



**NAGINDAS KHANDWALA COLLEGE
OF COMMERCE, ARTS &
MANAGEMENT STUDIES (AUTONOMOUS)**

Re-accredited by NAAC with 'A' Grade (3rd Cycle)

ISO 9001:2015 Certified

**Bhavishya Bharat Campus, S. V. Road, Malad (West)
Mumbai-400 064**

Programme Code: UHBA

Bachelor of Business Administration (B.B.A. Hons.)

**Three Year Integrated Programme -
Six Semesters**

Course Structure

**Under Choice Based Credit, Grading and Semester
System**

Implemented during Academic Year- 2021-2022

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1. Preamble

The world of business is constantly on the move, evolving with new technologies and revolutionizing as more free-thinking entrepreneurs step onto the playing field. The industry is also becoming more appealing, as young, aspiring individuals are coming forth with new and exciting business ideas.

Business management focuses on the organising, planning and analysing of business activities that are required to efficiently manage and run a business.

You will learn what makes an organisation successful in a saturated global business environment and will gain the knowledge and skills required to work for businesses of all sizes - from multinational companies to start-ups.

Pursuing a business qualification can positively impact your career and personal life. It can give you the necessary skills you need to make financial and management decisions in your career and in your life as well.

India today requires dynamic managers in every field and this course prepares young professionals to be responsible and responsive to the demands of society in an ever-changing environment. It builds the necessary skills in young students to excel in the world of management by giving knowledge in all necessary areas. The course deals not only in the technical skills but it also includes several soft skills which give an extra edge to the students in their arena of managerial capabilities.

Individuals learn a wide range of skills such as how to create and produce important business documents, organise schedules, and staying up to date with the latest industry changes.

The program imparts students with contemporary skill sets such as analytical, decision-making, technical, interpersonal skills and is meant for students who desire to build their professional competence with higher knowledge and develop a holistic personality.

1.1 About Khandwala College

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 23 UG, 6 PG, 4 Add On, 3 Ph. D with 9 Departments and 2 Research Centres imparting education to more than 6500 students. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country. The Mission is to serve the society at large and students belonging to linguistic minority in particular with commitment, dedication and devotion. The Quality Policy includes commitment towards imparting Quality Education to youth, enabling them to develop the right attitude, professional competence and inculcating right ethical values.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, Best College by University of Mumbai (2012), lead college for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and Best Ensemble Faculty (Academic Brilliance Awards – 2013) by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded IMC Ramkrishna Bajaj National Quality Commendation Certificate in 2013-14. Our college has been awarded Autonomous status from 2016.

1.2 Vision and Mission of Khandwala College

Vision

Education for all

Education for the youth

Education for the future of our country

Mission

The college’s focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India

2. Programme

Vision

To respond to the key challenges faced by students, academia, industry and society as well as government at large by offering work based and performance centric degree programme.

Mission

- To offer skills and knowledge to the students relevant to the workplaces in business administration at large through real-life workplace experiences supported by technology mediated learning.
- To create and offer a conducive environment to students for learning through working by enabling industry to become a working cum learning environment.

Graduate Attributes:

- **Disciplinary Knowledge**
Capability of executing comprehensive knowledge and understanding of one or more discipline that form part of business & commerce.
- **Communication Skills**
 - i. Ability to communicate long standing unsolved problems in business & commerce;
 - ii. Explain the approach taken to evaluate an issue relating to a business topic.
 - iii. Summarize the results of the analysis of an issue in a clear set of conclusions.
 - iv. Present the topic in a professional manner.
- **Critical Thinking**
 - i. Ability to engage in reflective and independent thinking by understanding the concepts in every area of commerce and business;
 - ii. Ability to examine the results and apply them to various problems appearing in different branches of commerce and business.
- **Problem Solving**
 - i. Capability to deduce a business problem and apply the class room learning into practice to offer a solution for the same;
 - ii. Capabilities to analyze and synthesize data and derive inferences for valid conclusion;
 - iii. Able to comprehend solution to sustain problems originating in the diverse management areas such as Finance, Marketing, Human Resource, and Taxation.
- **Research related Skills**
 - i. Ability to search for, locate, extract, organise, evaluate, and use or present information that is relevant to a particular topic;

ii. Ability to identify the developments in various branches of commerce and business.

