

Bachelor of Business Administration ++ Corporate

TRIMESTER I		
S No	Course Code	Course Title
1	26BBAC11C01	Principles of Management
2	26BBAC11C03	Statistics for Managers
3	26BBAC11C04	Managerial Economics
4	26BBAC11C05	Financial Accounting
5	26ETPM0VAC1	Entrepreneurship Mindset-I**
6	26PSUG0SEC1	Professional Skills
7	26DOAS0VAC1	Environmental studies

TRIMESTER II		
S No	Course Code	Course Title
1	26BBAC12C01	Internship
2	26BBAC12C01	Project Report

TRIMESTER III		
S No	Course Code	Course Title
1	26BBAC13C01	Human Resource Management
2	26BBAC13C02	Performance and Compensation Management
3	26BBAC13C03	Organizational Behaviour
4	26BBAC13C04	Talent and Acquisition Management
5	26ETPM0VAC2	Entrepreneurship Mindset – II**
6	26UHVU0VAC1	Universal Human Value
7	26ENGL0AEC1	Communicative English I
8	26SSLA0VAC1	Yogic Science

TRIMESTER IV		
S No	Course Code	Course Title
1	26BBAC12C01	Internship
2	26BBAC12C01	Project Report

TRIMESTER V		
S No	Course Code	Course Title
1	26BBAC25C01	Marketing Management
2	26BBAC25C02	Retail Marketing
3	26BBAC25C03	Consumer Behaviour
4	26BBAC25C04	Digital Marketing
5	26ASUG0AEC3	Analytical Skills I
6	26ETPM0VAC3	Entrepreneurship Mindset-III**
7	26CSDG0SEC3	Communication Skills
Optional to choose (Open Elective Basket)*		
8	Optional to choose (Open Elective Basket)*	Learn One More-Bharatiya Bhasha* Or Modern Indian Languages*

Open Elective Basket			
S. no	CourseCode	CourseTitle	Type
1	26BFRN0AEC	Basic French	Modern Indian Languages
2	26BKOR0AEC1	Basic Korean	
3	26BSPA0AEC1	Basic Spanish	
4	26BHIN0AEC1	Basic Hindi	Learn-One-More-Bharatiya-Bhasha
5	26BPUN0AEC1	Basic Punjabi	
6	26BURD0AEC1	Basic Urdu	

*Learn One More Bharatiya Bhasha / Modern Indian Languages courses are optional. Students opting for these courses will earn 1 additional credit

MOOC course will be mapped in this semester from NEPTel/SWAYAM platform

TRIMESTER VI		
S No	Course Code	Course Title
1	26BBAC12C01	Internship
2	26BBAC12C01	Project Report

TRIMESTER VII		
S No	Course Code	Course Title
1	26BBAC37C01	Financial Management
2	26BBAC37C02	Corporate Accounting
3	26BBAC37C03	International Business Management
4	26BBAC37C04	Financial Market Operations
5	26SMEW0AEC1	Stress Management and Emotional Wellness
6	26ETPM0VAC4	Entrepreneurship Mindset –IV**
7	26ICUGOIKS1	Fundamentals of Indian Constitution
Optional to choose (Non-Credit Course)		
8	26PRDV0AEC1	Professional Development –I*

* Professional Development–I is an optional, non-credit course. Evaluation shall be on a Satisfactory/Unsatisfactory basis.

TRIMESTER VIII		
S No	Course Code	Course Title
1	26BBAC38C01	Research Methodology
2		Discipline Specific Elective-1
3		Discipline Specific Elective-2
4		Discipline Specific Elective-3
5	26ETPM0VAC5	Entrepreneurship Mindset –V**
6	26SOET0MDC1	Office Automation and Productivity Tools
7	26SOET0MDC2	Office Automation and Productivity Tools Lab
8	26BBAC38C02	Capstone Project I
Optional to choose [#]		
9	26DRRM0SEC1	Disaster Risk Reduction and Management [#]
Optional to choose (Non Credit course)*		
10	26PRDV0AEC2	Professional Development-II*

[#] Disaster Risk Reduction and Management is an optional course. Students who opt for this course will earn 2 additional credits.

* Professional Development–II is an optional, non-credit course. Evaluation shall be on a Satisfactory/Unsatisfactory basis.

HUMAN RESOURCE MANAGEMENT

Elective #	Baskets	Discipline Specific Electives	
		Course Code	Course Title
1	Basket 1	26BBAC38HE1	HR Analytics
2		26BBAC38HE2	AI for HR
3		26BBAC38HE3	Strategic HRM
4		26BBAC38HE4	HR Laws

MARKETING MANAGEMENT

Elective #	Baskets	Discipline Specific Electives	
		Course Code	Course Title
1	Basket 1	26BBAC38ME1	Services Marketing
2		26BBAC38ME2	Product and Brand Management
3		26BBAC38ME3	Marketing Analytics
4		26BBAC38ME4	Sales and Distribution Management

FINANCE

Elective #	Baskets	Discipline Specific Electives	
		Course Code	Course Title
1	Basket 1	26BBAC38FE1	Cost Accounting
2		26BBAC38FE2	Management Accounting
3		26BBAC38FE3	Security Analysis and Portfolio Management
4		26BBAC38FE4	Commodity Markets

ENTREPRENEURSHIP

Elective #	Baskets	Discipline Specific Electives	
		Course Code	Course Title
1	Basket 1	26BBAC38EE1	Entrepreneurship Development
2		26BBAC38EE2	Entrepreneurial Finance
3		26BBAC38EE3	Entrepreneurial Strategies
4		26BBAC38EE4	Start Ups Operations

TRIMESTER IX

TRIMESTER IX		
S No	Course Code	Course Title
1	26BBAC39C01	Capstone II
2	26BBAC39C02	Industrial Training