

Bachelor of Business Administration
Programme Structure (NEP) Pattern: 2025

4 Years – 8 Semesters Full Time Programme Effective from AY 2025 – 2026

Choice Based Credit System (CBCS) and Grading System Outcome-Based Education

Semester -1		
Course Type	Course Name	Credit
DSC	Principles and Practices of Management	4
MT	Introduction to Digital Literacy and Cyber Awareness	3
OE	Fundamentals of Business Organization	3
SEC	Business Mathematics	2
AEC	English	4
VEC	Emotional and Moral Development	2
CC	Design Thinking & Innovation	2
TOTAL		20
*DSC- Department Specific Core Course AEC- Ability Enhancement Course		
* <u>Minor Track (MT), Open Elective (OE), Skill Enhancement Course (SEC), Value Education Course (VEC) Courses can be opted from concerned department at VU level of SEM – I for various Disciplines, Co-curricular Courses (CC)</u>		
* <u>Minor Track shall be continue till SEM-VI</u>		
SEMESTER 2		
Course Type	Course Name	Credit
DSC	Business Economics	3
DSC	Financial Accounting & Reporting	3
MT	Productivity Tools	3
OE	Business Process Automation & Workflow Management	3
SEC	Human Skills for Business Excellence	2
IKS	Indian Vision for Human Society	2
VEC	Environmental Studies	4
CC	Negotiation & Conflict Resolution	2
TOTAL		22
* <u>Open Elective (OE), Skill Enhancement Course (SEC), Courses can be opted from concerned department at VU level of SEM – II for various Disciplines</u>		

SEMESTER 3		
Course Type	Course Name	Credit
DSC	Marketing Management	4
DSC	Cost Accounting	3
MT	Data Management and Visualization	3
OE	Digital Business Management	4
SEC	Leadership & Strategic Skills	2
CC	Business Podcasting & Personal Branding	2
CES	Rural Business Outreach & Social Entrepreneurship	2
TOTAL		20
<u>Open Elective (OE), Skill Enhancement Course (SEC), Courses can be opted from concerned department at VU level of SEM –III for various Disciplines</u>		
CES- Community Engagement and Service VSC- Vocational Skill Courses		
SEMESTER 4		
Course	Course Name	Credit
DSC	Financial Management	3
DSC	Human Resource Management & Organizational Behavior	3
MT	Digital Communication and Presentation Tools	3
VSC	Event Management & Corporate Hospitality	3
AEC	Modern Indian Language	4
CC	Financial Literacy & Stock Market	2
FP	Field Project	2
TOTAL		20

Possible Specializations on offer (Minimum count - 10% of admitted students)

- 1) Marketing Management- MKT
- 2) Financial Management -FIN
- 3) Human Resource Management- HRM
- 4) International Business-IB
- 5) Operations & Supply Chain Management- OM
- 6) Entrepreneurship - EN
- 7) Digital Business And Analytics -DBA

DSE- Department Specific Elective Course (As per specialization Student have choice to select any one)

SEMESTER 5		
Course Code	Course Name	Credit
DSC	Business Law	4
DSC	Research Methodology	3
DSE	HRM-A Training and Development	4
DSE	HRM-B Industrial Relations and Labor Laws	
DSE	MKT-A Retail Marketing	
DSE	MKT-B Consumer Behavior and Insights	
DSE	FIN-A Introduction to Financial Markets	
DSE	FIN-B Banking and Financial Institutions	
DSE	IB-A Export-Import Procedures & Documentation	
DSE	IB-B Global Business Environment and Trade theories	
DSE	ENT-A Digital Business Management for startups	
DSE	ENT-B Family Business Management	
DSE	DBA-A Basics of Business Analytics	
DSE	DBA-B Emerging Technology in Digital Business Management	
DSE	OM-A Logistics Management	
DSE	OM-B Sales & Operations Planning	
DSE	HRM-A Employee Relationship Management	3
DSE	HRM-B Workforce Diversity, Equity & Inclusion	
DSE	MKT-A Advertising and Sales Promotion	
DSE	MKT-B New Age Marketing	
DSE	FIN-A Tax Planning & Compliance	
DSE	FIN-B Investment Management	
DSE	IB-A Introduction to R	
DSE	IB-B Artificial Intelligence and Big Data in Business	
DSE	ENT-A Global Supply Chain & Logistics	
DSE	ENT-B International Relations	
DSE	DBA-A Entrepreneurship & small business Management	
DSE	DBA-B Social Entrepreneurship	
DSE	OM-A Business Process Re-engineering	
DSE	OM-B Quality Management Standards	
MT	Social Media & Digital Platforms	3
VSC	Customer Experience Design and Management	3
TOTAL		20

