

School of Business										
Bachelor of Business Administration										
Program Structure 2023-27										
First Semester-Integrated (Bachelor of Business Administration) - (Master of Business Administration)										
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Financial Accounting	Theory	3	0	0	0	3	3	Major
2	D1UA103T	Principles of Management	Theory	3	0	0	0	3	3	Major
3	K1UB122T	Business Economics	Theory	3	0	0	0	3	3	Major
4	D1UA203T	Marketing Theory and Practices	Theory	3	0	0	0	3	3	Major
5		Business Mathematics	Theory	3	0	0	0	3	4	Multidisciplinary
6	E2UC220C	IT Tools for Decision Making	Integrated	2	0	1	0	3	4	SEC
7		Communicative English	Integrated	2	0	1	0	3	4	AEC
8		Indian Constitution	Theory	3	0	0	0	3	3	VAD
Total credits								24		
Second Semester-Integrated (Bachelor of Business Administration) - (Master of Business Administration)										
			Credit Structure							
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1	D1UA201T	Organisational Behaviour	Theory	3	0	0	0	3	3	Major
2	D1UA202T	Management and Cost Accounting	Theory	3	0	0	0	3	3	Major
3	D1UA102T	Business Statistics	Theory	3	0	0	0	3	3	Multidisciplinary
4	D1UA204T	Production and Operations Management	Theory	3	0	0	0	3	3	Major
5	D1UA201B	Business Communication	Integrated	2	0	1	0	3	4	AEC
6		Minor 1	Theory	3	0	0	0	3	3	Minor
7	K1UC330T	Basic French	Theory	3	0	0	0	3	3	AEC
8	K1UC332T	Basic German								
Total credits								21		
Third Semester-Integrated (Bachelor of Business Administration) - (Master of Business Administration)										
			Credit Structure							

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Cre dits	Ho urs	Course Category
1		Financial Management	Theory	3	0	0	0	3	3	Major
2	D1UA302T	Human Resource Management	Theory	3	0	0	0	3	3	Major
3	D1UA303T	Supply Chain Management	Theory	3	0	0	0	3	3	Major
4	D1UA304T	Business Law	Theory	3	0	0	0	3	3	Major
5	D1UA305T	Business Environment	Theory	3	0	0	0	3	3	Major
6		Social Media Analysis	Integrated	1	0	0	1	2	3	AEC
7		Minor 2	Theory	3	0	0	0	3	3	Minor
Total credits								20		
Fourth Semester-Integrated (Bachelor of Business Administration) - (Master of Business Administration)										
			Credit Structure							
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Cre dits	Ho urs	Course Category
1	D1UA401E	Research Methodology	Integrated	2	0	1	0	3	4	Major
2	D1UA402T	Strategic Management	Theory	3	0	0	0	3	3	Major
3	D1UA402E	Campus to Corporate	Integrated	2	0	1	0	3	4	SEC
4		Elective-I	Theory	3	0	0	0	3	3	Major
5		Elective-II	Theory	3	0	0	0	3	3	Major
6		Stock Market Analysis	Integrated	2	0	1	0	3	4	Major
7	CIUB320T	Environment Studies	Theory	2	0	0	0	2	2	VAD
8		Minor 3	Theory	3	0	0	0	3	3	Minor
Total credits								23		
Electives: Choose basket (any 2 out of 3) as per Specialization										
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Cre dits	Ho urs	Course Category
		Marketing Electives								
1	D1UA403T	Marketing Communication	Theory	3	0	0	0	3	3	Major
2	D1UA404T	Consumer Behaviour	Theory	3	0	0	0	3	3	Major
3		Sales and Distribution Management	Theory	3	0	0	0	3	3	Major
		Finance Electives								
4	D1UA406T	Investment Analysis and Portfolio Management	Theory	3	0	0	0	3	3	Major
5	D1UA407T	Financial Statement Analysis	Theory	3	0	0	0	3	3	Major
6	D1UA408T	International Finance	Theory	3	0	0	0	3	3	Major

	<b>HR Electives</b>									
7		HR Metrics	Theory	3	0	0	0	3	3	Major
8	D1UA410T	Performance Management	Theory	3	0	0	0	3	3	Major
9	D1UA411T	Training and Development	Theory	3	0	0	0	3	3	Major
	<b>Operations Electives</b>									
10	D1UA412T	Quality Management	Theory	3	0	0	0	3	3	Major
11	D1UA413T	Logistics and Distribution Management	Theory	3	0	0	0	3	3	Major
12	D1UA414T	Inventory Management & Control	Theory	3	0	0	0	3	3	Major
	<b>Information Technology Electives</b>									
13		Introduction to Programming and Logic Development	Theory	3	0	0	0	3	3	Major
14		Introduction to Database Management	Theory	3	0	0	0	3	3	Major
15		Data Mining	Theory	3	0	0	0	3	3	Major

