

## Curriculum

The curriculum is continuously updated to integrate changes that are taking place in the business environment. It is benchmarked against the courses offered among the best B-schools. Suggestions are also invited from industry experts and alumni in designing the curriculum. The curriculum consists of compulsory (core) and elective courses. The core course package provides students with the foundation of business. Elective course, on the other hand, are offered with an option to specialize in an Area. The Institute presently offers electives in Finance, Marketing, IT, HR & Global Business in the BBA Phase, while offers a wide range of specializations in Marketing, Finance, Human Resources, Information Technology, International Business, Operations & Supply Chain Management, Health Care & Hospital Management.

### Curriculum (BBA Phase)

Sr No	Subject	Sr No	Subject
<b>SEMESTER-I</b>		<b>SEMESTER - II</b>	
1	Business Mathematics - I	8	Business Mathematics - II
2	Basics of Financial Accounting	9	Advanced Accountancy-I
3	Principles of Micro Economics	10	Principles of Macro Economics
4	Introduction to Management Thoughts	11	Employee Behavior and Relationship Management
5	Introduction to Indian Society & Culture	12	Introduction to Business Environment
6	Basic Business Communication Skills-I	13	Basic Business Communication Skills-II
7	Disaster Management	14	Computer Skills
<b>SEMESTER - III</b>		<b>SEMESTER - IV</b>	
15	Indian Economy	23	Logic and Critical Thinking
16	Advanced Accountancy-II	24	Principles of Human Resource Management
17	Introduction to Business Statistics	25	Fundamentals of Marketing
18	Business Law	26	Basics of Cost Accounting
19	Information system and ERP	27	Fundamentals of Financial Management
20	Basics of Production Management	28	Research Methods for Business
21	Advertising Practices	29	Foundation and Application of Leadership.
22	Indian Constitution		
<b>SEMESTER - V</b>		<b>SEMESTER - VI</b>	
30	Business Ethics	37	Introduction to International Business
31	Introduction to Strategic Management	38	Industrial Relations
32	Introduction to Taxation	39	Company Law

33	Entrepreneurship	40	Operations Research
34	Dissertation Project- I	41	Dissertation Project-II
35	Universal Human Values	42	Cyber Security
36	Functional Elective (Any one)	43	Functional Elective (Any one)
a	Event Management (MARKETING)	a	Sales and Distribution Management (MARKETING)
b	Indian Financial System (FINANCE)	b	Introduction to Banking and Finance (FINANCE)
c	Training and Development (HR)	c	Negotiation and Conflict Management (HR)
d	Software Engineering (IT)	d	Data Mining for Business Analytics (IT)
e	Operations Strategy (OPERATIONS)	e	Product Planning and Control (OPERATIONS)
f	International Financial Management (GLOBAL BUSINESS)	f	Merger, Acquisition and Corporate Restructuring (GLOBAL BUSINESS)

#### MBA PHASE

Sr No	Subject Name	Sr No	Subject Name
<b>Semester 1</b>		<b>Semester - II</b>	
1	Indian Ethos and Business Ethics	1	Marketing Management
2	Managerial Economics	2	Quantitative Techniques
3	Managerial Communication	3	Human Resource Management
4	Organizational Behavior and Design	4	Operations Management
5	Accounting for Managers	5	Project Management
6	Business Environment	6	Cost and Management Accounting
7	Business Statistics and Analytics for Decision Making	7	New Enterprise and Innovation Management
8	Financial Management	8	Computer Applications for Business Decision Making
<b>Semester - III</b>		<b>Semester - IV</b>	
9	Summer Internship Project ( 6 Credits)	20	International Business Management
10	Business Policy and Strategic Management (Core)	21	Management Control System
11	Legal Aspect of Business (Core)	22	Indian Business Models
12	Sectorial Elective : Retail Management /Banking/ Tourisms/ Family Business		

a	Retail Management		
b	Banking		
c	Travel & Tourism Management		
d	Family Business		

