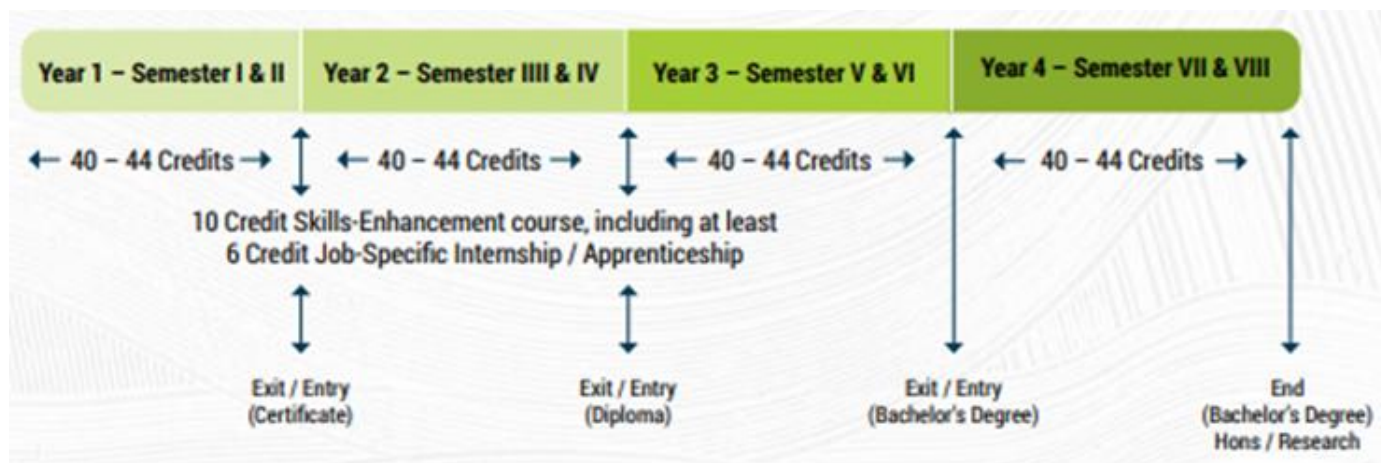


B.B.A. (International Business)

(4 Years Undergraduate Degree Programme as per NEP 2020)

Tentative Semester wise Course List



Year I: Semester I

- Accounting Essentials
- Business Management essentials
- Digital Fluency/Partnership Firm
- Business Etiquettes
- Foreign Language-1
- Behavioral Science
- Happiness & Positivity
- Community Service through trekking & Adventure

Year I: Semester II

- Supply chain and logistics management
- Business Statistics
- Managing Digital Platform/Audit & Compliance
- Personal Financial Planning
- Foreign Language-2
- Environmental Studies
- Community Engagement

Year II: Semester III

- Marketing Management
- Practices of Human Resource Management
- E-Business / Business Intelligence for Finance
- International Business Environment
- Intellectual Property Rights
- Constitutional Values, Gender, Diversity and Inclusion
- Projects on Sustainable Development Goals

Year II: Semester IV

- International Financial Management
- International Marketing Management
- Emerging Trends in IT/Alternative Investment (Bayesian Thinking)
- Leadership & Team Development
- Certification in international business/ communications
- Constitution of India
- Group Discussion
- Enterprise Analysis Desk Research

Year III – Semester V

- International Regulatory Framework
- Foreign Exchange Framework
- Research Methodology
- International Business Law
- Ethics & Values
- Industry Analysis & Desk Research

Year III – Semester VI

- Export and Import Documentation and Procedures
- International Relations
- Minor Track Project
- Certification in International organization management/International business operations
- VU Level-Soft Skills
- Graduate Internship

Year IV – Semester VII

- Quantitative Research in International Business
- Qualitative Research in International Business
- Data Analytics for Research using SPSS
- Research Project

Year IV – Semester VIII

- Social Research and its applications
- Econometrics for international business
- Writing Dissertation Report
- Research Project

Note: Research components include Symposium, Research Project / Dissertation and Research Internship.