**Fifth Semester-Integrated (Bachelor of Business Administration) - (Master of Business Administration)**

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Business Ethics and Governance /Entrepreneurship	Theory	3	0	0	0	3	3	Major
2		<b>E-Business</b>	Theory	3	0	0	0	3	3	Major
3		Summer Internship Project	Theory	0	0	0	0	3	9	SIP
4		Elective-III	Theory	3	0	0	0	3	3	Major
5		Elective-IV	Theory	3	0	0	0	3	3	Major
6		Web Mining & Data Extraction Management	Integrated	2	0	1	0	3	4	VAD
7		Minor 4	Theory	3	0	0	0	3	3	Minor
8		Personality Development	Integrated	2	0	1	0	3	3	SEC

**Total credits**

**24**

**Electives: Choose basket (any 2 out of 3) as per Specialization**

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
	<b>Marketing Electives</b>									
1	D1UA509T	Product and Brand Management	Theory	3	0	0	0	3	3	Major
2	D1UA510T	Retail Management	Theory	3	0	0	0	3	3	Major
3	D1UA502T	Digital Marketing	Theory	3	0	0	0	3	3	Major
	<b>Finance Electives</b>									
4	D1UA504T	Financial Derivatives	Theory	3	0	0	0	3	3	Major
5	D1UA505T	Income Tax	Theory	3	0	0	0	3	3	Major

6	D1UA511T	Merger & Acquisition	Theory	3	0	0	0	3	3	Major
	HR Electives									
7	D1UA512T	Negotiation and Conflict Management	Theory	3	0	0	0	3	3	Major
8	D1UA513T	Managing Leadership	Theory	3	0	0	0	3	3	Major
9	D1UA506T	International HRM	Theory	3	0	0	0	3	3	Major
	Operations Electives									
10	D1UA514T	Risk Management in Supply Chain	Theory	3	0	0	0	3	3	Major
11	D1UA507T	Sales and Operations Planning	Theory	3	0	0	0	3	3	Major
	Information Technology Electives									
13		Introduction to Operating Systems	Theory	3	0	0	0	3	3	Major
14		Basics of Computer Networks	Theory	3	0	0	0	3	3	Major
15		Digital Marketing	Theory	3	0	0	0	3	3	Major

**Sixth Semester-Integrated (Bachelor of Business Administration) - (Master of Business Administration)**

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		International Business	Theory	3	0	0	0	3	3	Major
2		Project Management	Theory	3	0	0	0	3	3	Major
3		Elective-V	Theory	3	0	0	0	3	3	Major
4		Elective-VI	Theory	3	0	0	0	3	3	Major
5		Minor 5	Theory	3	0	0	0	3	3	Minor
6		Data Handling with SPSS	Comprehensive	1		1	1	3	6	Major
<b>Total credits</b>								18		
	Electives: Choose basket (any 2 out of 3) as per Specialization									
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
	<b>Marketing Electives</b>									
1		International Marketing	Theory	3	0	0	0	3	3	Major
2		B2B Marketing	Theory	3	0	0	0	3	3	Major
3		Marketing of Services	Theory	3	0	0	0	3	3	Major
	<b>Finance Electives</b>									
4		Working Capital Management	Theory	3	0	0	0	3	3	Major
5		Goods and Service tax	Theory	3	0	0	0	3	3	Major
6		Financial Services	Theory	3	0	0	0	3	3	Major
	<b>HR Electives</b>									
7		HR Accounting and Audit	Theory	3	0	0	0	3	3	Major
8		Employment Legislation	Theory	3	0	0	0	3	3	Major

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9		International HRM	Theory	3	0	0	0	3	3	Major
	<b>Operations Electives</b>									
10		Lean Manufacturing and Six sigma	Theory	3	0	0	0	3	3	Major
11		Procurement and Sourcing Management	Theory	3	0	0	0	3	3	Major
	<b>Information Technology Electives</b>									
13		Information Security	Theory	3	0	0	0	3	3	Major
14		Management Information Systems	Theory	3	0	0	0	3	3	Major
15		Basics of Cloud Computing	Theory	3	0	0	0	3	3	Major

SEMESTER VII						
Sl No	CODE	Title	L	T	P	C
1	MBDS5001	Marketing Management	3	0	0	3
2	MSB21T1005	Accounting for Managers	4	0	0	4
3	MBDS5025	Organizational Behaviour	3	0	0	3
4	MSB21T2014	Business Statistics for Decision Making	3	0	0	3
5	MBDS5029	Legal Aspects of Business	3	0	0	3
6	MSB21P100	Excel Skills for Business	0	0	4	2
7	MBDS5004	Managerial Economics	3	0	0	3
9	MBDS5022	Business Ethics and CSR	3	0	0	3
TOTAL						24

