

Program Structure - Integrated BBA MBA 2025 -2030**First Year**

Semester I			Semester II		
Sr.No	Course Name	Credits	Sr.No	Course Name	Credits
1.1	Financial Accounting	3	2.1	Cost Accounting	3
1.2	Business Mathematics	3	2.2	Quantitative Techniques	3
1.3	Micro Economics	2	2.3	Macroeconomics	2
1.4	Introduction to Psychology	2	2.4	Marketing Management	3
1.5	Logic and Critical Thinking	2	2.5	Organisation Behaviour	2
1.6	Basic Excel	3	2.6	Business Law	2
1.7	POM- Workshop	2	2.7	Sociology of Work	2
1.8	Management Book Review - Workshop	2	2.8	Written and Analytical Writing	2
1.9	Presentation and Public Speaking	2	2.9	Critical Analysis of Business News -Workshop	1
			2.10	Indian Knowledge System - Workshop	1
	<i>Capstone Case</i>			<i>Capstone Case</i>	
	Total Credits	21		Total Credits	21

Second Year

Semester III			Semester IV		
Sr. No	Course Name	Credits	Sr. No	Course Name	Credits
3.1	Management Accounting	3	4.1	Financial Management	3
3.2	Consumer Behaviour	3	4.2	Sales and Distribution Management	3
3.3	Human Resource Management	3	4.3	Ethical Issues in Organisations	3
3.4	Business Analytics	3	4.4	Business Communication	3
3.5	Operations Research	3	4.5	Multivariate Data Analysis	3
3.6	Bloomberg Lab	2	4.6	Direct and Indirect Taxes	3
3.7	Community Engagement	2	4.7	Family Managed Business	2
3.8	Market Research	2	4.8	Yoga workshop	1
	<i>Capstone case</i>			<i>Capstone Case</i>	
	Total Credits	21		Total Credits	21

Third Year

Semester V			Semester VI		
Sr. No	Course Name	Credits	Sr. No	Course Name	Credits
5.1	Operations and Production Management	3	6.1	Strategic Management	3
5.2	MarkStrat Simulation	3	6.2	Entrepreneurship & Venture Capital Management	3
5.3	Data Analysis using R/Python	3	6.3	Econometrics	3
5.4	Innovation Management	3	6.4	Digital Marketing	3
5.5	Financial Statement Analysis	3	6.5	Supply Chain Management	3
5.6	Brand Management	3	6.6	Environment, Society and Governance	3
5.7	Emotional Intelligence	2	6.7	Negotiation Skills	2
	<i>Capstone case</i>			<i>Capstone case</i>	
	Total Credits	20		Total Credits	20

Fourth Year					
	Semester VII	Credits		Semester VIII	Credits
Sr. No	<u>Core Courses</u>		Sr. No	<u>Core Courses</u>	
7.1	Capstone Simulation	3	8.1	Capstone Simulation	3
7.2	Storytelling with Data	3	8.2	Blockchain and Emerging Technologies	3
7.3	Corporate Internship	2	8.3	Readiness Skills	2
7.4	Workshops & Dissertation	3	8.4	Boardroom Masterclass	2
7.5	CEO Leadership series	2			
	<u>Concentration Electives</u>			<u>Concentration Electives</u>	
Sr. No	<u>Finance</u>	<u>Credits</u>	Sr. No	<u>Finance</u>	<u>Credits</u>
7.6	Financial Markets and Institutions	3	8.5	Portfolio Management	3
7.7	Business Valuation and Modelling	3	8.6	Derivatives and Risk Management Models	3
7.8	Advanced Financial Management	3	8.7	Alternate Investments and Hedge funds	3
			8.8	Dissertation -Finance	3
Sr. No	<u>Marketing</u>	<u>Credits</u>	Sr. No	<u>Marketing</u>	<u>Credits</u>
7.6	Value Creation in Luxury and	3	8.5	International Marketing	3
7.7	Advertising Management	3	8.6	Media Planning and Buying	3
7.8	Retail Management	3	8.7	Services Marketing	3
			8.8	Dissertation Marketing	3
Sr. No	<u>Operations and Data Science</u>	<u>Credits</u>	Sr. No	<u>Operations and Data Science</u>	<u>Credits</u>
7.6	Logistics and Warehousing	3	8.5	Industry 4.0	3
7.7	Production Planning and Cont	3	8.6	AI concepts and application in Business	3
7.8	TQM	3	8.7	Agile Manufacturing	3
			8.8	Dissertation -Operations	3
	Total Credits	22		Total Credits	22

Fifth Year					
Semester IX			Semester X		
Sr. No	<u>Core Courses</u>	<u>Credits</u>	Sr. No	<u>Core Courses</u>	<u>Credits</u>
9.1	International Business	3	10.1	Banking, Financial Services and Insurance	3
9.2	Management of Change	3	10.2	Corporate Governance	3
9.3	Extended Corporate Internship	2	10.3	Legal Aspects of Business Leadership & Change	2
9.4	Art Appreciation / Film and Theatre	2	10.4	Management	3
	<u>Concentration Electives</u>			<u>Concentration Electives</u>	
Sr. No	<u>Finance</u>	<u>Credits</u>	Sr. No	<u>Finance</u>	<u>Credits</u>
9.5	Financial Planning and Wealth Management	3	10.5	Financial Analytics	3
9.6	Mergers and Acquisitions	3	10.6	Financial Strategy	3
9.7	Fixed Income Markets	3	10.7	Private Equity and Venture capital	3
9.8	Financial Regulations	3			
Sr. No	<u>Marketing</u>	<u>Credits</u>	Sr. No	<u>Marketing</u>	<u>Credits</u>
9.5	Rural Marketing	3	10.5	B2B Marketing	3
9.6	Semiotics Symbolism in Marketing	3	10.6	Virtual and Augmented reality in Marketing	3
9.7	Pricing Strategies and Models	3	10.7	Customer Experience and Relationship Marketing	3
9.8	Integrated Marketing Communication	3			
Sr. No	<u>Operations and Data Science</u>	<u>Credits</u>	Sr. No	<u>Operations and Data Science</u>	<u>Credits</u>
9.5	Game Theory	3	10.5	Product Design and Development	3
9.6	Sustainability in Operations	3	10.6	Service Operations Management	3
9.7	Fintech and Platform Economy	3	10.7	Strategic Application of IOT & Big data	3
9.8	Business Process Improvement	3			
	Total Credits	22		Total Credits	20
Total Programme Credits = 210					