

BBA-MBA (5 Years Integrated)

Semester I		
S No	Course Code	Course Title
1	26BMIN11C01	Principles and Practices of Management
2	26BMIN11C02	Financial Accounting
3	26BMIN11C03	Business Economics
4	26BMIN11C04	Corporate Social Responsibility
5	26ETPM0VAC1	Entrepreneurship Mindset-I**
6	26PSUG0SEC1	Professional Skills
7	26UHVU0VAC1	Universal Human Value
8	26ENGL0AEC1	Communicative English I
9	26SSLA0MDC1	Technical Writing

SEMESTER II		
S No	Course Code	Course Title
1	26BMIN12C01	Human Resource Management
2	26BMIN12C02	Marketing Management
3	26BMIN12C03	Business Statistics
4	26BMIN12C04	Management Accounting
5	26BMIN12C05	Corporate Governance
6	26ETPM0VAC2	Entrepreneurship Mindset-II**
7	26DOAS0VAC1	Environmental Studies
8	26LMSU0SEC2	Leadership and Management Skills
9	26ENGL0AEC2	Communicative English II
10		Discipline Specific Elective-I

Basket -1		
Departmental Elective- 1		
Specialization	Course Code	Course Title
Finance	26BMFS12E01	Introduction to Financial Markets
Finance	26BMFS12E02	Corporate Finance
HRM	26BMHR12E01	Organisational Behaviour
HRM	26BMHR12E02	Human Resource Planning and Recruitment
Marketing	26BMMM12E01	Product Management
Marketing	26BMMM12E02	Consumer Behavior
Digital Marketing	26BMDM12E01	Introduction to Digital Marketing
Digital Marketing	26BMDM12E02	Basics of E-Commerce

Semester III		
S No	Course Code	Course Title
1	26BMIN23C01	Logistics and Supply Chain Management
2	26BMIN23C02	Income Tax Law
3	26BMIN23C03	Human Behavior and Organization
4	26BMIN23C04	Legal and Ethical Issues in Business
5	26ASUG0AEC3	Analytical Skills I
6	26SOET0MDC1	Office Automation and Productivity Tools
7	26SOET0MDC2	Office Automation and Productivity Tools Lab
8	26ETPM0VAC3	Entrepreneurship Mindset – III**
9	26SOL0VAC01	Fundamentals of the Indian Constitution
10		Discipline Specific Elective-II
Optional to choose (Open Elective Basket)*		
11	Optional to choose (Open Elective Basket)*	Learn One More-Bharatiya Bhasha* Or Modern Indian Languages*

Basket -2		
Departmental Elective- 2		
Specialization	Course Code	Course Title
Finance	26BMFS23E01	Commodity Market
Finance	26BMFS23E02	Investment Banking
HRM	26BMHR23E01	Talent Acquisition and Retention Management
HRM	26BMHR23E02	Strategic Human Resource Management
Marketing	26BMMM23E01	B2B Marketing
Marketing	26BMMM23E02	Service Marketing
Digital Marketing	26BMDM23E01	Technologies and Tools for Digital Marketing and E-Commerce
Digital Marketing	26BMDM23E02	Affiliate and Content Marketing

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

SEMESTER IV		
S No	Course Code	Course Title
1	26BMIN24C01	Entrepreneurship and Startup Ecosystem
2	26BMIN24C02	Production and Operations Management
3	26BMIN24C03	Mercantile Law
4	26BMIN24C04	Business Research Methodology
5	26BMIN24C05	Corporate Accounting
6	26SMEW0AEC1	Stress Management and Emotional Wellness
7	26ETPM0VAC4	Entrepreneurship Mindset –IV**
8	26BMIN24C06	Fundamentals of Indian Financial System
9	26SOL0MDC03	Intellectual Property Rights
10		Discipline Specific Elective-III

Basket -3		
Departmental Elective- 3		
Specialization	Course Code	Course Title
Finance	26BMFS24E01	Stock Market Operations
Finance	26BMFS24E02	Business Analysis & Valuation
HRM	26BMHR24E01	Industrial Relations and Labour Laws
HRM	26BMHR24E02	Organisational Change and Development
Marketing	26BMMM24E01	International Marketing
Marketing	26BMMM24E02	Advertising and Brand Management
Digital Marketing	26BMDM24E01	Social Media Marketing
Digital Marketing	26BMDM24E02	Management Information Systems

