

CURRICULUM

B.B.A. Course

Semester 1

- English Communication (Core)
- Basic Mathematics (Core)
- Science in Everyday Life (Core)
- Introduction to Computer Science (Core)
- Leadership (Core)
- Understanding of Theatrical Arts (Core)
- Foreign Language (Core)

Semester 2

- Micro Economics 1 (Core)
- Introduction to Psychology (Core)
- Theories of Mass Communication (Core)
- Introduction to World Civilization (Core)
- Foreign Language (Core)
- Urban Development and City Governance (Core)

Semester 3

- Exploration of Literary Forms (Core)
- Principles of Management (Core)
- Introduction to Environmental Studies (Core)
- Introduction to International Relations (Core)
- Applied Psychology (Core)
- Foreign Language (Core)
- Sports (Core)

Semester 4

- Introduction to the Principles of Public Administration and Governance (Core)
- Basics of Indian Foreign Policy (Core)
- World Classics (Core)
- Macro Economics 1 (Core)
- Principles of Marketing (Core)
- Introduction to Environmental Law (Core)
- Foreign Language (Core)

Electives

- Environmental Sustainability through Food Systems
- Overview of Indian Art
- Musical Styles
- Fundamentals of Programming and Data Structure
- Styles of Dance

Electives

- Films and Society
- Workplace Communication
- Environmental Psychology
- Atmospheric Sciences
- Indian Government and Politics
- Basics of Accounting
- Introduction to Human Resource Management
- Introduction to Law and Governance
- Disaster Management and Sustainable Development

Electives

- Statistics
- Rural Development in India
- Cognitive Psychology
- Educational Psychology
- Soft Skills
- Advanced Atmospheric Science
- Principles of Financial Management

Cluster	Major/ Minor	Semester 5	Semester 6	Semester 7	Semester 8
Marketing	Major	Marketing of Goods and Service	Business Research Methods	Supply Chain Management	E-Commerce & Social Media Marketing
	Minor	Industrial Marketing	Strategic Brand Management	Integrated Marketing Communication	International Marketing