- **Cooperation/Team work**

Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

- **Reflective thinking**

Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society

- **Information and Communication Technology (ICT) /Digital literacy**

Capability to use various technical ICT tools for exploring, analysis, and using the information for business purposes.

- **Self-directed Learning**

Capability to work independently in diverse projects and ensure detailed study of various facets of commerce and business.

- **Multicultural competence**

Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

- **Moral and Ethical Awareness/Reasoning**

- i. Ability to ascertain unethical behaviour, falsification, and manipulation of information;
- ii. Ability to manage self and various social systems.

- **Lifelong Learning**

Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of business.

Qualification Descriptors (QDs) for a Bachelor's Degree with Honours

- i. Demonstrate (a) a systematic, extensive and coherent knowledge and understanding of an academic field of study as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles and concepts, and of a number of advanced and emerging issues in the field of study; (b) procedural knowledge that creates different types of professionals related to the disciplinary/subject area of study, including research and development, teaching and government and public service; (c) skills in areas related to one's specialization and current developments in the academic field of study, including a critical understanding of the latest developments in the area of specialization, and an ability to use established techniques of analysis and enquiry within the area of specialisation
- ii. Demonstrate comprehensive knowledge about materials, including current research, scholarly, and/or professional literature, relating to essential and advanced learning areas pertaining to the chosen disciplinary areas and field of study, and techniques and skills required for identifying problems and issues relating to the disciplinary area and field of study
- iii. Demonstrate skills in identifying information needs, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources, analysis and interpretation of data using methodologies as appropriate to the subject(s) for formulating evidence-based solutions and arguments;
- iv. Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
- v. Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the subject(s) of study;
- vi. Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
- vii. Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

- viii. Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities.

Programme Outcomes:

- Provide students with a broad range of managerial capabilities, the capacity for critical thinking, communication and problem-solving skills, legal and ethical behaviour;
- Prepare graduates for diverse careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations, emerging markets and technology-enabled organizations;
- Expose students to both general and specialized curriculum content through core courses, specializations and electives
- Create social sensitivity and understanding of CSR, Ethical and Sustainable Business Practices
- Develop Entrepreneurship Acumen

Programme Specific Outcomes:

After successful completion of the degree the learner will be able to:

- Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.
- Acquire qualitative and quantitative skills to consolidate, synthesise, and analyse business information.
- Apply theoretical and technical knowledge and skills to provide socially and ethically responsible evidence-based business solutions.
- Attain problem solving, decision making and critical thinking skills to provide viable solutions for business problems.
- Explain the nature of creativity, innovations, and translate insights into opportunities and action.
- Demonstrate how creativity and innovations are initiated, included and managed in an organisation.
- Appreciate diversity to communicate effectively in international & cross-cultural contexts and facilitate collaborative professional partnerships.
- Have the ability to work and collaborate as a team member and contribute to achieve team goals.
- Demonstrate the ability to responsibly collaborate with others to effectively disseminate learning/project/research outcomes to a variety of audiences using highly developed communication skills and work productively within a team of experts in the field.
- Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global.
- Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.
- Develop an ability to identify, analyse and recommend appropriate actions given international influences, issues, and situations at the industry, business and individual levels;

- Formulate business problems and provide innovative solutions thus, molding them into future visionaries, management leaders that are compassionate yet efficient.

