

## 1. Name of the Programmes

- i. **Bachelor of Business Administration (BBA):** Embark on a dynamic journey of business leadership with our comprehensive BBA program. Designed to nurture budding entrepreneurs and future corporate leaders, this course offers a holistic understanding of fundamental business principles, management techniques, and strategic decision-making. Prepare to thrive in a competitive global market by gaining real-world insights, honing your analytical skills, and developing a strong foundation in various business disciplines.
- ii. **Master of Business Administration (MBA):** Elevate your career prospects with our esteemed MBA program, tailored to groom visionary leaders and business experts. Through an immersive and experiential curriculum, you will master the art of effective leadership, strategic thinking, and innovation. Our renowned faculty members ensure a blend of academic excellence and practical insights, empowering you to navigate complex business challenges with confidence. Choose from a range of specialized concentrations to align your passion with your career aspirations and excel in your chosen domain.
- iii. **Master of Commerce (M.Com):** Deepen your knowledge of commerce and finance with our M.Com program, crafted to enhance your expertise in financial analysis, accounting principles, and economic trends. Immerse yourself in a stimulating academic environment that encourages critical thinking, research, and application of theories to real-world scenarios. Whether you aspire to pursue a career in corporate finance, banking, or academia, our M.Com program equips you with the necessary skills to thrive in a rapidly evolving economic landscape.

## 2. Duration

Sl. No.	Programme Name	Minimum Duration	Maximum Duration
1	Bachelor of Business Administration	Three Academic Years from the year of joining the programme.	The Candidate shall have to complete the course within Six academic years from the year of joining the programme.
2	Master of Business Administration	Two Academic Years from the year of joining the programme.	The Candidate shall have to complete the course within Four academic years from the year of joining the programme.
3	Master of Commerce	Two Academic Years from the year of joining the programme.	The Candidate shall have to complete the course within Four academic years

			from the year of joining the programme.
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### 3. Eligibility Criteria

Sl. No.	Programme Name	Eligibility
1	Bachelor of Business Administration	10+2 Examination or equivalent from a recognized board
2	Master of Business Administration	Bachelor's degree in any discipline from a recognized University/ Institution.
3	Master of Commerce	Bachelor's degree in any discipline from a recognized University/ Institution.

### 4. Programme Fee Structure

Sl. No.	Programme Name	Fees
1	Bachelor of Business Administration	Course fee: 5000 X 6 Semester = 30,000/- Examination Fee: 500 X 6 Semester = 3,000/- Total Fees = 33,000/-
2	Master of Business Administration	Course fee: 15,000 X 4 Semester = 60,000/- Examination Fee: 500 X 4 Semester = 2,000/- Total Fees = 62,000/-
3	Master of Commerce	Course fee: 3000 X 4 Semester = 12,000/- Examination Fee: 500 X 4 Semester = 2,000/- Total Fees = 14,000/-

### 5. Outline of the Syllabus

#### i) Bachelor of Business Administration

<b>Semester I</b>
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<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Paper Type</b>	<b>Credit</b>	<b>Internal</b>	<b>External</b>	<b>Total Marks</b>
BBA-101	Environmental Science	AECC	2	10	40	50
BBA-102	Fundamentals of Management & Organisational Behaviour	CORE	6	20	80	100
BBA-103	Statistics for Business Decisions	CORE	6	20	80	100
BBA-104	Entrepreneurship Development	GE	6	20	80	100
<b>Semester-I Total Theory Credits and Marks</b>			<b>20</b>			<b>350</b>
<b>Semester II</b>						
BBA-201	Business Communication (Language : English / MIL)	AECC	2	10	40	50
BBA-202	Managerial Economics	CORE	6	20	80	100
BBA-203	Business Accounting	CORE	6	20	80	100
BBA-204	Ethics & Corporate Social Responsibility	GE	6	20	80	100
<b>Semester II Total Theory Credits and Marks</b>			<b>20</b>			<b>350</b>
<b>Semester III</b>						
BBA-301	Macroeconomics	CORE	6	20	80	100
BBA-302	Principles of Marketing	CORE	6	20	80	100
BBA-303	Management Accounting	CORE	6	20	80	100
BBA-304	Production & Operations Management	GE	6	20	80	100
BBA-305	Personality Development & Communication Skills	SEC	2	10	40	50
<b>Semester-III Total Credit and Marks</b>			<b>26</b>			<b>450</b>
<b>Semester IV</b>						
BBA-401	Business Research	CORE	2	20	80	100