SEMESTER 6			
Course Type	Course Name		Credit
DSC	Strategic Management & Business Policy		4
DSC	Sustainability Management		3
DSE	HRM-A	Fundamentals of Strategic Human Resource Management	3
DSE	HRM-B	Performance Management System	
DSE	MKT-A	Marketing of Services	
DSE	MKT-B	Sales and Distribution Management	
DSE	FIN-A	Insurance & Investment Products	
DSE	FIN-B	International Finance	
DSE	IB-A	Descriptive Analytics in Business	
DSE	IB-B	Digital Business Management and Research	
DSE	ENT-A	Foreign Exchange Management	
DSE	ENT-B	Global Business Ethics & Corporate Governance	
DSE	DBA-A	Technological Entrepreneurship	
DSE	DBA-B	Corporate Entrepreneurship	
DSE	OM-A	Operations Research	
DSE	OM-B	Supply Chain Analytics	
DSE	HRM-A	Competency and Career Development	4
DSE	HRM-B	Organization Development and Change	
DSE	MKT-A	Social Network Marketing	
DSE	MKT-B	International Marketing	
DSE	FIN-A	Project Appraisal & Finance	
DSE	FIN-B	Introduction to financial markets and services	
DSE	IB-A	Introduction to Python	
DSE	IB-B	Digital Strategy and Innovation	
DSE	ENT-A	E-Commerce in International Business	
DSE	ENT-B	Global Economic Systems	
DSE	DBA-A	Building Lean Startups	
DSE	DBA-B	Intellectual Property Strategy	
DSE	OM-A	Inventory and Materials Management	
DSE	OM-B	Quality Management	
MT	Minor Track Project		3
VSC	Dashboard Design & Reporting		3
TOTAL			20

SEMESTER 7 (Honours)			
Course Type	Course Name		Credit
DSC	Enterprise Performance Management		4
DSC	Management Information System		3
DSE	HRM-A	Talent Acquisition and Management	4
	HRM-B	Leadership and Team Dynamics	
	MKT-A	Introduction to Digital Marketing	
	MKT-B	Product and Pricing Strategies	
	FIN-A	Operational Finance	
	FIN-B	Forensic Accounting	
	IB-A	Cybersecurity in Business Operations	
	IB-B	Artificial Intelligence in Business	
	ENT-A	International Financial Management	
	ENT-B	International Business Negotiations	
	DBA-A	Sales & Negotiation Skills	
	DBA-B	Behavioral Economics for Entrepreneurs	
	OM-A	Production Planning and Control	
	OM-B	Service Operations Management	
DSE -A	Strategic Crisis Management		3
DSE-B	Corporate Communication		
PROJ	Major Project		6
TOTAL			20
SEMESTER 8 (Honours)			
Course Type	Course Name		Credit
DSC	Business Ethics & Corporate Governance		3
DSE	HRM-A	Global HRM	3
DSE	HRM-B	HR Information Systems	
DSE	MKT-A	Marketing Ethics and Law	
DSE	MKT-B	Innovation and Entrepreneurship in Marketing	
DSE	FIN-A	Financial Modelling and Analytics	
DSE	FIN-B	Entrepreneurial Finance	
DSE	IB-A	Project Management in Digital Business	
DSE	IB-B	Data Visualization & Storytelling	
DSE	ENT-A	Emerging Trends in Global Trade	
DSE	ENT-B	Strategic Global Business Leadership	
DSE	DBA-A	Strategic Management for Startups	
DSE	DBA-B	Personal Branding for Entrepreneurs	
DSE	OM-A	Project Management	
DSE	OM-B	Business Process Management	
PROJ	Major Project		6
INT	Internship		8
TOTAL			20

SEMESTER 7 (RESEARCH)			
Course Type	Course Name		Credit
DSC	IPR and Innovation Management		4
DSC	Management Information System		3
DSE	HRM-A	Talent Acquisition and Management	4
DSE	HRM-B	Leadership and Team Dynamics	
DSE	MKT-A	Introduction to Digital Marketing	
DSE	MKT-B	Product and Pricing Strategies	
DSE	FIN-A	Operational Finance	
DSE	FIN-B	Forensic Accounting	
DSE	IB-A	Cybersecurity in Business Operations	
DSE	IB-B	Artificial Intelligence in Business	
DSE	ENT-A	International Financial Management	
DSE	ENT-B	International Business Negotiations	
DSE	DBA-A	Sales & Negotiation Skills	
DSE	DBA-B	Behavioral Economics for Entrepreneurs	
DSE	OM-A	Production Planning and Control	
DSE	OM-B	Service Operations Management	
DSE- A	Strategic Crisis Management		4
DSE-B	Corporate Communication		
PROJ	Research Project-1		5
TOTAL			20
SEMESTER 8 (RESEARCH)			
Course Type	Course Name		Credit
DSC	Risk Management		3
DSE	HRM-A	Global HRM	3
DSE	HRM-B	HR Information Systems	
DSE	MKT-A	Marketing Ethics and Law	
DSE	MKT-B	Innovation and Entrepreneurship in Marketing	
DSE	FIN-A	Financial Modelling and Analytics	
DSE	FIN-B	Entrepreneurial Finance	
DSE	IB-A	Project Management in Digital Business	
DSE	IB-B	Data Visualization & Storytelling	
DSE	ENT-A	Emerging Trends in Global Trade	
DSE	ENT-B	Strategic Global Business Leadership	
DSE	DBA-A	Strategic Management for Startups	
DSE	DBA-B	Personal Branding for Entrepreneurs	
DSE	OM-A	Project Management	
DSE	OM-B	Business Process Management	
INT	Research Internship		6
PROJ	Research Project-2		8
TOTAL			19