

## **Integrated MBA ((BBA (Honours) + MBA) with Exit Option after BBA (Honours)**

Duration	5 Years
Total Credits	110 + 102 = 212 Credits
	<b>BBA</b>
	19 Core Discipline Courses of 3 credits each = 57 credits
	2 Discipline Special Elective (Specialization Courses) of 3 credit each = 6 credits
	2 Choice Based Credit System Discipline Special Elective (Specialization Courses) of 3 credit = 6 credits
	6 Ability Enhancement of 3 credit each = 18 credits
	4 Elective Course-Generic / Interdisciplinary of 3 credit each = 12 credits
	7 Skills Enhancement
	1 Term Paper of 3 credits = 3 credits
	1 Summer Training of 3 credits = 3 credits
	5 Viva Voce of 1 credit each upto 5 <sup>th</sup> Semester = 5 credits
Electives (E)	Specialization Streams = 3
	Total Number of Electives: 4 courses
Term Paper (D)	10% of marks evaluated by panel of faculty experts of SoB
	30% of marks evaluated by faculty supervisor
	60% of marks evaluated by external expert (academic / industry) from related area.
Summer Training (T)	Summer Training for 6-7 weeks that carries 3 credits. 100% Evaluated through panel of faculty members.
Practical's (P)	Students are trained on usage of different software's as part or as compulsory module during complete program.
	<b>MBA</b>
	13 Core Discipline Courses of 3 credits each = 39 credits
	9 Ability Enhancement of 3 credit each = 27 credits
	1 Ability Enhancement (MOOC Course) of 2 credit = 2 credits
	4 Discipline Special Elective (Specialization Courses) of 3 credit each = 12 credits
	2 Choice Based Credit System Discipline Special Elective (Specialization Courses) of 3 credit = 6 credits
	5 Skills Enhancement
	2 Dissertation (I + II) of 2 credits and 4 credits each = 6 credits
	1 Summer Training of 6 credits = 6 credits
	2 Viva Voce of 2 credits = 4 credits
Electives (E)	Specialization Streams = 3
	Total Number of Electives: 6 courses
Dissertation (D)	
Dissertation (D)-I	10% of marks evaluated by panel of faculty experts of SoB and evaluated on Synopsis
Dissertation (D)-II	30% of marks evaluated by faculty supervisor and 60% of marks evaluated by external expert (academic / industry) from related area on Final Report submitted and Presentation.
Summer Training (T)	Summer Training for 6-7 weeks that carries 6 credits. 100% Evaluated through panel of faculty members.
Practical's (P)	Students are trained on usage of different software's as part or as compulsory module during complete program.