<b>CHOOSE ANY ONE OF THE SPECIALIZATION</b>			
<b>13</b>	<b>Marketing Specialization</b>	<b>23</b>	<b>Marketing Specialization</b>
a	Integrated Marketing Communication	a	Product and Brand Management
b	Consumer Behavior	b	Services Marketing
c	Rural Marketing	c	International Marketing
d	B2B Marketing	d	Marketing Research
e	Supply Chain and Logistics Management	e	Contemporary Issues in Marketing
f	Marketing Specialization Project – I	f	Marketing Specialization Project – II
<b>14</b>	<b>Finance Specialization</b>	<b>24</b>	<b>Finance Specialization</b>
a	Managing Banks and Financial Institutions	a	Financial Derivatives
b	Financial Investment Analysis and Portfolio Management	b	Financial Markets and Services
c	Behavioral Finance	c	International Financial Management
d	Strategic Financial Management	d	Mergers, Acquisitions and Corporate Restructuring
e	Corporate Tax and Financial Planning	e	Contemporary Issues in Finance
f	Finance Specialization Project – I	f	Finance Specialization Project – II
<b>15</b>	<b>HR Specialization</b>	<b>25</b>	<b>HR Specialization</b>
a	Manpower Planning, Recruitment and Selection	a	Compensation and Benefits Management
b	Employee Relations	b	Negotiation and Counseling Skills for Managers
c	Performance Management System	c	Strategic HRM
d	Organizational Development and Change Management	d	International HRM
e	Human Resource Development	e	Contemporary Issues in HR
f	HR Specialization Project – I	f	HR Specialization Project – II
<b>16</b>	<b>Operations &amp; SCM &amp; Logistics Specialization</b>	<b>26</b>	<b>Operations &amp; SCM &amp; Logistics Specialization</b>
a	Advance Operations Management	a	Enterprise Resource Planning
b	Supply Chain and Logistics Management	b	Total Quality Management
c	E- Commerce and Digital Markets	c	Purchase and Inventory Management
d	Principles of Materials Management	d	Operational Decisions

e	Advance Project Management	e	Contemporary Issues in Operations Management
f	Operations Management Specialisation Project I	f	Operations Management Specialisation Project II
<b>17</b>	<b>Health Care Specialization</b>	<b>27</b>	<b>Health Care Specialization</b>
a	Hospital Planning and Management	a	Marketing healthcare services
b	Hospital Information Management System	b	Quality Management And Hospital Accreditation Systems
c	Hospital And Patient Relation Management	c	Hospital Hazards And Waste Management
d	Manpower Planning, Recruitment and Selection	d	Compensation and Benefits Management
e	Hospital Supportive Services And Facilities Management	e	Contemporary issues in healthcare industry
f	Healthcare specialization Project – I	f	Healthcare specialization Project – II
<b>18</b>	<b>IT Specialization</b>	<b>28</b>	<b>IT Specialization</b>
a	Data Mining and Business Decision	a	Strategic Management of IT
b	Managing Software Projects	b	Managing Digital Platforms
c	Managing Digital Innovation and Transformation	c	Web Design and Multimedia
d	IT Consulting	d	Enterprise resource planning
e	E-Commerce and Digital Markets	e	Contemporary issues in IT
f	IT Specialization Project – I	f	IT Specialization Project – II
<b>19</b>	<b>International Business Management</b>	<b>29</b>	<b>International Business Specialization</b>
a	International HRM	a	International Marketing
b	Foreign Exchange	b	International Financial Management
c	Global Supply Chain and Logistics Management	c	Study of Cross Culture Management
d	International Trade Laws	d	Global Product and Brand Management
e	International Labour Organizations & Labour Laws	e	Contemporary Issues In Management
f	International Business Management Project - I	f	International Business Project-II

**Note:** *The Programme structure and the Curriculum of the integrated BBA-MBA Programme is tentative and is designed in line with the National education policy (NEP). Suitable changes may be made by the University*