SEMESTER VIII						
Sl No	CODE	Title	L	T	P	C
1	MSB21T1004	Introduction to Business Analytics	3	0	0	3
2	MBDS5013	Corporate Finance	3	0	0	3
3	MBDS5015	Human Resource Management	3	0	0	3
4	MBDS5027	Business Research Method	3	0	0	3
5	MSB21T1003	Operations and Supply Chain Management	3	0	0	3
6	MSB21T2002	Management Information Systems & ERP	3	0	0	3
7	MBDS6004	Entrepreneurship	3	0	0	3
8	MBDS5027	Business Research Method	3	0	0	3
9	SLMB5002	Business Communication	0	0	2	1
9		Core Elective -I	3	0	0	3
TOTAL						25

Core Elective 1 - Semester VIII (Choose any 1 out of 3)						
S.No	Code	Title	L	T	P	C
1	MSB21T2004	International Business	3	0	0	3
2	MSB21T2005	Design Thinking for Innovation	3	0	0	3
3	MBDS5030	Operations Research	3	0	0	3

SEMESTER IX						
S.No	Code	Title	L	T	P	C
1	MBDS6021	Management Summer Internship Report	3	0	0	3
2	MBDS6003	Strategic Management	3	0	0	3
3	SLMB6021	Personality Development	0	0	2	1
4		Core Elective -2	3	0	0	3
5		Major 1 - Elective 1	3	0	0	3
6		Major 1 - Elective 2	3	0	0	3
7		Major 1 - Elective 3	3	0	0	3
8		Major 2 - Elective 1	3	0	0	3
9		Major 2 - Elective 2	3	0	0	3
10		Major 2 - Elective 3	3	0	0	3
11	MSB21P200	Master Thesis - Initial Phase	0	0	0	0
TOTAL						28

Core Elective-2 - Semester IX (Choose any 1 out of 4)						
S.No	Code	Title	L	T	P	C
1	MBDS6007	Project Management	3	0	0	3
2	MSB21T2007	Small and Medium Enterprises	3	0	0	3
3	MSB21T2008	AI for Business Management	3	0	0	3
4	MSB21T2006	The Sustainable Development Goals – A global vision	3	0	0	3

Elective-2 - Semester IX (Choose any 3)						
Marketing						
S.No	Code	Title	L	T	P	C
1	MBMK6005	Product and Brand Management	3	0	0	3
2	MBMK6003	Retail Management	3	0	0	3
3	MBMK6004	Integrated Marketing Communication	3	0	0	3
4	MBMK6011	Services Marketing	3	0	0	3
5	MBMK6013	Digital and Social Media Marketing	3	0	0	3
6	MBBA6008	Marketing Analytics	3	0	0	3
Finance						
S.No	Code	Title	L	T	P	C

1	MBFI6011	Financial Markets and Services	3	0	0	3
2	MBFI6012	Investment Analysis and Portfolio Management	3	0	0	3
3	MBFI6019	Financial Risk Management	3	0	0	3
4	MBFI6013	Behavioural Finance	3	0	0	3
5	MBFI6014	Wealth Management and Taxation	3	0	0	3
<b>HR</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBHR6013	Competency Mapping and Assessment	3	0	0	3
2	MBHR6002	Compensation and Reward Management	3	0	0	3
3	MBHR6004	Industrial Relations and Labour Laws	3	0	0	3
4	MBHR6010	Learning and Development	3	0	0	3
5	MBHR6011	HRP, Recruitment and Selection	3	0	0	3
6	MSB21T2001	HR Metrics and Analytics	3	0	0	3
<b>Information Technology</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBIT6001	Relational Database Management System	3	0	0	3
2	MBIT6002	Enterprise Resource Planning - SAP package	3	0	0	3
3	MBBA6004	Big Data Analytics	3	0	0	3
4	MBBA6006	Business Intelligence	3	0	0	3
5	MBIT6010	E-Commerce	3	0	0	3
<b>Operations</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBOP6007	Supply Chain and Logistics Management	3	0	0	3
2	MBOP6008	Quality Toolkit for Managers	3	0	0	3
3	MBOP6003	Material Management and Inventory Control	3	0	0	3
4	MBLS6006	Warehouse Management	3	0	0	3
5	MSB22T200	Retail and E-Commerce Logistics	3	0	0	3
<b>Business Analytics</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBBA6006	Business Intelligence	3	0	0	3
2	MBBA6021	Business Analytics Using Python	3	0	0	3
3	MBBA6007	Decision Modelling with Spreadsheets	3	0	0	3
4	MBBA6008	Marketing Analytics	3	0	0	3
5	MBBA6004	Big Data Analytics	3	0	0	3
<b>Healthcare Management</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>