3. Eligibility, Selection and Admission Criterion

Candidates for being eligible for admission to the three-year course leading to the Degree of Bachelor of Business Administration/ B.B.A (Honours), shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or equivalent qualification from any Board/ University

3.1 Eligibility Criterion

The student must be passed a two year Pre-University examination/ 12th / Grade 12/ HSC/A level/O level/IBDP/IBCP or equivalent, education with English as one of the subjects or equivalent qualification from any Board/ University. Lateral Entry shall be applicable for students who have pursued similar or related Programmes from any University. Eligibility Criteria shall be applicable for lateral entry.

3.2 Selection and Admission Criterion for Eligible Candidates

The interested students shall register for Aptitude Test and Interview. Reservations as per University rules will be applicable.

The admission of students shall be based on:

- Academic and non- academic credentials till date
- Performance in Aptitude Test [comprising of questions in Mathematics/Statistics, English, Logical Reasoning, Analytical Ability], and Performance in Personal Interview
- The candidate has to fulfil all the prescribed admission requirements / norms of the College.
- In all matters relating to admission to the programme the decision of the Management of institute/college shall be final.
- At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the College has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Management of institute/college.

3.3 Eligibility for the award of the degree

- A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the Six Semesters earning 160 credits.
- No dues to the College, Libraries etc.; and
- No disciplinary action is pending against him / her.

3.4 Faculty under which the Degree is awarded

Bachelor of Business Administration/ B.B.A (Honours) programme is awarded under Faculty of Commerce.

3.5 Intake and Fees

Intake of 60 Students in the first year with an additional division of 60 students from the second year onwards. Additional 15% shall be permitted to make provision for any cancellation of Admissions. Additional admissions to the extent of 15% will be permitted for foreign students every year.

Programme Fees for each Semester - Rs. 60,000/- . The fees can be increased by 12% every year.

3.6 Attendance

- A student has to obtain a minimum 75% cumulative attendance for the theory lectures, practical and tutorial (wherever prescribed) separately will be required out of the total number of lectures, practical and tutorials on the subject conducted in the term.
- 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.
- A student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with the “DE” category cannot proceed to the subsequent semester.
- Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.
- Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, Internships, Training, cases requiring prolonged medical treatment and critical illness involving hospitalization.
- For medical cases, submission of complete medical history and records with prior information from the parent / guardian to the institute is mandatory. Such condonation is permitted only twice for a student in the entire duration of the programme.

4. Scheme of Examination

The Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The semester wise Credit Points for Under-Graduate Programme shall be of 160. This will be achieved by completing certifications from an approved list of certifications. The examinations can be conducted in online/offline mode. The institute may decide the examination pattern - written, oral, practical, presentation, project etc. for any or all courses/subjects as appropriate.

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load. Notional learning hours include direct contact hours with teachers and trainers, time spent in self learning, preparation for assignments, carrying out assignments and assessments etc.

Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	52
2	Year 2	56
3	Year 3	52
	Total Credits for award of Degree	160

4.1 Credit Based Evaluation System Scheme of Examination

For all 6 semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination. The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% are as shown below:

4.2 Structure of Continuous Internal Evaluation – 40% = 40 marks

Sr. No.	Particulars	Marks
1	Class test held in the given semester	15 marks
2	Subject specific Term Work Module/assessment modes – as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable)	15 marks
3	Attendance & Active participation in routine class instructional deliveries (and in practical work, tutorial, field work, workshops, Masterclass, cultural activities etc. as the case may be)	10 marks

4.3 Structure of End Examination – 60% = 60 marks

Semester End Examination will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 60 marks. The End Semester Examinations for each course through semesters I to VI shall be conducted by the college except for the subjects with Asterix symbol (*) for which assignments/assessments for 100 marks shall be evaluated by the subject experts at department level and the marks/grades shall be submitted to the College.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to VI shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grades as the procedure mentioned below. The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 out of 60) separately, to pass the course and a minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

4.4 Question Paper Pattern

A) Written Class Test (15Marks) - 30 mins

1.	Match the Column / Fill in the Blanks/ Multiple Choice Questions (1 Marks each) (Any Six out of Eight)	06 Marks
2.	Answers the following (Attempt Any Two out of Three) (Concept based Questions) (2 Marks each)	04 Marks
3.	Answer in Brief (Attempt Any One out of Two) (5 Marks each)	05 Marks