BBA-402	Human Resource Management	CORE	6	20	80	100
BBA-403	Financial Management	CORE	6	20	80	100
BBA-404	India's Diversity & Business	GE	6	20	80	100
BBA-405	IT Tools for Business	SEC	2	10	40	50
<b>Semester-IV Total Credit &amp; Marks</b>			<b>26</b>			<b>450</b>
<b>Semester V</b>						
BBA-501	Quantitative Techniques for Management	CORE	6	20	80	100
BBA-502	Legal Aspects of Business	CORE	6	20	80	100
BBA-503	Elective – I	DSE	6	20	80	100
BBA-504	Elective – II	DSE	6	20	80	100
BBA-505	Dissertation & Viva (Summer Internship project)		6			100
<b>Semester-V Total Credit &amp; Marks</b>			<b>30</b>			<b>500</b>
<b>Semester VI</b>						
BBA-601	Business Policy & Strategy	CORE	6	20	80	100
BBA-602	Financial Institutions & Markets	CORE	6	20	80	100
BBA-603	Elective – III	DSE	6	20	80	100
BBA-604	Elective – IV	DSE	6	20	80	100
<b>Semester-VI Total Credit &amp; Marks</b>			<b>24</b>			<b>400</b>
<b>Grand Total</b>			<b>146</b>			<b>2500</b>

<b>DISCIPLINE SPECIFIC ELECTIVE COURSE:</b>			
Finance (DSE - I), Marketing (DSE -II), Human Resource (DSE - III)			
Paper Code	DSE - I (Finance)	DSE – II (Marketing)	DSE - III (Human Resource)

503	Investment Banking & Financial Services	Consumer Behaviour	Training & Development
504	Investment Analysis & Portfolio Management	Personal Selling & Sales Force Management	Talent & Knowledge Management
603	Project Appraisal	Retail Management	Performance & Compensation Management
604	Financial Modelling & Derivatives	Distribution & Supply Chain Management	Counselling & Negotiation Skills for Managers
<b>(AECC- Ability Enhancement Compulsory Course, SEC- Skill Course, DSE- Discipline Specific Course, GE- General Elective)</b>			

## ii) Master of Business Administration

<b>Semester I</b>					
<b>Paper Code</b>	<b>Title of the Paper</b>	<b>External</b>	<b>Internal</b>	<b>Total Marks</b>	<b>Credit</b>
CP - 101	Principles and Practices of Management	80	20	100	4
CP - 102	Business Statistics and Analysis	80	20	100	4
CP - 103	Managerial Economics	80	20	100	4
CP - 104	Business Environment	80	20	100	4
CP - 105	Business Communication	80	20	100	4
CP - 106	Human Values and Professional Ethics	80	20	100	4
CP - 107	Financial Accounting for Managers	80	20	100	4
CP - 108	Computer Application in Management	80	20	100	4
<b>Semester I Total Theory Credits</b>					<b>32</b>

<b>Semester II</b>					
CP - 201	Legal Aspects of Business	80	20	100	4
CP - 202	Quantitative Techniques for Managers	80	20	100	4
CP - 203	Human Resource Management	80	20	100	4
CP - 204	Corporate Financial Management	80	20	100	4
CP - 205	Marketing Management	80	20	100	4
CP - 206	Operations Management	80	20	100	4
CP - 207	Business Research Methods	80	20	100	4
CP - 208	Organizational Behaviour	80	20	100	4
<b>Semester II Total Theory Credits</b>					<b>32</b>
<b>Semester III</b>					
CP - 301	Strategic Management	80	20	100	4
CP - 302	International Business Management	80	20	100	4
CP - 303	Summer Training, Project Report & Viva-voce			100	4
<b>Finance (Major Specialization)</b>					
F - 304	Security Analysis and Portfolio Management	80	20	100	4
F - 305	International Financial Management	80	20	100	4
F - 306	International Accounting	80	20	100	4
F - 307	Financial Derivatives	80	20	100	4
F - 308	Project Planning Analysis & Management	80	20	100	4

