blended	1	0	1	2
Total credits							20
Second Semester							
Sl. No.	Course Code	Course Title	Course Type	L	T	P	Credits
Sl. No.	Course Code	Course Title	Course Type	L	T	P	Credits
1		Organisational Behaviour	Theory	3	0	0	3
2		Management and Cost Accounting	Theory	3	0	0	3
3		Production and Operations Management	Theory	3	0	0	3
4		IT Tools for Decision Making / Minor 1	Blended	2	0	1	3
5		Indian Constitution	Theory	2	0	0	2
6		Business Economics	Theory	3	0	0	3
7		Business Communication I	Blended	2	0	1	3
Total credits							20
Third Semester							
			Credit Structure				
Sl. No.	Course Code	Course Title	Course Type	L	T	P	Credits
1		Financial Management	Theory	3	0	0	3
2		Business Communication -II	Blended	2	0	1	3
3		Human Resource Management	Theory	3	0	0	3
4		Introduction to Business Analytics	Theory	3	0	0	3
5		Supply Chain Management/Minor 2	Theory	3	0	0	3
6		Basics of Automobile Industry	Theory	3	0	0	3
7		Environment Studies	Theory	2	0	0	2

Total credits							20
Fourth Semester							
Sl. No.	Course Code	Course Title	Course Type	L	T	P	Credits
1		Research Methodology	Theory	3	0	0	3
2		Campus to Corporate	Blended	2	0	1	3
3		Business Law/ Minor 3	Theory	3	0	0	3
4		Dealership Management	Theory	3	0	0	3
5		Sales Management in Automobile Industry	Theory	3	0	0	3
6		Auto marketing	Theory	3	0	0	3
7		Community Service Project	Project	0	0	0	2
Total credits							20
Fifth Semester							
Sl. No.	Course Code	Course Title	Course Type	L	T	P	Credits
1		Vehicle Body Fundamentals and Maintenance	Theory	3	0	0	3
2		Business Ethics and Governance	Theory	3	0	0	3
3		Summer Internship Project	Project	0	0	0	5
4		Automotive Futuristic Technologies	Theory	3	0	0	3
5		Pre-Owned Car Business	Theory	3	0	0	3
6		Stock Market Analysis/ Minor 4	Blended	2	0	1	3
Total credits							20
Sixth Semester							
Sl. No.	Course Code	Course Title	Course Type	L	T	P	Credits
1		Entrepreneurship	Theory	3	0	0	3
2		Strategic Management	Theory	3	0	0	3
3		Motor Sport Management	Theory	3	0	0	3
4		Automotive Emission Control	Theory	3	0	0	3
5		Vehicle Transport Management	Theory	3	0	0	3
6		Business Etiquette and Personality Development	Blended	1	0	1	2
7		Industrial Research Project	Project	0	0	0	3
		Minor 5	Theory	3	0	0	3
Total credits							20
Seventh Semester							
1	Course Code	Course Title	Course Type	L	T	P	Credits
		Introduction to Research Tools and Platforms	Comprehensive	2	0	1	4

2		Global Geopolitics	Theory	3	0	0	3
3		Systematic Literature Review	Comprehensive	2	0	1	4
4		Minor 6	Theory	3	0	0	3
5		Minor 7	Theory	3	0	0	3
6		E Vehicle	Theory	3	0	0	3
							20

Eighth Semester							
	Course Code	Course Title	Course Type	L	T	P	Credits
1		Research Dissertation	Project	0	0	0	11
2		R for Research	Blended	2	0	1	3
3		Minor 8	Theory	3	0	0	3
4		New Technological trends in Automobile Industry	Theory	3	0	0	3
							20

Semester	Credits
Semester 1	20
Semester 2	20
Semester 3	20
Semester 4	20
Semester 5	20
Semester 6	20
Semester 7	20
Semester 8	20
	160