

**Name of the School Anil Surendra Modi School of Commerce**  
**Proposed structure of Bachelor of Business Administration**  
**Batch 2024 - 28**

Semester - I			
S.No.	Course Name	Credits	Nature of Course
1.1	Principles of Management	2	A
1.2	Financial Accounting	4	A
1.3	Quantitative Techniques - I	4	OE
1.4	Essentials of IT	2	SEC
1.5	Advanced Excel	2	VSC
1.6	Personal Finance	2	AEC
1.7	Indian Knowledge System	2	IKS
1.8	Indian Management Thoughts	2	VEC
1.9	Yoga and Positive Psychology	2	CC
	<b>Total</b>	<b>22</b>	

Semester - II			
S.No.	Course Name	Credits	Nature of Course
2.1	Cost Accounting	3	A
2.2	Principles of Marketing	3	A
2.3	Quantitative Techniques - II	4	OE
2.4	Organizational Behaviour and Human Resource Management	2	B
2.5	Soft Skills	2	SEC
2.6	Corporate Communications	2	AEC
2.7	Environmental Management and Business Ethics	4	VEC
2.8	Internship with an NGO	2	CEP
	<b>Total</b>	<b>22</b>	

Semester - III			
S.No.	Course Name	Credits	Nature of Course
3.1	Financial Statement Analysis	4	A
3.2	Retail Management	4	A
3.3	Microeconomics	4	B
3.4	Services Marketing	2	OE
3.5	Direct and Indirect Taxes	3	VSC
3.6	Operations Research	3	AEC
3.7	Sports Psychology	2	CC
	<b>Total</b>	<b>22</b>	

Semester - IV			
S.No.	Course Name	Credits	Nature of Course
4.1	Financial Management	4	A
4.2	Management Accounting	4	A
4.3	Macroeconomics	4	B
4.4	Advertising and Media	2	OE
4.5	Research Methodology	3	SEC
4.6	Business Law	3	AEC
4.7	Corporate Internship	2	OJT
	<b>Total</b>	<b>22</b>	

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Semester - V			
S.No	Course Name	Credits	Nature of Course
5.1	Strategic Management	4	A
5.2	International Business	2	A
5.3	Business Analytics	4	VSC
5.4	NSS Activities (SRF)	2	CEP
	<b>Finance Specialization</b>		
5.5	Investment Analysis and Portfolio Management	4	A
5.6	Advanced Financial Management	4	B
5.7	Financial Markets and Institutions	2	B
	<b>Marketing Specialization</b>		
5.5	Sales and Distribution Management	4	A
5.6	Consumer Behaviour and Neuromarketing	4	B
5.7	Digital Marketing	2	B
	<b>Total</b>	<b>22</b>	

**BBA - Finance**

Semester - VI			
S.No.	Course Name	Credits	Nature of Course
6.1	Operations and Supply Chain Management	4	A
6.2	Entrepreneurship and Business Plan	4	FP
	<b>Finance Specialization</b>		
6.3	Forex and Risk Management in Derivatives	4	A
6.4	Financial Planning and Wealth Management	4	B
6.5	Equity Fund Management	4	A
6.6	Financial Modeling	2	A
	<b>Marketing Specialization</b>		
6.3	Customer Relationship Management	4	B
6.4	Strategic Brand Management	4	A
6.5	Marketing Analytics	2	A
6.6	Marketing Strategy	4	A
	<b>Total</b>	<b>22</b>	

Semester - VII			
S.No	Course Name	Credits	Nature of Course
7.1	Portfolio Management	4	A
7.2	Derivatives and Risk Management Models	4	A
7.3	Project and Infrastructure Finance	4	A
7.4	Introduction to Technology in Finance	2	A
7.5	Advanced Research Methodology	4	B
7.6	Research Project	4	RP
	<b>Total</b>	<b>22</b>	

Semester - VIII			
S.No.	Course Name	Credits	Nature of Course
8.1	Strategic Financial Management	4	A
8.2	Mergers and Acquisitions	4	A
8.3	Analytics in Finance	4	A
8.4	Behavioural Finance	2	A
8.5	Research Project	8	RP
	<b>Total</b>	<b>22</b>	

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BBA - Marketing

Semester - VII			
S.No	Course Name	Credits	Nature of Course
7.1	International Marketing	2	A
7.2	Logistics and Supply Chain Management	4	A
7.3	Marketing Information System	4	A
7.4	B2B Marketing	4	A
7.5	Marketing Research	4	B
7.6	Research Project	4	RP
	<b>Total</b>	<b>22</b>	

Semester - VIII			
S.No.	Course Name	Credits	Nature of Course
8.1	Product Management and Design Thinking	2	A
8.2	Fashion and Luxury Marketing	2	A
8.3	Data Visualization and Predictive Marketing	4	A
8.4	Rural Marketing	2	A
8.5	Event Management	4	A
8.6	Research Project	8	RP
	<b>Total</b>	<b>22</b>	

<b>Total No. of Courses</b>	<b>56</b>
<b>Total No. of Credits</b>	<b>176</b>

### Nature of Course

<b>Abbreviat ion</b>	<b>Classification</b>	<b>Credits</b>
<b>A</b>	<b>Major</b>	<b>80</b>
B	Minor	24
OE	Open Electives	12
VSC	Vocational Skill Courses	9
SEC	Skill Enhancement Courses	7
AEC	Ability Enhancement Courses	10
IKS	Indian Knowledge System	2
VEC	Value Education Courses	6
OJT	On the Job Training	2
FP	Field Project	4
CC	Co-Curricular Activities	6
RP	Research Project	12
CEP	Community Engagement Service	2