F - 309	Corporate Restructuring	80	20	100	4
<b>Marketing (Major Specialization)</b>					
M - 304	Consumer Behaviour	80	20	100	4
M - 305	Advertising Management	80	20	100	4
M - 306	Strategic Management	80	20	100	4
M - 307	International Marketing	80	20	100	4
M - 308	Sales & Distribution Management	80	20	100	4
M - 309	Planning & Managing Retail Business	80	20	100	4
<b>Human Resource (Major Specialization)</b>					
HR – 304	Management of Industrial Relations	80	20	100	4
HR – 305	Performance and Reward Management	80	20	100	4
HR - 306	Legal Framework Governing Human Relations	80	20	100	4
HR - 307	Management Training & Development	80	20	100	4
HR - 308	Human Resource Development- Strategies & Systems	80	20	100	4
HR - 309	Human Resource Planning & Development	80	20	100	4
<b>Semester III Total Theory Credits</b>					<b>36</b>
<b>Information Technology (Major Specialization)</b>					
IT – 304	Database Management System	80	20	100	4
IT – 305	Data Communication	80	20	100	4
IT – 306	Software Engineering	80	20	100	4

IT – 307	System Analysis and Design	80	20	100	4
IT – 308	Information Security	80	20	100	4
IT – 309	E-Commerce and Cyber Law	80	20	100	4
<b>Semester III Total Theory Credits</b>					<b>36</b>
<b>Production &amp; Operations (Major Specialization)</b>					
PO – 304	Purchasing & Materials Management	80	20	100	4
PO – 305	Total Quality Management	80	20	100	4
PO – 306	Production Planning & Control	80	20	100	4
PO – 307	Applied Operations Research	80	20	100	4
PO – 308	Logistics Management	80	20	100	4
PO – 309	Goal Programming in Management	80	20	100	4
<b>Semester III Total Theory Credits</b>					<b>36</b>
<b>Insurance &amp; Risk Management (Major Specialization)</b>					
IR – 304	Principles & Practices of Life & General Insurance	80	20	100	4
IR – 305	Finance for Insurance	80	20	100	4
IR – 306	Health and Personal Accident Insurance	80	20	100	4
IR – 307	Data Mining Technique	80	20	100	4
IR – 308	Actuarial Mathematics	80	20	100	4
IR – 309	Risk Management & Life Insurance Underwriting	80	20	100	4
<b>Semester III Total Theory Credits</b>					<b>36</b>



<b>Semester IV</b>					
CP - 401	Entrepreneurship Development	80	20	100	4
CP - 402	Project Management	80	20	100	4
CP - 403	Dissertation and Viva-voce, Immersion Programme			100	4
<b>Finance (Minor Specialization)</b>					
F - 404	Security Analysis & Portfolio Management	80	20	100	4
F - 405	International Accounting	80	20	100	4
F - 406	Project Planning Analysis & Management	80	20	100	4
<b>Marketing (Minor Specialization)</b>					
M - 404	Advertising Management	80	20	100	4
M - 405	International Marketing	80	20	100	4
M - 406	Planning & Managing Retail Business	80	20	100	4
<b>Human Resource (Minor Specialization)</b>					
HR - 404	Manpower Development for Technological Change	80	20	100	4
HR - 405	Legal Framework Governing Human Relations	80	20	100	4
HR - 406	Human Resource Development: Strategies & Systems	80	20	100	4
<b>Semester IV Total Theory Credits</b>					<b>24</b>

