

## Program Structure 2023-26

### First Semester-Bachelor of Business Administration in Marketing & Automobile Management

		Credit Structure					
Sl. No.	Course Title	L	T	P	S	Credits	Hours
1	Financial Accounting	3	1	0	0	4	4
2	Principles of Management	3	0	0	0	3	3
3	Business Economics	3	0	0	0	3	3
4	Marketing Theory and Practices	3	0	0	0	3	3
5	Business Mathematics	3	1	0	0	4	4
6	IT for Business Management	2	0	1	0	3	4
7	Food, Nutrition and Hygiene* (Non Grade Mandatory Course)	0	0	0	0	0	0
Total credits						20	
	Non Grade Mandatory Course	No SEE will be conducted for these course (Evaluation will be on the basis of IA's and CAT examinations )					

### Second Semester-Bachelor of Business Administration in Marketing & Automobile Management

		Credit Structure					
Sl. No.	Course Title	L	T	P	S	Credits	Hours
1	Organisational Behaviour	3	0	0	0	3	3
2	Management and Cost Accounting	3	1	0	0	4	4
3	Business Statistics	3	1	0	0	4	4
4	Production and Operations Management	3	0	0	0	3	3

5	IT Tools for Decision Making	2	0	1	0	3	4
	Business Communication	2	0	1	0	3	4
6	First Aid and Health * (Non Grade Mandatory Course)	0	0	0	0	0	0
Total credits						20	

**Third Semester-Bachelor of Business Administration in Marketing & Automobile Management**

		Credit Structure					
Sl. No.	Course Title	L	T	P	S	Credits	Hours
1	Financial Management	3	0	0	0	3	3
2	Human Resource Management	3	0	0	0	3	3
3	Supply Chain Management	3	0	0	0	3	3
4	Business Law	3	0	0	0	3	3
5	Business Environment	3	0	0	0	3	3
6	Physical Education and Yoga*(Non Grade Mandatory Course) Community Service*(Non Grade Mandatory Course)	0	0	0	0	0	0
7	BUSINESS NEWS ANALYSIS	1	0	0	1	2	4
8	Basics of Automobile Industry	3	0	0	0	3	3
Total credits						20	

**Fourth Semester-Bachelor of Business Administration in Marketing & Automobile Management**

		Credit Structure					
Sl. No.	Course Title	L	T	P	S	Credits	Hours
1	Research Methodology	2	0	1	0	3	4
2	Auto marketing	3	0	0	0	3	3
3	Strategic Management	3	0	0	0	3	3
4	Campus to Corporate	2	0	1	0	3	4
5	Elective-I	3	0	0	0	3	3
6	Elective-II	3	0	0	0	3	3
7	Community Service	0	0	0	0	0	0
Total credits						18	
		No SEE will be conducted for these course (Evaluation will be on the basis of IA's and CAT examinations )					
		Credit Structure					
Sl. No.	Course Title	L	T	P	S	Credits	Hours
1	Dealership Management	3	0	0	0	3	3
2	Sales Management in Automobile Industry	3	0	0	0	3	3
3	Consumer Behaviour in Automobile Industry	3	0	0	0	3	3
Fifth Semester-Bachelor of Business Administration in Marketing & Automobile Management							
		Credit Structure					
Sl. No.	Course Title	L	T	P	S	Credits	Hours
1	Entrepreneurship	3	0	0	0	3	3
2	Stock Market Analysis	3	0	0	1	4	7

3	Vehicle Body Fundamentals and Maintenance	3	0	0	0	3	3
4	Summer Internship Project	0	0	0	0	3	3
5	Elective-III	3	0	0	0	3	3
6	Elective-IV	3	0	0	0	3	3
7	Personality Development	2	0	1	0	2	3
<b>Total credits</b>						<b>21</b>	
		No SEE will be conducted for these course (Evaluation will be on the basis of IA's and CAT examinations )					
		<b>Credit Structure</b>					
<b>Sl. No.</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>Credits</b>	<b>Hours</b>
1	Digital Marketing	3	0	0	0	3	3
2	Automotive Futuristic Technologies	3	0	0	0	3	3
3	PRE-OWNED CAR BUSINESS	3	0	0	0	3	3
<b>Sixth Semester-Bachelor of Business Administration in Marketing &amp; Automobile Management</b>							
		<b>Credit Structure</b>					
<b>Sl. No.</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>Credits</b>	<b>Hours</b>
1	International Business	3	0	0	0	3	3
2	Motor Sport Management	3	0	0	0	3	3
3	Elective-V	3	0	0	0	3	3
4	Elective-VI	3	0	0	0	3	3
5	Industrial Research Project	0	0	0	0	6	6

Total credits						15	
		No SEE will be conducted for these course (Evaluation will be on the basis of IA's and CAT examinations )					
		Credit Structure					
Sl. No.	Course Title	L	T	P	S	Credits	Hours
1	Motor Insurance and Vehicle Act	3	0	0	0	3	3
2	AUTOMOTIVE EMISSION CONTROL	3	0	0	0	3	3
3	VEHICLE TRANSPORT MANAGEMENT	3	0	0	0	3	3