

**Vishwakarma University (VU), Pune**

**Bachelor of Business Administration (BBA)**

**4 Years – 8 Semesters Full Time Programme**

**Effective from AY 2025 – 2026**

**Programme Structure (NEP)**

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

## **SEMESTER I**

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|--|
| Principles and Practices Of Management               |
| Introduction to Digital Literacy and Cyber Awareness |
| Fundamentals of Business Organisation                |
| Business Mathematics                                 |
| English (VU Level)                                   |
| Emotional and Moral Development                      |
| Design Thinking & Innovation                         |

## **SEMESTER II**

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|---|
| Business Economics                                |
| Financial Accounting & Reporting                  |
| Productivity Tools                                |
| Business Process Automation & Workflow Management |
| Human Skills for Business Excellence              |
| Indian Vision for Human Society                   |
| Environmental Studies                             |
| Negotiation & Conflict Resolution                 |

## **SEMESTER III**

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|---|
| Marketing Management                              |
| Cost Accounting                                   |
| Data Management and Visualization                 |
| Digital Business Management                       |
| Leadership & Strategic Skills                     |
| Business Podcasting & Personal Branding           |
| Rural Business Outreach & Social Entrepreneurship |

## SEMESTER IV

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|---|
| Financial Management                                |
| Human Resource Management & Organizational Behavior |
| Digital Communication and Presentation Tools        |
| Event Management & Corporate Hospitality            |
| Modern Indian Language                              |
| Financial Literacy & Stock Market                   |
| Field Project                                       |

## SEMESTER V

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|--|
| Business Law                                       |
| Research Methodology                               |
| Training and Development                           |
| Industrial Relations and Labor Laws                |
| Retail Marketing                                   |
| Consumer Behavior and Insights                     |
| Introduction to Financial Markets                  |
| Banking and Financial Institutions                 |
| Export-Import Procedures & Documentation           |
| Global Business Environment and Trade theories     |
| Digital Business Management for startups           |
| Family Business Management                         |
| Basics of Business Analytics                       |
| Emerging Technology in Digital Business Management |
| Logistics Management                               |
| Sales & Operations Planning                        |
| Employee Relationship Management                   |
| Workforce Diversity, Equity & Inclusion            |
| Advertising and Sales Promotion                    |
| New Age Marketing                                  |
| Tax Planning & Compliance                          |
| Investment Management                              |
| Introduction to R                                  |
| Artificial Intelligence and Big Data in Business   |
| Global Supply Chain & Logistics                    |
| International Relations                            |
| Entrepreneurship & small business Management       |
| Social Entrepreneurship                            |
| Business Process Re-engineering                    |
| Quality Management Standards                       |
| Social Media & Digital Platforms                   |
| Customer Experience Design and Management          |

## SEMESTER VI

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|---|
| Strategic Management & Business Policy              |
| Sustainability Management                           |
| Fundamentals of Strategic Human Resource Management |
| Performance Management System                       |
| Marketing of Services                               |
| Sales and Distribution Management                   |
| Insurance & Investment Products                     |
| International Finance                               |
| Descriptive Analytics in Business                   |
| Digital Business Management and Research            |
| Foreign Exchange Management                         |
| Global Business Ethics & Corporate Governance       |
| Technological Entrepreneurship                      |
| Corporate Entrepreneurship                          |
| Operations Research                                 |
| Supply Chain Analytics                              |
| Competency and Career Development                   |
| Organization Development and Change                 |
| Social Network Marketing                            |
| International Marketing                             |
| Project Appraisal & Finance                         |
| Introduction to financial markets and services      |
| Introduction to Python                              |
| Digital Strategy and Innovation                     |
| E-Commerce in International Business                |
| Global Economic Systems                             |
| Building Lean Startups                              |
| Intellectual Property Strategy                      |
| Inventory and Materials Management                  |
| Quality Management                                  |
| Minor Track Project                                 |
| Dashboard Design & Reporting                        |

## SEMESTER VII

| Honors Track                         | Research Track                       |
|--------------------------------------|--------------------------------------|
| Enterprise Performance Management    | IPR and Innovation Management        |
| Management Information System        | Management Information System        |
| Talent Acquisition and Management    | Talent Acquisition and Management    |
| Leadership and Team Dynamics         | Leadership and Team Dynamics         |
| Introduction to Digital Marketing    | Introduction to Digital Marketing    |
| Product and Pricing Strategies       | Product and Pricing Strategies       |
| Operational Finance                  | Operational Finance                  |
| Forensic Accounting                  | Forensic Accounting                  |
| Cybersecurity in Business Operations | Cybersecurity in Business Operations |
| Artificial Intelligence in Business  | Artificial Intelligence in Business  |

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|--|--|
| International Financial Management     | International Financial Management     |
| International Business Negotiations    | International Business Negotiations    |
| Sales & Negotiation Skills             | Sales & Negotiation Skills             |
| Behavioral Economics for Entrepreneurs | Behavioral Economics for Entrepreneurs |
| Production Planning and Control        | Production Planning and Control        |
| Service Operations Management          | Service Operations Management          |
| Strategic Crisis Management            | Strategic Crisis Management            |
| Corporate Communication                | Corporate Communication                |
| Major Project                          | Research Project-1                     |

## **SEMESTER VIII**

| <b>Honors Track</b>                          | <b>Research Track</b>                        |
|--|--|
| Business Ethics & Corporate Governance       | Risk Management                              |
| Global HRM                                   | Global HRM                                   |
| HR Information Systems                       | HR Information Systems                       |
| Marketing Ethics and Law                     | Marketing Ethics and Law                     |
| Innovation and Entrepreneurship in Marketing | Innovation and Entrepreneurship in Marketing |
| Financial Modelling and Analytics            | Financial Modelling and Analytics            |
| Entrepreneurial Finance                      | Entrepreneurial Finance                      |
| Project Management in Digital Business       | Project Management in Digital Business       |
| Data Visualization & Storytelling            | Data Visualization & Storytelling            |
| Emerging Trends in Global Trade              | Emerging Trends in Global Trade              |
| Strategic Global Business Leadership         | Strategic Global Business Leadership         |
| Strategic Management for Startups            | Strategic Management for Startups            |
| Personal Branding for Entrepreneurs          | Personal Branding for Entrepreneurs          |
| Project Management                           | Project Management                           |
| Business Process Management                  | Business Process Management                  |
| Major Project                                | Research Internship                          |
| Internship                                   | Research Project-2                           |