

Curriculum for BBA-MBA

CURRICULUM

The five-year integrated BBA-MBA programme is committed to delivering a world-class education that evolves with the dynamic business landscape. With a curriculum that integrates industry insights, emphasizes core and elective courses, and provides specialisation options, the institution prepares students to excel in their careers and contribute meaningfully to the business world.

The five-year integrated BBA-MBA programme at the institution is meticulously designed to provide students with a comprehensive and forward-looking education that adapts to the ever-evolving business landscape. The curriculum is a dynamic, continuously updated to incorporate the latest developments in the economic, social, political and business ecosystem, ensuring that students remain at the forefront of industry trends and practices.

UG FIRST YEAR		
Sem I <ul style="list-style-type: none"> • General English • Mathematics-I • Fundamentals of Information Technology • Microeconomics • Contemporary India • Environment Management 	Sem II <ul style="list-style-type: none"> • Written Communication • Mathematics-II • Macroeconomics • Introduction to Programming • Indian Constitution and Citizenship • Statistics • Value Added Course-I • Internship-I 	
SECOND YEAR		
Sem- III <ul style="list-style-type: none"> • Financial & Company Accounting • Principles of Management • Data Analysis through Spreadsheet • Indian Economy • Business Communication • Business Law 	Sem – IV <ul style="list-style-type: none"> • Cost & Management Accounting • Financial Management • International Business • Marketing Management • Ethics and Values • Organization Behaviour • Value Added Course –II • Internship-II 	
		
THIRD YEAR		
Sem - V <ul style="list-style-type: none"> • Operations Management • International Marketing • Business, Government and Society • Human Resource Management • Strategic Management • Capstone 	Sem - VI <ul style="list-style-type: none"> • Financial Services • Management Information System • Managerial skills • Research Methodology • Entrepreneurship • Business Simulation • Value Added Course –III • Internship-III 	
PG FIRST YEAR		
Term – I <ul style="list-style-type: none"> • Advanced Statistics • Python Programming* • Pre-requisite courses 1 for Elective • Pre-requisite courses 2 for Elective • Electives (Three) 	Term - II <ul style="list-style-type: none"> • Managing Digital Enterprises • Electives (Six) 	Term – III <ul style="list-style-type: none"> • Internship Project / Research Project / International Immersion
SECOND YEAR		
Term-IV <ul style="list-style-type: none"> • Electives (5 to 7) 	Term V <ul style="list-style-type: none"> • Electives (3 to 6) 	TERM-VI <ul style="list-style-type: none"> • Electives (3 to 6)