

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad University

Sathe, Pune - 412106



PCET's
**Pimpri
Chinchwad
University**

Learn | Grow | Achieve

Curriculum Structure
B.B.A. (General /Hons)
(Course 2026)
School of Management



Effective from Academic Year 2026-30



Program Structure

Preamble:

The Bachelor of Business Administration (BBA) degree is a three year (General) and four-year (Hons) undergraduate program designed to provide students with a comprehensive education in business principles and practices. The program aims to equip students with the skills and knowledge needed to succeed in a wide range of business roles and industries. Through a combination of theoretical coursework and practical experiences, BBA graduates develop a strong foundation in areas such as accounting, finance, marketing, management, and operations. Graduates are prepared to pursue a variety of careers in business or continue their education in graduate programs such as an MBA. The BBA degree provides students with the opportunity to develop critical thinking, problem-solving, communication, and leadership skills that are essential in the competitive and rapidly changing business world.

Vision and Mission of Program:

Vision Statement:

Our BBA program aims to be a leading program that prepares students to become innovative and ethical business leaders who make a positive impact on society.

Mission Statement:

Our mission is to provide a comprehensive education in business principles and practices that enables our students to think critically, communicate effectively, and lead responsibly. We strive to create a learning environment that fosters creativity, collaboration, and continuous improvement, and that prepares students to thrive in the dynamic and globalized business world.

Program Educational Objectives:

1. To prepare graduates to be knowledgeable and skilled business professionals who can apply theory to practice and make informed decisions.
2. To develop graduates who are effective communicators and collaborators, and who possess strong leadership and teamwork skills.
3. To prepare graduates to be ethical and socially responsible business leaders who make a positive impact on society.



Program Outcomes:

1. Students will be able to apply business concepts and theories to real-world problems and situations.
2. Students will be able to communicate effectively in written, oral, and interpersonal contexts.
3. Students will be able to work effectively in teams and demonstrate leadership skills.
4. Students will be able to analyze and evaluate ethical issues and make responsible decisions.
5. Students will be able to demonstrate a global perspective and an understanding of the diverse cultural and social contexts of business.
6. Students will be able to demonstrate proficiency in the use of relevant technology and information systems.
7. Students will be able to demonstrate an understanding of the importance of lifelong learning and continuous improvement.
8. Students will be able to identify and evaluate business opportunities, develop business plans, and create strategies for launching and growing new ventures.
9. Students will be prepared to enter the workforce as industry-ready professionals, with the skills and knowledge needed to succeed in a variety of business roles and industries.
10. Students will be able to adapt to the changing demands of the business world and respond to new challenges and opportunities with creativity, innovation, and agility.
11. Students will be able to demonstrate an entrepreneurial mindset and an ability to think outside the box, identify problems and opportunities, and develop innovative solutions.

Program Specific Outcomes (PSOs):

The Program Specific Outcomes (PSOs) for the BBA program are as follows:

1. Develop knowledge of business and corporate
2. Apply technology solutions to practical problems
3. Develop entrepreneurial skills
4. Analyze business data to make informed decisions:
5. Develop skills to become a good Manager

HP



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2.	Tentative list of Electives. Open Electives, Life Skill Courses, Proficiency Foundation Courses, HSMC Courses	7

Curriculum Framework for BBA (Gen/ Hons)

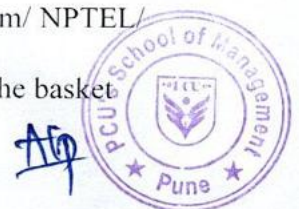
Sr. No.	Type of course	Abbreviations
1	Major	MAJ
2	Minor	MIN
3	Specialization Electives (Major)	DSE
5	Value Added Courses	VAC
6	Ability Enhancement Courses	AEC
7	Skill Enhancement Courses	SEC
8	Indian Knowledge System	IKS
10	Project	PROJ
11	Summer Internship	INTR
12	Field Project	FP