B) Semester End Examinations – 60 Marks - 2hrs

QI	Match the Column / Fill in the Blanks/ Multiple Choice Questions/True or False (Any 10 out of 15) (1 Marks each)	10 Marks
QII A	(<i>Concept based Questions</i>) Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
	OR	
QII B	(<i>Concept based Questions</i>) Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
QIII A	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
	OR	
QIII B	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
QIV	Case Study/ Long Answer Type Question (Any One out of Two)	15 Marks

4.5 Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

- The learner shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and a minimum of Grade D in each project, wherever applicable, to pass a particular semester.
- Learners who fail to clear Class Test I or were unable to appear for Class Test I on account of Medical grounds, Bereavement of a family member, Internships/Training or Positioned at Events by the Institute can appear for Class Test II
- If a student fails in Class Test I, he/she shall have the opportunity to appear for Class Test II to improve his/her performance only once in the Semester. The re-conduct of the Class Test shall be completed before the commencement of Semester End Examinations.
- If just prior to or during the CIE a bereavement (of an immediate family member) occurs. (Note: In this case the Death Certificate of the departed and the Parent's note will have to be given to the College within 2 days of returning to College, for this clause to hold).
- A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation (CIE) and Semester End Examination.

4.6 Failure in Class Test II

Students failing to clear the Class Test II will have to submit a project on a topic approved by the subject teacher.

The allocation of marks will be as follows:

- Written Assignment-10 marks
- Presentation- 5 marks

4.7 Eligibility for Faculty

Master's degree with 55% marks (or an equivalent grade in a point scale wherever grading system is followed) in a relevant/allied subject OR Relevant work experience in the industry or related areas.

5. Teaching Methodology

1. Classroom Sessions

- **Lectures:** Lectures shall be delivered by experienced faculties along with visiting faculties and experts from the Industry in online/offline or blended mode.
- **Assignments & Projects:** Shall be assigned at regular intervals of the course. It offers an opportunity for students to meet, interact and collaborate with experienced people from the industry.
- **Knowledge Workshops and Industry Seminars:** Shall be organized at regular intervals to keep the students informed about the latest developments in the Event Industry. These workshops are uniquely designed with a focus on practical industry – relevant topics.
- **Simulated Events:** Shall be conducted to get the real feel of organizing and managing an event. Students are trained to make a replica of an Event and present it live in the classroom. The exercise gives the student an opportunity to identify the finer nuances of event execution thereby helping them to identify key success factors and areas of improvement.

2. Guest Lectures and Case Studies

- **Guest Lecture:** Eminent people from the industry shall be invited as guest speakers to impart lessons and their rich experiences on various fields related to this industry to the students. They also focus on imparting training around management concepts that have today become essential skills to carve a niche in the industry.
- **Case Studies:** Case studies highlighting various practical and situational issues shall be regularly discussed during classroom sessions. The discussion cater towards identifying what went wrong in the case and what could have been done in a better manner, this helps train students to handle such situations in the future. The exercise also improves the analysing and analytical capabilities of our students.

3. Innovative & Interactive Learning Technology

- **Educational wikis:** It keeps track of education-oriented wikis, establishes constructive interactions with them, and researches their technology, activity, culture, processes, and impact.
- **Creative Presentation Ideas:** Gone are the days when Microsoft Presentation was the only means to make academic training interactive and engaging. Enliven your material and engage the students with these simple and easy to implement methodologies:
 - **Prezi Presentation:** Prezi is a powerful communication and presentation tool that aims to replace PowerPoint presentation. Equipping students with the knowledge of this tool helps in preparing them to adapt easily to the ever-changing dynamics of the corporate world.
- **Create through Technology:**
 - **YouTube Broadcasting:** Harness the power of YouTube as an effective broadcasting medium to create and share your ideas and thoughts with diverse audiences.
 - **Communication and Collaboration:** Google Apps provides students

a chance to learn how to use webmail services, calendar (shared calendaring), Hangout (instant messaging and voice/video chat) and Drive (online document creation & sharing).