<b>Information Technology (Minor Specialization)</b>					
IT – 404	System Analysis and Design	80	20	100	4
IT – 405	Information Security	80	20	100	4
IT – 406	E-Commerce and Cyber Law	80	20	100	4
<b>Semester IV Total Theory Credits</b>					<b>24</b>
<b>Production &amp; Operations (Minor Specialization)</b>					
PO – 404	Purchasing & Materials Management	80	20	100	4
PO – 405	Total Quality Management	80	20	100	4
PO – 406	Production Planning & Control	80	20	100	4
<b>Semester IV Total Theory Credits</b>					<b>24</b>
<b>Insurance &amp; Risk Management (Minor Specialization)</b>					
IR – 404	Principles & Practices of Life & General Insurance	80	20	100	4
IR – 405	Finance for Insurance	80	20	100	4
IR – 406	Health and Personal Accident Insurance	80	20	100	4
<b>Semester IV Total Theory Credits</b>					<b>24</b>
<b>Total Theory Credits Semester I, II, III and IV</b>					<b>124</b>

**iii) Master of Commerce**

<b>SEMESTER - I</b>					
<b>Papers</b>		<b>Marks</b>		<b>Total Marks</b>	<b>Credit</b>
<b>Paper Code</b>	<b>Title of the Paper</b>	<b>External</b>	<b>Internal</b>		

MCO 101	Principles of Management and Organizational Behavior	80	20	100	4
MCO 102	Accounting for Managerial Decisions	80	20	100	4
MCO 103	Quantitative Techniques	80	20	100	4
MCO 104	Economics for Managers	80	20	100	4
MCO 105	Computer Application in Business	80	20	100	4
	Total			500	20
<b>Semester-II</b>					
MCO 201	Emerging Business Law	80	20	100	4
MCO 202	Business Environment	80	20	100	4
MCO 203	Marketing Management	80	20	100	4
MCO 204	Financial Management	80	20	100	4
MCO 205	Research Methodology	80	20	100	4
MCO 206	Human Resource Management	80	20	100	4
	Total			600	24
<b>SEMESTER-III</b>					
MCO 301	E-Commerce	80	20	100	4
MCO 302	Entrepreneurship & MSME Management	80	20	100	4
MCO 303	Financial Institutions and Markets	80	20	100	4
MCO 304*	SPL PAPER-1	80	20	100	4
MCO 305*	SPL PAPER-2	80	20	100	4
MCO 306*	SPL PAPER-3	80	20	100	4
	Total			600	24
Special Papers (And any one of the following three Optional Groups)					

<b>Group-A Accounting</b>					
MCO 304A	Corporate Tax Planning	80	20	100	4
MCO 305A	Accounting Theory and Practice	80	20	100	4
MCO 306A	Corporate Reporting and Analysis	80	20	100	4
<b>Group-F Finance</b>					
MCO 304F	Advanced Financial Management	80	20	100	4
MCO 305F	International Financial Management	80	20	100	4
MCO 306F	Security Analysis and Portfolio Management	80	20	100	4
<b>Group-M Marketing</b>					
MCO 304M	Services Marketing	80	20	100	4
MCO 305M	Advertising and Sales Promotion Management	80	20	100	4
MCO 306M	Consumer Behavior	80	20	100	4
<b>Semester-IV</b>					
MCO 401	Strategic Management	80	20	100	4
MCO 402	Business Ethics and Corporate Governance	80	20	100	4
MCO 403	Dissertation and Viva - Voce			100	4
MCO 404*	SPL PAPER-4	80	20	100	4
MCO 405*	SPL PAPER-5	80	20	100	4
	Total			500	22
	<b>Grand Total</b>			<b>2200</b>	<b>88</b>
*Two compulsory papers, One Dissertation & Two Special Papers of 100 marks each					
*Semester IV (Special Papers) And any one of the following three Optional Groups					
<b>Group-A Accounting</b>					

MCO 404A	Advanced Accounting	80	20	100	4
MCO 405A	International Accounting	80	20	100	4
<b>Group-F Finance</b>					
MCO 404F	Financial Risk Management and Derivatives	80	20	100	4
MCO 405F	Project Management	80	20	100	4
<b>Group-M Marketing</b>					
MCO 404M	Sales and Distribution Management	80	20	100	4
MCO 405M	Retail Business Management	80	20	100	4