

Name of the School Anil Surendra Modi School of Commerce
Course Structure BBA - 2025 - 29

Semester - I				Semester - II			
S.No.	Course Name	Credits	Nature of Course	S.No.	Course Name	Credits	Nature of Course
1.1	Principles of Management	3	A	2.1	Cost Accounting	3	A
1.2	Financial Accounting	4	A	2.2	Principles of Marketing	3	A
1.3	Quantitative Techniques - I	4	OE	2.3	Quantitative Techniques - II	3	OE
1.4	Spreadsheets for Managers	3	SEC	2.4	Organizational Behaviour	3	B
1.5	Personal Finance	2	SEC	2.5	Indian Management Thoughts	2	VEC
1.6	Indian Knowledge System	2	IKS	2.6	Corporate Communications	2	AEC
1.7	Soft Skills	2	AEC	2.7	Environment Management	2	VEC
1.8	Yoga	2	CC	2.8	Business Ethics	2	VEC
				2.9	Happiness and Wellbeing	2	CC
	Total	22			Total	22	

Semester - III				Semester - IV			
S.No.	Course Name	Credits	Nature of Course	S.No.	Course Name	Credits	Nature of Course
3.1	Financial Statement Analysis	4	A	4.1	Financial Management	4	A
3.2	Retail Management	3	A	4.2	Management Accounting	4	A
3.3	Microeconomics	3	B	4.3	Macroeconomics	3	B
3.4	Services Marketing	2	OE	4.4	Advertising and Media	2	OE
3.5	Direct and Indirect Taxes	4	VSC	4.5	Research Methodology	4	SEC
3.6	Operations Research	4	B	4.6	Business Law	3	VSC
3.7	Internship with NGO	2	CEP	4.7	Business News Analysis	2	CC
	Total	22			Total	22	

Name of the School Anil Surendra Modi School of Commerce

Course Structure BBA - 2025 - 29

Semester - V				Semester - VI			
S.No.	Course Name	Credits	Nature of Course	S.No.	Course Name	Credits	Nature of Course
5.1	Strategic Management	4	A	6.1	Operations and Supply Chain Management	4	A
5.2	International Business	2	A	6.2	Entrepreneurship and Business Plan	4	FP
5.3	Business Analytics	4	VSC		Finance Specialization		
5.4	Summer School Project / Industry Project / Corporate Internship	2	OJT	6.3	Forex and Risk Management in Derivatives	4	A
	Finance Specialization			6.4	Financial Planning and Wealth Management	4	B
5.5	Investment Analysis and Portfolio Management	4	A	6.5	Equity Fund Management	4	A
5.6	Advanced Financial Management	4	A	6.6	Financial Modeling	2	A
5.7	Financial Markets and Institutions	2	B		Marketing Specialization		
	Marketing Specialization			6.3	Customer Relationship Management	4	B
5.5	Sales and Distribution Management	4	A	6.4	Strategic Brand Management	4	A
5.6	Consumer Behaviour and Neuromarketing	4	A	6.5	Marketing Analytics	2	A
5.7	Digital Marketing	2	B	6.6	Marketing Strategy	4	A
	Total	22			Total	22	

BBA - Finance

Semester - VII				Semester - VIII			
S.No.	Course Name	Credits	Nature of Course	S.No.	Course Name	Credits	Nature of Course
7.1	Portfolio Management	4	A	8.1	Strategic Financial Management	4	A
7.2	Derivatives and Risk Management Models	4	A	8.2	Mergers and Acquisitions	4	A
7.3	Project and Infrastructure Finance	4	A	8.3	Analytics in Finance	4	A
7.4	Introduction to Technology in Finance	2	A	8.4	Behavioural Finance	4	A
7.5	Advanced Research Methodology	4	B	8.5	Research Project	4	A
7.6	Summer School Project / Industry Project / Corporate Internship	2	OJT				
	Total	20			Total	20	

Name of the School Anil Surendra Modi School of Commerce
Course Structure BBA - 2025 - 29

BBA - Marketing

Semester - VII				Semester - VIII			
S.No.	Course Name	Credits	Nature of Course	S.No.	Course Name	Credits	Nature of Course
7.1	International Marketing	2	A	8.1	Product Management and Design Thinking	2	A
7.2	Logistics and Supply Chain Management	4	A	8.2	Fashion and Luxury Marketing	4	A
7.3	Marketing Information System	4	A	8.3	Data Visualization and Predictive Marketing	4	A
7.4	B2B Marketing	4	A	8.4	Rural Marketing	2	A
7.5	Marketing Research	4	B	8.5	Event Management	4	A
7.6	Research Project	2	A	8.6	Research Project	4	A
	Total	20			Total	20	

Total Program credits = 172

Total no of courses in the program (including specialization) = 74