Galgotias University, Greater Noida

Departmment of Management, School of Business

Integrated 5 years Program (BBA+MBA)

Program Structure							
First Semester							
Sl. No.	Course Title	Course Type	L	Т	P	S	Credits
1	Financial Accounting	Theory	3	0	0	0	3
2	Principles of Management	Theory	3	0	0	0	3
3	Business Environment	Theory	3	0	0	0	3
4	Marketing Theory and Practices	Theory	3	0	0	0	3
5	Business Statistics	Theory	3	0	0	0	3
6	Communicative English	Blended	2	0	1	0	3
7	Physical Education & Yoga	Blended	1	0	1	0	2
Total							20
credits	Second Semester						
Sl. No.	Course Title	Course Type	L	Т	P	S	Credits
1	Organisational Behaviour	Theory	3	0	0	0	3
2	Management and Cost Accounting	Theory	3	0	0	0	3
3	Production and Operations Management	Theory	3	0	0	0	3
4	IT Tools for Decision Making	Blended	2	0	1	0	3
5	Indian Constitution	Theory	2	0	0	0	2
6	Business Economics /Minor 1	Theory	3	0	0	0	3
7	Business Communication I	Blended	2	0	1	0	3
Total credits							20
	Third Semester						
Sl. No.	Course Title	Course Type	L	T	P	S	Credits
1	Financial Management	Theory	3	0	0	0	3
2	Business Communication -II	Blended	2	0	1	0	3
3	Human Resource Management	Theory	3	0	0	0	3
4	Introduction to Business Analytics	Theory	3	0	0	0	3
5	Supply Chain Management	Theory	3	0	0	0	3
6	E-Business	Theory	3	0	0	0	3
7	Environment Studies	Theory	2	0	0	0	2
Total credits							20
	Fourth Semester		1.	_	_		~
Sl. No.	Course Title	Course Type					Credits
1	Research Methodology	Theory	3	0		0	3
2	Campus to Corporate	Blended	2	0	1	0	3
3	Business Law	Theory	3	0	0	0	3
4	Elective-I	Theory	3	0	0	0	3
5	Elective-II	Theory	3	0			3
6	Indian Management Thought	Theory	3	0	0	0	3
7	Community Service Project	Project	0	0	0	2	2
Total credits							20

Sl. No. Course Title Course Type L T P S 1 Marketing Communication Theory 3 0 0 0 2 Consumer Behaviour Theory 3 0 0 0 3 Sales and Distribution Management Theory 3 0 0 0 1 Investment Analysis and Portfolio	Credits
2 Consumer Behaviour Theory 3 0 0 0 3 Sales and Distribution Management Theory 3 0 0 0	
2 Consumer Behaviour Theory 3 0 0 0 3 Sales and Distribution Management Theory 3 0 0 0	
3 Sales and Distribution Management Theory 3 0 0 0	3
Sales and Distribution Management	3
1 Investment Analysis and Portfolio	3
1 Investment Analysis and Portfolio	
Theorem 1 2 10 10 10 1	3
Management Theory 3 0 0 0	
2 Income Tax Theory 3 0 0 0	3
3 Financial Services Theory 3 0 0 0	3
1 Talent Acquisition and Management Theory 3 0 0 0	3
2 Compensation Management Theory 3 0 0 0	3
3 Training & Development Theory 3 0 0 0	3
1 Quality Management Theory 3 0 0 0	3
2 Logistics and Distribution Management Theory 3 0 0 0	3
3 Inventory Management & Control Theory 3 0 0 0	3
Fifth Semester	
Sl. No. Course Title Course Type L T P S	Credits
1 International Business Theory 3 0 0 0	3
2 Business Ethics and Governance Theory 3 0 0 0	3
3 Summer Internship Project Project 0 0 0 15	5
4 Elective-III Theory 3 0 0 0	3
5 Elective-IV Theory 3 0 0 0	3
6 Stock Market Analysis/Python Blended 2 0 1 0	3
Total credits	20
Electives: Choose basket (any 2 out of 3) as per Specialization	
Sl. No. Course Title Course Type L T P S	Credits
	2
4 Product and Brand Management Theory 3 0 0 0	3
5 Retail Management Theory 3 0 0 0	3
6 Digital Marketing Theory 3 0 0 0	3
7 Customer Relatinship Management Theory 3 0 0 0	3
Finance Electives	
4 Financial Derivatives Theory 3 0 0 0	3
5 Personal Finance Theory 3 0 0 0	3
6 Merger & Acquisition Theory 3 0 0 0	3
HR Electives	
4 Negotiation and Conflict Management Theory 3 0 0 0	3
5 Industrial Relation & Labour Laws Theory 3 0 0 0	3
6 Performance Management Theory 3 0 0 0	3
Operations Electives	
4 Risk Management in Supply Chain Theory 3 0 0 0	3
5 Sales and Operations Planning Theory 3 0 0 0	3