- **Education through Blogs:** A powerful and interactive medium for learning. Ideal to educate, discuss and share innovative ideas across a large and diverse set of audiences.

4. Unparalleled Internships & Practical Training

- **Internships & Practical Training:** These events act like great learning platforms giving them the live experience of managing an event.
- **In-House Events:** Students shall be provided with an opportunity to work on in-house events right from the start to finish, to provide them with hands-on experience, which helps them to gain excellent event organization skills.

6. Ad-hoc Board of Studies

Following Academicians, Faculty members & Experts have been consulted for the contents and development of the Syllabus for this course:

- Principal Dr. (Mrs.) Ancy Jose- Principal, Khandwala College
- CA Dr. Varsha Ainapure – M Com., FCA, Ph.D., Post-Doc (USA), Adjunct Professor, Khandwala College
- Mr. Balkishan Sharma, MBA
- Mr. Vipul Solanki, MMS
- Ms. Sneha Asar, MBA - Faculty
- Mr. Abhay Garg, M.Sc. Finance - Industry Representative
- Mr. Ajay Bhagat, MBA- Industry Representative

Bachelor of Business Administration (B.B.A. Hons.)

Three Year Integrated Programme -

Six Semesters

Basic Structure: Distribution of Courses

1	Core Course (CC)	22 Papers of 4 Credits Hrs. each (Total Credits Hrs. 22×4) = 88	88
2	General Elective (GE)	4 Papers of 4 Credits Hr. each (Total Credits Hrs. 4×4) = 16 1 Paper of 2 Credits each (Total Credits 1×2) = 2	18
3	Discipline Specific Elective (DSE)	4 Papers of 4 Credits Hrs. each (Total Credits Hrs. 4×4) = 16	16
4	Discipline Specific Compulsory Course (DSC)	3 Papers of 4 Credits Hr. each (Total Credits Hr. 3×4) = 12	12
5	Ability Enhancement Course (AEC)	5 Papers of 4 Credits Hrs. each (Total Credits Hrs. 5×4) = 20 3 Papers of 2 Credits Hrs. each (Total Credits Hrs. 3×2) = 6	26
	Total Credits Hrs		160

Bachelor of Business Administration (BBA Hons.)
Under Choice Based Credit, Grading and Semester System
Curriculum Framework
(To be Implemented from Academic year 2021-2022)

FIRST YEAR

Sr. No	Semester I	Subject code	Credits	Sr. No	Semester II	Subject code	Credits
Core Course (CC)				Core Course (CC)			
1	CC-1 Financial Accounting	2111UBAFA	4	1	CC-5 Cost Accounting	2121UBACA	4
2	CC-2 Micro Economics	2112UBAME	4	2	CC-6 Macro Economics	2122UBAME	4
3	CC-3 Principles of Management	2113UBAPM	4	3	CC-7 Principles of Marketing	2123UBAPM	4
4	CC-4 World Cultures	2114UBAWC	4	4	CC-8 Human Resource Management	2124UBAHR	4
General Elective (GE) (Any one)				General Elective (GE) (Any one)			
5	GE-1 India Socio Political Economics System & Current Affairs	2115UBAIC	2	5	GE-2 Quantitative Techniques	2125UBAQT	4
	GE-1 Indian Economy	2115UBAIE			GE-2 Business Mathematics and Statistics	2125UBAMS	
Ability Enhancement Course (AEC)				Ability Enhancement Course (AEC)			
6	AEC-1 Business Communication & Digital Literacy	2116UBABC	4	6	AEC-3 Environmental Management & Corporate Social Responsibility	2126UBAES	4
7	AEC-2 Sanskrit / Allied / Functional English / Other related course	2117UBASA	4	7	AEC-4 Yoga & Ethics	2128UBAYE	2
TOTAL			26	TOTAL			26