1	MBHC6007	Health Communication Planning and Management	3	0	0	3
2	MBHC6003	Public Health Administration	3	0	0	3
3	MSB21T5007	Laws Governing Healthcare	3	0	0	3
4	MBHC6002	Quality in Healthcare	3	0	0	3
5	MBHC6006	Hospital Operation Management	3	0	0	3

#### International Business

S.No	Code	Title	L	T	P	C
1	MBIB6001	Global Business Strategy	3	0	0	3
2	MSB21T5009	Managing Global Business	3	0	0	3
3	MSB21T5010	International Trade and Policy	3	0	0	3
4	MBIB6004	International Business Law	3	0	0	3
5	MBIB6005	Global Outsourcing	3	0	0	3

#### SEMESTER X

S.No	Code	Title	L	T	P	C
1		Major 1 - Elective 1	3	0	0	3
2		Major 1 - Elective 2	3	0	0	3
3		Major 1 - Elective 3	3	0	0	3
4		Major 2 - Elective 1	3	0	0	3
5		Major 2 - Elective 2	3	0	0	3
6		Major 2 - Elective 3	3	0	0	3
7	MSB21P2010	Master Thesis - Final Phase	0	0	0	6
<b>TOTAL</b>						<b>24</b>

#### Marketing

S.No	Code	Title	L	T	P	C
1	MBMK6001	Sales and Distribution Management	3	0	0	3
2	MBMK6006	International Marketing	3	0	0	3
3	MBMK6007	B2B Marketing	3	0	0	3
4	MBMK6008	Consumer Behaviour	3	0	0	3
5	MBMK6002	Marketing Research	3	0	0	3
6	New Code	Rural Marketing	3	0	0	3

#### Finance

S.No	Code	Title	L	T	P	C
1	MBFI6015	Managing Banks and Financial Institutions	3	0	0	3
2	MBFI6016	Mergers, Acquisitions, Corporate Restructuring and Valuation	3	0	0	3
3	MBFI6017	International Finance	3	0	0	3
4	MBFI6018	Project Appraisal and Finance	3	0	0	3



5	MSB21T300 1	Financial Technologies	3	0	0	3
<b>HR</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBHR6005	Leadership and Team Building	3	0	0	3
2	MBHR6006	Organizational Change and Development	3	0	0	3
3	MBHR6007	Negotiation and Counselling Skills	3	0	0	3
4	MBHR6008	Cross Cultural Management	3	0	0	3
5	MBHR6009	Talent Management	3	0	0	3
6	MBHR6014	Performance Management Systems	3	0	0	3
<b>Information Technology</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBIT6005	Web Analytics	3	0	0	3
2	MBIT6006	Application of Cloud in Management	3	0	0	3
3	MBIT6007	Software Project Management	3	0	0	3
4	MBBA6012	Data Visualization	3	0	0	3
5	MBIT6008	Knowledge Management and Information System	3	0	0	3
<b>Operations</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MSB22T2005	Global Supply Chain Management	3	0	0	3
2	New Code	Sustainable and Resilient Supply Cha	3	0	0	3
3	MBOP6013	Sourcing Management	3	0	0	3
4	MBOP6014	Supply Chain Analytics	3	0	0	3
5	MBOP6015	Management of Service Operations	3	0	0	3
<b>Business Analytics</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBBA6010	Data Mining and Predictive Analysis	3	0	0	3
2	MBBA6011	Business Analytics Using R	3	0	0	3
3	MBBA6012	Data Visualization	3	0	0	3
4	MBBA6003	Advance Statistics and Econometrics	3	0	0	3
5	MBBA6023	Analytics and Cloud Computing	3	0	0	3
<b>Healthcare Management</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBHC6017	Healthcare Marketing and Public Relation	3	0	0	3
2	MBHC6009	Patient Care Services	3	0	0	3
3	MBHC6004	Hospital Hazard and Waste Management	3	0	0	3
4	MBHC6010	Health Insurance	3	0	0	3

5	MSB21T5008	International Medical Tourism	3	0	0	3
<b>International Business</b>						
<b>S.No</b>	<b>Code</b>	<b>Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	MBFI6017	International Finance	3	0	0	3
2	MBHR6008	Cross Cultural Management	3	0	0	3
3	MSB21T5011	International Supply Chain Management and Logistics	3	0	0	3
4	MBIB6003	Trade Documentation and Procedures	3	0	0	3
5	MBMK6006	International Marketing	3	0	0	3

Semester 1	24
Semester 2	21
Semester 3	20
Semester 4	23
Semester 5	24
Semester 6	18
Semester 7	24
Semester 8	25
Semester 9	28
Semester 10	24
Total Credits	231