Vishwakarma University (VU), Pune

Bachelor of Business Administration

4 Years – 8 Semesters Full Time Programme

Effective from AY 2024 – 2025

Programme Structure (NEP)

Choice Based Credit System (CBCS) and Grading System

Outcome-Based Education

Semester-I

Course Type	Course Name
DSC	Principles and Practices of Management
DSC	Accounting for Business
MC	Fundamentals of Taxation
OE	Business Etiquettes
SEC	Leadership & Teamwork
AEC	VU Level- English
VEC	Happiness & Positivity
CC	Design Thinking

* Minor Track (MC), 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
* Minor Track shall be continue till SEM-VI

Semester-II

Course Type	Course Name
DSC	Marketing Essentials
DSC	Economics for Business
MC	Audit and compliance
OE	Personal Financial Planning
SEC	Critical Thinking
IKS	Indian Polity and Economics
VEC	VU Level- Environmental Studies
CC	Excel for Decision Making

* Open Elective (OE), Skill Enhancement Course (SEC), Courses can be opted from concerned department at VU level of SEM – II for various Disciplines

Semester-III

Course Type	Course Name
DSC	Organization Behavior
DSC	Business Statistics
DSC	Operations & Supply Chain Management
MC	Business intelligence for finance
OE	Indian Business Environment
SEC	Networking Skills
CC	Business Communication
CES	Event management

* Open Elective (OE), Skill Enhancement Course (SEC), Courses can be opted from concerned department at VU level of SEM –III for various Disciplines

Semester-IV

Course Type	Course Name
DSC	HRM
DSC	Financial Management
MC	Alternate investment
VSC	Business Information System
AEC	VU Level- Modern Indian Language
CC	Social Media Marketing
FP	E Waste Management

Semester-V

Course Type	Course Name
DSE	Elective Course-1
DSE	Elective Course-2
DSC	Research Methodology
DSC	Business Strategy
MC	Sustainable Finance
VSC	Analysis Tool Pak

Semester-VI

Course Type	Course Name
DSE	Elective Course-3
DSE	Elective Course-4
DSC	Behavioural Science
DSC	Change Management
DSC	Business Law
MC	Minor Track Project
VSC	Dashboard Design & Reporting

Semester-VII (Honours Track)

Course Type	Course Name
DSC	Enterprise Performance Management
DSC	International Relations
DSE	Elective Course-5
DSE	Fundamentals of Business Analytics
PROJ	Major Project

Semester- VIII (Honours Track)

Course Type	Course Name
DSC	Business Ethics & Corporate Governance
DSE	CSR & Sustainability
PROJ	Major Project
INT	Internship

Semester-VII (Research Track)

Course Type	Course Name
DSC	IPR and Innovation Management
DSC	Research Seminar
DSE	Quantitative Research using tolls like SPSS/Advance Excel/Amos
DSE	Qualitative Research using tools like Nvivo /MaxQDA
PROJ	Research Project-1

Semester- VIII (Research Track)

Course Type	Course Name
DSC	Entrepreneurship Development
DSE	Research Publication
INT	Research Internship
PROJ	Research Project-2

SPECIALIZATION BASKET

Marketing Management
Consumer Behaviour and Insights
Selling and Distribution Management
Retail & E-Commerce Marketing
Advertising & Brand Management
Marketing of Services
Social Media Marketing

International Business
International Relations
International Banking and Finance
Export Import Documentation and Procedures
International Regulatory Framework
Foundation of International Marketing
Foreign Trade of India

Human Resources
Workforce Planning
Training and Development
Employee Relations Management
Human Resource Information Systems
Performance Management System
Compensation & Benefits Management

Financial Management
Financial Markets & Services
Financial Reporting and Standards
Project Appraisal & Finance
Direct & Indirect Taxation
Introduction to FinTech
Introduction to Financial Modeling

Entrepreneurship
Family Business Management
Social Entrepreneurship
Technological Entrepreneurship
Creativity and Innovation
Building Lean Startup
Corporate Entrepreneurship

Business Analytics
Introduction to R- Part1
Introduction to R- Part2
Introduction to Python - Part 1
Introduction to Python - Part 2
Artificial Intelligence in Business Applications
Introduction to SPSS

Operations Management
Logistics Management
Sales & Operations Planning
Business Process Re-engineering
Quality Management Standards
Operations Research
Supply Chain Analytics

Digital Business Management
Fundamentals of Digital Business
Digital Business & Media Management
IT in Business Management
Emerging Technology in Digital Business Management
Artificial Intelligence and Big Data in Business
Digital Marketing Trends and Practice