SECOND YEAR
(To be Implemented from Academic year 2022-2023)

Sr. No	Semester III	Subject code	Credits	Sr. No	Semester IV	Subject code	Credits
	Core Course (CC)				Core Course (CC)		
1	CC-9 Financial Statement Analysis	2231UBAFA	4	1	CC-13 Financial Management I	2241UBAFM	4
2	CC-10 Direct Tax & Indirect Tax	2232UBADI	4	2	CC-14 Management Accounting	2242UBAMA	4
3	CC-11 Digital Marketing	2233UBADM	4	3	CC-15 Business Law	2243UBABL	4
4	CC-12 Research Methodology & Consumer Behaviour	2234UBARM	4	4	CC-16 Integrated Marketing Communications	2244UBAIC	4
				5	CC-17 Entrepreneurship & Social Sensitivity Skills	2245UBAEN	4
	General Elective (GE) (Any one)				General Elective (GE) (Any one)		
5	GE-3 Decision Science	2235UGHDS	4	6	GE-4 Business Ethics & Corporate Governance	2246UBABC	4
	GE-3 Industrial Relations and Labour Laws	2235UGHIL		6	GE-4 Company Law	2246UBACL	
	Discipline Specific Compulsory Course (DSC)						
6	DSC-1 Practical Training / Internship	2236UGHIN	4				
	Skill Enhancement Course (AEC)				Skill Enhancement Course (AEC)		
7	AEC-5 Sanskrit/ Allied / Other related course	2237UGHSA	4	7	AEC-6 Environmental Studies & Community Service Project	2247UBAES	4
		TOTAL	28			TOTAL	28

THIRD YEAR
(To be Implemented from Academic year 2023-2024)

Sr. No	Semester V	Subject code	Credits	Sr. No	Semester VI	Subject code	Credits
	Core Course (CC)				Core Course (CC)		
1	CC-18 Financial Management II	2351UBAFM	4	1	CC-20 Strategic Management	2361UGHSM	4
2	CC-19 Banking & Insurance	2352UBABI	4	2	CC-21 International Business & EXIM	2362UBAIE	4
				3	CC-22 Operations Research & Management	2363UBAOM	4
	General Elective (GE) (Any one)						
3	GE-5 Business Analytics	2353UBABA	4				
	GE-5 E-Commerce	2353UBAEC					
	Ability Enhancement Course (AEC)				Ability Enhancement Course (AEC)		
4	AEC-7 Sanskrit/ Allied / Other related course	2354UBASA	2	4	AEC-8 Human Rights & Indian Constitution	2364UBAHI	2
	Discipline Specific Compulsory Course (DSC)				Discipline Specific Compulsory Course (DSC)		
5	DSC-2 Field Study Project	2355UBAFP	4	5	DSC-3 Capstone Project	2365UBACP	4
	Discipline Specific Elective (DSE) (Any one)				Discipline Specific Elective (DSE) (Any one)		
6	DSE-1 Investment Analysis & Portfolio Management	2356UBAIP	4	6	DSE-3 Forex & Risk Management in Derivatives	2366UBAFR	4
	DSE-1 Financial Markets & Institutions	2356UBAFI				DSE-3 Wealth Management & Financial Planning	
7	DSE-2 Sales & Distribution Management	2357UBASD	4		DSE-3 Business Simulations & Financial Modeling	2366UBABF	4
	DSE-2 Advance Digital Marketing	2357UBADM			7	DSE-4 Rural Marketing	
					DSE-4 Retail Management	2367UGHRM	
					DSE-4 International Marketing & Business Simulations	2367UBAIB	
		TOTAL	26			TOTAL	26

The syllabus can be updated/revised/modified from time to time to meet industry requirements.