## COURSE STRUCTURE

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Code
<b>Semester-I</b>			
Ability Enhancement - Compulsory	Professional Speaking Skills	3 Credits (2-0-2)	BUL1411
Core Discipline	Business Mathematics	3 Credits (3-0-0)	BUL1401
Core Discipline	Legal Aspects of Business	3 Credits (3-0-0)	BUL1011
Core Discipline	Financial Accounting for Decision Making	3 Credits (3-0-0)	BUL1271
Core Discipline	Principles of Management	3 Credits (3-0-0)	BUL1261
Elective Course-Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	----- To be chosen from open elective of other schools offered during that time or from the list -	3 Credits (3-0-0)	
Skill Enhancement - Compulsory	Viva Voce	1 Credit	BUC1011
<b>Semester-II</b>			
Ability Enhancement - Compulsory	Business Etiquette and Soft Skills	3 Credits (2-0-2)	BUL1412
Core Discipline	Organizational Behaviour	3 Credits (3-0-0)	BUL1262
Core Discipline	Cost and Management Accounting	3 Credits (3-0-0)	BUL1272
Core Discipline	Business Economics	3 Credits (3-0-0)	BUL1061
Core Discipline	Business Environment	3 Credits (3-0-0)	BUL1012
Elective Course-Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	----- To be chosen from open elective of other schools offered during that time or from the list -	3 Credits (3-0-0)	
Skill Enhancement - Compulsory	Viva Voce	1 Credit	BUC1012
<b>Semester-III</b>			
Ability Enhancement - Compulsory	Computers and IT Skills	3 Credits (2-0-2)	BUL2411
Core Discipline	Introduction to Human Resource Management	3 Credits (3-0-0)	BUL2261
Core Discipline	Business Statistics	3 Credits (3-0-0)	BUL2401
Core Discipline	Introduction to Financial Management	3 Credits (3-0-0)	BUL2271
Elective Course-Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	----- To be chosen from open elective of other schools offered during that time or from the list -	3 Credits (3-0-0)	
Skill Enhancement - Compulsory	Viva Voce	1 Credit	BUC2011
<b>Semester-IV</b>			
Ability Enhancement - Compulsory	Critical Thinking	3 Credits (3-0-0)	PCE2041
Core Discipline	Production and Operations Management	3 Credits (3-0-0)	BUL2281
Core Discipline	Business Ethics	3 Credits (3-0-0)	BUL2011
Core Discipline	Principles of Marketing	3 Credits (3-0-0)	BUL2251
Elective Course-Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	----- To be chosen from open elective of other schools offered during that time or from the list -	3 Credits (3-0-0)	
Skill Enhancement - Compulsory	Summer Internship	3 Credits	BUT2011
Skill Enhancement - Compulsory	Viva Voce	1 Credit	BUC2012
<b>Semester-V</b>			
Ability Enhancement - Compulsory	Software Packages – I (R Programming)	3 Credits (2-0-2)	BUL3221
Core Discipline	Business Research Methods	3 Credits (3-0-0)	BUL3222
Core Discipline	Principles of Taxation	3 Credits (3-0-0)	BUL3271
Core Discipline	Logistics Management	3 Credits (3-0-0)	BUL3281
Discipline Special Elective (Elective 1 <sup>st</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 2 <sup>nd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement - Compulsory	Viva Voce	1 Credit	BUC3011
<b>Semester-VI</b>			
Ability Enhancement - Compulsory	Software Packages – II (Python)	3 Credits (2-0-2)	BUL3223
Core Discipline	Family Business and Start-up Management	3 Credits (3-0-0)	BUL3011
Core Discipline	Office Management and Correspondence	3 Credits (3-0-0)	BUL3012
Discipline Special Elective (Elective 3 <sup>rd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	

Choice Based Credit System Discipline Elective (Elective 4 <sup>th</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement - Compulsory	Term Paper	3 Credits	BUD3011
<b>Semester-VII</b>			
Ability Enhancement – Compulsory	Business Communication	3 Credits (3-0-0)	BUL6017
Ability Enhancement – Compulsory	Statistical Methods for Management Decisions	3 Credits (3-0-0)	BUL6091
Ability Enhancement – Compulsory	Corporate Financial Reporting and Decision Making	3 Credits (3-0-0)	BUL6271
Core Discipline	Managerial Economics	3 Credits (3-0-0)	BUL6062
Core Discipline	Marketing Management	3 Credits (3-0-0)	BUL6034
Core Discipline	Organization Behaviour	3 Credits (3-0-0)	BUL6021
Core Discipline	Digital Innovation Strategies	3 Credits (3-0-0)	BUL6241
Ability Enhancement – Compulsory	MOOC Courses	2 Credits	--NA--
Skill Enhancement - Compulsory	Viva Voce	2 Credits	BUC6011
<b>Semester-VIII</b>			
Ability Enhancement – Compulsory	Research Methodology Applications with SPSS	3 Credits (1-0-4)	BUP6093
Ability Enhancement – Compulsory	Marketing Decision Making	3 Credits (3-0-0)	BUL6033
Ability Enhancement – Compulsory	Managerial Accounting and Decision Making	3 Credits (3-0-0)	BUL6046
Ability Enhancement – Compulsory	Decision Models and Optimization	3 Credits (3-0-0)	BUL6092
Core Discipline	Management of Organizations	3 Credits (3-0-0)	BUL6023
Core Discipline	Digital and Social Media Marketing	3 Credits (3-0-0)	BUL6036
Core Discipline	Corporate Finance	3 Credits (3-0-0)	BUL6042
Core Discipline	Supply Chain Management	3 Credits (3-0-0)	BUL6051
Skill Enhancement - Compulsory	Viva Voce	2 Credits	BUC6012
<b>Semester-IX</b>			
Ability Enhancement – Compulsory	Management Control System	3 Credits (3-0-0)	BUL7271
Ability Enhancement – Compulsory	Project Appraisal and Planning	3 Credits (3-0-0)	BUL7018
Core Discipline	Strategic Management	3 Credits (3-0-0)	BUL7011
Core Discipline	Managing Teams	3 Credits (3-0-0)	BUL7021
Discipline Special Elective (Elective 1 <sup>st</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 2 <sup>nd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 1 <sup>st</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement - Compulsory	Summer Training	6 Credits	BUT7011
Skill Enhancement - Compulsory	Dissertation - I	2 Credits	BUD7011
<b>Semester-X</b>			
Core Discipline	Entrepreneurship	3 Credits (3-0-0)	BUL7016
Core Discipline	Business Laws	3 Credits (3-0-0)	BUL7017
Core Discipline	Leadership Development	3 Credits (3-0-0)	BUL7261
Discipline Special Elective (Elective 3 <sup>rd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 4 <sup>th</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 2 <sup>nd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement - Compulsory	Dissertation - II	4 Credits	BUD7012

