

Name of the School: SVKM's NMIMS Anil Surendra Modi School of Commerce

Proposed Structure of **Bachelor of Business Administration (BBA)**

Batch NEP 2026 - 2030

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	4	MAJ	2.1	Cost Accounting	4	MAJ
1.2	Financial Accounting	4	MAJ	2.2	Managerial Economics	3	MIN
1.3	Business Mathematics with Spreadsheets	3	MAJ	2.3	Business Statistics with Spreadsheets	3	MAJ
1.4	Principles of Marketing	4	MAJ	2.4	Business Law	3	AEC
1.5	Environment Management	2	VEC	2.5	Organization Behaviour and Human Resource Management	4	MIN
1.6	Business and Trade in Ancient India	1	IKS	2.6	AI and Prompt Engineering	2	SEC
1.7	Business Communication	2	AEC	2.7	Management Wisdom from Ancient India	1	IKS
1.8	Yoga	0	CC	2.8	Soft Skills	0	AEC
Total		20		Total		20	

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	MAJ	4.1	Financial Management	3	MAJ
3.2	Management Accounting	3	MAJ	4.2	Retail Management	3	MAJ
3.3	Macroeconomics	3	MIN	4.3	Indian Economy	2	MIN
3.4	Advertising and Multimedia Communication	3	OE	4.4	Digital Marketing	3	AEC
3.5	Research Methodology	4	SEC	4.5	Business Analytics	3	OE
3.6	Direct Tax	2	MAJ	4.6	Indirect Tax	2	MAJ
3.7	Community Engagement Internship	1	CEP	4.7	Innovation and Design Thinking	2	MIN
				4.8	Strategic Leadership	2	SEC
Total		20		Total		20	

Semester - V

Semester - VI

S.No.	Course Name	Credits	Nature of Course	S.No.	Course Name	Credits	Nature of Course
5.1	Strategic Management	3	MAJ	6.1	Operations and Supply Chain Management	4	MIN
5.2	International Business	2	MIN	6.2	Business Plan	2	VSC
5.3	Entrepreneurship	2	VSC	6.3	Business Ethics	2	AEC
5.4	Operations Research	3	AEC		Specialization Choose any One		
5.5	Summer Internship - I	2	OJT		Finance Specialization		
	Specialization Choose any One			6.4	Financial Risk Management	2	
	Finance Specialization			6.5	Marketing of Financial Services	2	MIN
5.6	Investment Analysis and Portfolio Management	3	MAJ	6.6	Financial Planning and Wealth Management	4	MAJ
5.7	Options, Futures and Forwards	3	MAJ	6.7	Valuation and Financial Modeling	4	VSC
5.8	Financial Markets and Institutions	2	MAJ		Marketing Specialization		
	Marketing Specialization			6.4	Marketing Strategy	3	MAJ
5.6	Sales and Distribution Management	4	MAJ	6.5	Strategic Brand Management	4	MAJ
5.7	Consumer Behaviour and Service Marketing	4	MAJ	6.6	Marketing Analytics	3	MAJ
				6.7	Customer Engagement	2	MAJ
	Total	20			Total	20	

BBA -Finance Specialization

Semester - VII

Semester - VIII

S.No.	Course Name	Credits	Nature of Course	S.No.	Course Name	Credits	Nature of Course
7.1	Equity Fund Management	2	MAJ	8.1	Strategic Financial Management	4	MAJ
7.2	International Finance	4	MAJ	8.2	Mergers and Acquisitions	4	MAJ
7.3	Project and Infrastructure Finance	3	MAJ	8.3	Behavioural Finance	2	MAJ
7.4	Fixed Income Markets	4	MAJ	8.4	Corporate Immersion	10	RP
7.5	Commodity Markets	3	MAJ				
7.6	Summer Internship - II	4	OJT				
	Total	20			Total	20	

BBA - Marketing Specialization**Semester - VII****Semester - VIII**

S.No.	Course Name	Credits	Nature of Course	S.No.	Course Name	Credits	Nature of Course
7.1	User Experience and Interface Design	3	MAJ	8.1	Rural Marketing	3	MAJ
7.2	Logistics Management	4	MAJ	8.2	Fashion and Luxury Marketing	3	MAJ
7.3	Augmented and Virtual Reality in Marketing	2	MAJ	8.3	Data Visualization and Predictive Marketing	2	MAJ
7.4	Marketing Simulation	4	MAJ	8.4	MetaBranding	2	MAJ
7.5	Sports Marketing	3	MAJ	8.5	Corporate Immersion	10	RP
7.6	Summer Internship - II	4	OJT				
	Total	20			Total	20	

Total Program credits = 160

Nature of Course		
Abbrevat ion	Classification	Credits
A	Major	80
B	Minor	20
OE	Open Electives	6
VSC	Vocational Skill Courses	8
SEC	Skill Enhancement Courses	10
AEC	Ability Enhancement Courses	12
IKS	Indian Knowledge System	2
VEC	Value Education Courses	2
OJT	On the Job Training	8
RP	Research Project	10
CEP	Community Engagement Service	1
	Total	160