SEMESTER V		
S No	Course Code	Course Title
1	26BMIN35C01	Company Law
2	26BMIN35C02	Financial Management
3	26BMIN35C03	Project Management
4	26BMIN35C04	Goods and Services Tax
5	26BMIN35IN1	Internship
6	26ETPM0VAC5	Entrepreneurship Mindset -V
7	26CSDG0SEC3	Communication Skills
8		Discipline Specific Elective-IV
Optional to choose [#]		
9	26DRRM0SEC1	Disaster Risk Reduction and Management [#]

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

Basket -4		
Departmental Elective- 4		
Specialization	Course Code	Course Title
Finance	26BMFS35E01	Security Analysis and Portfolio Management
Finance	26BMFS35E02	Strategic Financial Management
HRM	26BMHR35E01	Fundamentals of HR Analytics
HRM	26BMHR35E02	International HRM
Marketing	26BMMM35E01	Basics of Digital Marketing
Marketing	26BMMM35E02	Marketing Research
Digital Marketing	26BMDM35E01	Web Marketing
Digital Marketing	26BMDM35E02	Enterprise Resource Planning

SEMESTER VI		
S No	Course Code	Course Title
1	26BMIN36C01	Emerging Technologies and applications
2	26BMIN36C02	Contemporary Issues in Accounting
3	26BMIN36C03	Investment Management
4	26BMIN36C04	Sales Management
5	26BMIN36C05	Fundamentals of FinTech
6	26BMIN36C06	International Business
7	26ETPM0VAC6	Entrepreneurship Mindset –VI**
8		Discipline Specific Elective-V

Basket -5		
Departmental Elective- 5		
Specialization	Course Code	Course Title
Finance	26BMFS36E01	Basics of Derivatives
Finance	26BMFS36E02	Personal Financial Planning
HRM	26BMHR36E01	Compensation Management
HRM	26BMHR36E02	Training and Development
Marketing	26BMMM36E01	Customer Relationship Management
Marketing	26BMMM36E02	Rural Marketing
Digital Marketing	26BMDM36E01	Legal and Ethical Issues in Digital Marketing
Digital Marketing	26BMDM36E02	Digital Marketing Strategy and Planning

SEMESTER VII		
S No	Course Code	Course Title
1	26BMIN47C01	Management Practices and Organizational Behaviour
2	26BMIN47C02	Accounting for Managers
3	26BMIN47C03	Managerial Economics
4	26BMIN47C04	Legal and Business Environment
5	25BMIN47C05	Statistics for Management
6	26PCSPOSEC1	Professional Corporate Skills
7	26BMIN47C06	Production & Operations Management
8	26BMIN47C07	Business Ethics and Corporate Social Responsibility

SEMESTER VIII		
S No	Course Code	Course Title
1	26BMIN48C01	Advanced Financial Management
2	26BMIN48C02	Advanced Marketing Management
3	26BMIN48C03	Organisational Behaviour
4	26BMIN48C04	Operations Research
5	26BMIN48C05	Business Research Methods
6		Specialization-1A
7		Specialization- 2A
8	26ANSM0AEC1	Analytical Skills for Managers
9	26BMIN48C06	Project
Optional to choose (Non-Credit Course)		
10	26PRDV0AEC1	Professional Development –I*

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

** Entrepreneurship Mindset-VIII shall be delivered through blended and self-paced learning approaches, supported by experiential learning, mentoring, startup-oriented activities, and innovation practices.

Note: Students will select one course each from basket 6 for two specializations they will opt.

Basket -6		
Departmental / Discipline Elective- 1 & 2		
Specialization	Course Code	Course Title
Finance	26BMFS48E01	Management of Financial Services
Finance	26BMFS48E02	Security Analysis and Portfolio Management
Finance	26BMFS48E03	Banking and Insurance Operations
Marketing	26BMMM48E01	Services Marketing
Marketing	26BMMM48E02	Consumer Behaviour
Marketing	26BMMM48E03	Retail Marketing

