

Galgotias University, Greater Noida

Deptmtment of Management, School of Business

Bachelor of Business Administration (Research with Hons 4 years)

Program Structure

First Semester

		Credit Structure					
Sl. No.	Course Title	Course Type	L	T	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 credits							20

Second Semester

Sl. No.	Course Title	Course Type	L	T	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	Credit Structure				Credits
			L	T	P	S	
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							
Sl. No.	Course Title	Course Type	L	T	P	S	Credits
1	Research Methodology	Theory	3	0	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	0	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

Electives: Choose basket (any 2 out of 3) as per Specialization							
Sl. No.	Course Title	Course Type	L	T	P	S	Credits
1	Marketing Communication	Theory	3	0	0	0	3
2	Consumer Behaviour	Theory	3	0	0	0	3
3	Sales and Distribution Management	Theory	3	0	0	0	3
1	Investment Analysis and Portfolio Management	Theory	3	0	0	0	3
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
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 Relationship 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 Development	Theory	1	0	1	0	2
7	Industrial Research Project	Project	0	0	0	6	3
Total credits							20
Electives: Choose basket (any2) as per Specialization							
Sl. No.	Course Title	Course Type	L	T	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
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
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
6	Information System and Technology in Supply Chain	Theory	3	0	0	0	3
7	Procurement & Soucing Management	Theory	3	0	0	0	3

Seventh Semester							
	Course Title	Course Type	L	T	P	S	Credits
1	Introduction to Research Tools and Platforms	Comprehensive	2	0	1	1	4
2	Global Geopolitics	Theory	3	0	0	0	3
3	Systematic Literature Review	Comprehensive	2	0	1	1	4
4	Minor 6	Theory	3	0	0	0	3
5	Minor 7	Theory	3	0	0	0	3
6	Elective-VII	Theory	3	0	0	0	3
							20
10	Marketing Analytics	Theory	3	0	0	0	3
10	Financial Modelling and valuation	Theory	3	0	0	0	3
10	Competency Mapping	Theory	3	0	0	0	3
8	Sustainable Supply Chain Management	Theory	3	0	0	0	3
Eighth Semester							
	Course Title	Course Type	L	T	P	S	Credits
1	Research Dissertation	Project	0	0	0	0	11
2	R for Research	Blended	2	0	1	0	3
3	Minor 8	Theory	3	0	0	0	3
4	Elective-VIII	Theory	3	0	0	0	3
							20
11	Rural marketing	Theory	3	0	0	0	3
11	Financial Market and Institutions	Theory	3	0	0	0	3
11	Strategic HRM	Theory	3	0	0	0	3
9	Productivity Management & Value Engineering	Theory	3	0	0	0	3

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
Total Credits	160