<b>Discipline Special Elective: Marketing</b>	<b>Course Codes</b>	<b>Discipline Special Elective: HR</b>	<b>Course Codes</b>
<b>Semester 5</b>		<b>Semester 5</b>	
Industrial Marketing	BUE3251	Compensation and Benefits	BUE3261
Principles of Sales Management	BUE3252	Employee Relations	BUE3262
<b>Choice Based Credit System</b>		<b>Choice Based Credit System</b>	
Advertising and Public Relations	BUE3253	Labour Legislations	BUE3263
Tourism and Hospitality Marketing	BUE3254	Knowledge Management	BUE3264
<b>Semester 6</b>		<b>Semester 6</b>	
Principles of Retail Management	BUE3255	Employee Training and Development	BUE3265
International Marketing	BUE3256	HRD System and Strategies	BUE3266
<b>Choice Based Credit System</b>		<b>Choice Based Credit System</b>	
e-Marketing	BUE3257	Employee Engagement	BUE3267
Customer Relationship Management	BUE3258	Employee Welfare and Social Security	BUE3268
<b>Semester 9</b>		<b>Semester 9</b>	
Consumer Behaviour	BUE6251	Understanding Workplaces and Industrial Psychology	BUE6261
Marketing Strategy	BUE6252	Power and Politics in Organizations	BUE6262
<b>Choice Based Credit System</b>		<b>Choice Based Credit System</b>	
Product and Brand Management	BUE6253	Negotiation Skills	BUE6263
Integrated Marketing Communication	BUE6254	Organization Change and Intervention Strategies	BUE6264
<b>Semester 10</b>		<b>Semester 10</b>	
Retail Marketing	BUE7251	Performance and Talent Management	BUE7029
Marketing of Services	BUE7038	Strategic Human Resource Management	BUE7026
<b>Choice Based Credit System</b>		<b>Choice Based Credit System</b>	
Rural Marketing	BUE7033	Competency Mapping and Assessment	BUE7261
Social Marketing	BUE7252	Cross-Cultural HRM	BUE7262

<b>Discipline Special Elective: Finance</b>	<b>Course Codes</b>
<b>Semester 5</b>	
Corporate Analysis and Valuation	BUE3271
Indian Financial System	BUE3272
<b>Choice Based Credit System</b>	
Financial Institutions and Markets	BUE3273
Investment Management	BUE3274
<b>Semester 6</b>	
Principles of Banking and Insurance	BUE3275
Financial Derivatives	BUE3276
<b>Choice Based Credit System</b>	
Financial Statement Analysis	BUE3277
Fundamental of International Finance	BUE3278
<b>Semester 9</b>	
Corporate Tax Planning and Tax Management	BUE6271
Security Analysis and Portfolio Management	BUE6272
<b>Choice Based Credit System</b>	
Global Macro Economy and Financial Crisis	BUE6273
Forensic Audit and Fraud Investigation	BUE6274
<b>Semester 10</b>	
Strategic Corporate Finance	BUE7271
Business Valuation, Mergers and Acquisitions	BUE7046
<b>Choice Based Credit System</b>	
International Financial Management	BUE7071
Financial Derivatives and Risk Management	BUE7044

<b>Year</b>	<b>Elective Course-Generic / Interdisciplinary</b>	<b>Course Codes</b>
1 <sup>st</sup>	Discourse on Human Virtues	PCL1067
	Environmental Studies	BTL1304
2 <sup>nd</sup>	Morality in Indian Tradition	PCE 2061
	Know your Constitution	PCE2078
3 <sup>rd</sup>	Meaning of Life	PCE3131
	Professional Ethics	PCE3132
	Language and Creativity	