HRM	26BMHR48E01	Human Resource Information System
HRM	26BMHR48E02	Talent and Performance Management
HRM	26BMHR48E03	Human Resource Development
International Business	26BMIB48E01	Foreign Trade and Policy Management
International Business	26BMIB48E02	Export and Import Management
International Business	26BMIB48E03	Cross-Cultural Management
E-Commerce & DM	26BMDM48E01	E-Commerce Management
E-Commerce & DM	26BMDM48E02	Tools & Techniques for Digital Marketing
E-Commerce & DM	26BMDM48E03	E-Commerce Analytics
Entrepreneurs hip	26BMET48E01	Social Entrepreneurship
Entrepreneurs hip	26BMET48E02	Entrepreneurial Strategies-1
Entrepreneurs hip	26BMET48E03	Entrepreneurial Finance
Fintech	26BMFT48E01	Digital Banking
Fintech	26BMFT48E02	Blockchain and Crypto-currencies
Fintech	26BMFT48E03	Fraud Analytics and Cyber Law
Hospital Administration	26BMHA48E01	Hospital Architecture Planning Design and Maintenance
Hospital Administration	26BMHA48E02	Introduction to Epidemiology and Biostatics
Hospital Administration	26BMHA48E03	Hospital Materials Management
Hospitality & Tourism	26BMHT48E01	Tourism Concepts and Principles
Hospitality & Tourism	26BMHT48E02	Management Functions & Behaviour in Hospitality
Hospitality & Tourism	26BMHT48E03	Culinary Tourism

SEMESTER VIII		
S No	Course Code	Course Title
1	26BMIN59C01	Project Management
2	26BMIN59C02	Strategic Management
3		Specialization-1B
4		Specialization-1C
5		Specialization-1D
6		Specialization - 2B
7		Specialization – 2C
8		Specialization – 2D
9	26BMIN59IN1	Internship
10	26BMIN59PR1	Dissertation – I
Optional to choose (Non-Credit Course)		
11		Professional Development –II*

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

** Entrepreneurship Mindset-IX shall be delivered through blended and self-paced learning approaches, supported by experiential learning, mentoring, startup-oriented activities, and innovation practices.

Note: Students will select one course from basket 6 and two courses from basket 7 for two specializations they will opt.

Basket – 7		
Departmental / Discipline Elective- 1 and 2		
Specialization	Course Code	Course Title
Finance	26BMFS59E01	Mergers and Acquisitions
Finance	26BMFS59E02	Derivative Market Operations
Finance	26BMFS59E03	International Finance
Marketing	26BMMM59E01	Product and Brand Management
Marketing	26BMMM59E02	Sales and Distribution Management
Marketing	26BMMM59E03	Marketing Research
HRM	26BMHR59E01	Industrial Relations and Labour Laws
HRM	26BMHR59E02	Strategic and Advanced Human Resource Management
HRM	26BMHR59E03	International HRM
International Business	26BMIB47E01	International Trade and Logistics
International Business	26BMIB59E02	International Marketing
International Business	26BMIB59E03	Global Strategic Management
E-Comm & DM	26BMDM59E01	Affiliate Marketing

E-Comm & DM	26BMDM59E02	Social Media Marketing
E-Comm & DM	26BMDM59E03	Web Marketing
Entrepreneurs hip	26BMET59E01	Entrepreneurial Marketing
Entrepreneurs hip	26BMET59E02	Start Ups Operations
Entrepreneurs hip	26BMET59E03	Entrepreneurial Strategies-2
Fintech	26BMFT59E01	Recent Developments in FinTech
Fintech	26BMFT59E02	Entrepreneurship in FinTech
Fintech	26BMFT59E03	Data Analytics for Fintech
Hospital Administration	26BMHA59E01	Human Biology and Medical Terminology
Hospital Administration	26BMHA59E02	Quality Assurance in Healthcare and Hospitals
Hospital Administration	26BMHA59E03	Management of Support and Utility services
Hospitality & Tourism	26BMHT59E01	Emerging Technologies in Hospitality & Tourism
Hospitality & Tourism	26BMHT59E02	Information Management Systems & Hospitality
Hospitality & Tourism	26BMHT59E03	Travel Agency & Tour Operations

SEMESTER X				
(OPTION A)				
COURSE			Course Type	Nature
S No	Course Code	Course Title		
1	26BMIN5XIN1	Dissertation II	Core	DST
2	26BMIN5XPR1	Industrial Training	Core	INT
Total				

Students who do not opt for Internship/Industrial Training shall be required to choose Option B and attend regular classes

SEMESTER VI		
(OPTION B)		
S No	Course Code	Course Title
1	26BBA036C01	Business Analysis & Valuation
2	26BBA036C02	Emerging Technologies and applications.
3	26BBA036C03	Customer Relationship Management
4	26BBA036C04	Investment Management
5	26BBA036C05	Sales Management