	Sixth Semester						
Sl. No.	Course Title	Course Type	L	T	P	S	Credits
1	Entrepreneurship	Theory	3	0	0	0	3
2	Strategic Management	Theory	3	0	0	0	3
3	Project Management	Theory	3	0	0	0	3
4	Elective-V	Theory	3	0	0	0	3
5	Elective-VI	Theory	3	0	0	0	3
6	Business Ettiquettes and Personality	Theory	1	0	1	0	2
	Development	Theory	-		-	ľ	_
7	Industrial Research Project	Project	0	0	0	6	3
Total credits	industrial research rioject	110,000	_				20
Electives: Cho	pose basket (any2) as per Specialization		1		<u>l</u>		
Sl. No.	Course Title	Course Type	L	Т	P	S	Credits
7	International Marketing	Theory	3	0	0	0	3
8	B2B Marketing	Theory	3	0	0	0	3
9	Marketing of Services	Theory	3	0	0	0	3
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7	Working Capital Management	Theory	3	0	0	0	3
8	Goods and Service tax	Theory	3	0	0	0	3
9	International Finance	Theory	3	0	0	0	3
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7	Management of Change	Theory	3	0	0	0	3
8	HR Metrics	Theory	3	0	0	0	3
9	International HRM	Theory	3	0	0	0	3
	International Tricy	111001			Ť		3
	Information System and Technology in Supply						3
6	Chain	Theory	3	0	0	0	
7	Procurement & Soucing Management	Theory	3	0	0	0	3
	Seventh Semester					l .	
Sl. No.	Course Title	Course Type	L	T	P	S	Credits
1	Marketing Management	Theory	3	0	0	0	3
2	Accounting for Managers	Theory	3	0	0	0	3
3	Organizational Behaviour	Theory	3	0	0	0	3
4	Business Statistics for Decision Making	Theory	3	0	0	0	3
5	Legal Aspects of Business	Theory	3	0	0	0	3
6	Sustainable Business	Theory	3	0	0	0	3
7	Managerial Economics	Theory	3	0	0	0	3
8	Business Communication	Blended	2	0	2	0	3
9	Excel Skills for Business	Theory	0	0	0	0	0
Total credits	Eighth Semester		<u> </u>		<u> </u>		24
Sl. No.	Course Title	Course Type	L	Т	P	S	Credits
1	Introduction to Business Analytics	Theory	3	0	0	0	3
2	Corporate Finance	Theory	3	0	0	0	3
3	Human Resource Management	Theory	3	0	0	0	3
4	Business Research Method	Theory	3	0	0	0	3
5	Operations and Supply Chain Management	Theory Blended	2	0	2	0	3
7	Personality Development Business Ethics and CSR	Theory	3	0	0	0	3
8	Entrepreneurship	Theory	3	0	0	0	3
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Total credits		24

Ninth Semester							
Sl. No.	Course Title	Course Type	L	T	P	S	Credits
1	Management Summer Internship Report	Project	0	0	0	0	3
2	Strategic Management	Theory	3	0	0	0	3
3	Major 1 - Elective 1	Theory	3	0	0	0	3
4	Major 2 - Elective 2	Theory	3	0	0	0	3
5	Major 3 - Elective 3	Theory	3	0	0	0	3
6	Minor 1 - Elective 1	Theory	3	0	0	0	3
7	Minor 2- Elective 2	Theory	3	0	0	0	3
8	Master Thesis - Initial Phase	Project	0	0	0	0	0
Total credits							21
	Tenth Semester						
Sl. No.	Course Title	Course Type	L	T	P	S	Credits
1	Major 1 - Elective 1	Theory	3	0	0	0	3
2	Major 1 - Elective 2	Theory	3	0	0	0	3
3	Minor1 - Elective 1	Theory	3	0	0	0	3
4	Master Thesis - Final Phase	Project	0	0	0	0	3
Total credits							12

Semester	Credits
Semester 1	20
Semester 2	20
Semester 3	20
Semester 4	20
Semester 5	20
Semester 6	20
Semester 7	24
Semester 8	24
Semester 9	21
Semester 10	12
Total Credits	201