Vishwakarma University (VU), Pune

Bachelor of Business Administration (BBA)

4 Years – 8 Semesters Full Time Programme

Effective from AY 2026– 2027

Programme Structure (NEP)

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

SEMESTER I

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

SEMESTER II

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

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

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

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

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

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

Honors Track	Research Track
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