BBA Program Credit Structure 2026

Semester/ Components	I	II	III	IV	V	VI	Total (3- Year UG)	VII (Honours)	VIII (Honours)	Total (4- Year UG with Honours)	VIII (Honours with Research)	Total (4- Year UG with Honours in Research)
PC Major + Minor Core	Max:10 Min:7	Max:10 Min:7	Max:10 Min:7	Max:11 Min:8	Max:11 Min:8	Max:10 Min:7	Max:62 Min:44	Max:10 Min:7	Max:10 Min:7	Max:82 Min:58	Max:8 Min:4	Max:80 Min:55
MOOCS	Max:03 Min:00	Max:03 Min:00	Max:03 Min:00	Max:03 Min:00	Max:03 Min:00	Max:03 Min:00	Max:18 Min:00	Max:03 Min:00	Max:03 Min:00	Max:24 Min:00	Max:04 Min:00	Max:24 Min:00
Major-DSE	—	—	Max:03 Min:03	Max:06 Min:06	Max:06 Min:06	Max:09 Min:09	Max:24 Min:24	Max:08 Min:08	Max:08 Min:08	Max:40 Min:40	—	Max:32 Min:32
Multi disciplinary	—	—	Max:03 Min:03	Max:03 Min:03	Max:03 Min:03	—	Max:09 Min:09	—	—	Max:09 Min:09	—	Max:09 Min:09
AEC + FL	Max:04 Min:04 (2+2)	Max:04 Min:04 (2+2)	Max:04 Min:04 (2+2)	Max:04 Min:04 (2+2)	—	—	Max:16 Min:16 (8+8)	—	—	Max:16 Min:16	—	Max:16 Min:16
SEC	Max:03 Min:03	Max:03 Min:03	Max:03 Min:03	—	—	—	Max:09 Min:09	—	—	Max:09 Min:09	—	Max:09 Min:09
VAC+ IKS	Max:03 Min:03 (2+1)	Max:03 Min:03 (2+1)	—	—	—	—	Max:06 Min:06	—	—	Max:06 Min:06	—	Max:06 Min:06
Internship / Field	—	—	—	Max:02 Min:02	Max:04 Min:04	Max:02 Min:02	Max:08 Min:08	Max:02 Min:02	Max:02 Min:02	Max:12 Min:12	—	Max:10 Min:10
Research	—	—	—	—	—	—	0	—	—	0	12 Min- 12 Max	12Min - 12Max
Total Credits	Max:20 Min:20	Max:20 Min:20	Max:23 Min:23	Max:26 Min:26	Max:24 Min:24	Max:21 Min:21	Max:134 Min:134	Max:20 Min:20	Max:20 Min:20	Max:174 Min:174	Max:20 Min:20	Max:174 Min:174

- Student can complete 3 credits from core either offline or from the MOOCS (Swayam/ NPTEL/ PCU approved platform)
- VAC, SEC & Multidisciplinary subjects can be chosen from the basket given from the basket



SEMESTER I

Semester I Course Structure

Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	N1UBB101	Basics of Accounting and Finance	PC	4	0	0	4	4	4	40	60	-
	N1UBB102	Principles of Management	PC	3	0	0	3	3	3	40	60	-
	N1UBB103	Basics of AI ML	PC	3	0	0	3	0	3	40	60	-
		Basics of AI ML (MOOCS)	PC				0	3				-
2	PMSA - -	Choose from AEC Basket	AEC	2	0	0	2	2	2	20	-	30
	N1UFL11 -	Choose from Foreign Language Basket	FL	2	0	0	2	2	2	20	-	30
3	PMSS - -	Choose from SEC Basket	SEC	3	0	0	3	3	3	40	60	-
4	PMSV - -	Choose from VAC basket	VAC	2	0	0	2	2	2	20	-	30
	PMSI - -	Choose from IKS basket	IKS	1	0	0	1	1	1	20	-	30
		Total		20	0	0	20		20	240	240	120

AEC Basket for Semester I

Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	PMA03	Business Communication	AEC	2	0	0	2	2	2	20	-	30
2	PMA04	Business Ethics and Corporate Governance	AEC	2	0	0	2	2	2	20	-	30

SEC Basket for Semester I

Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	PMSS01	Introduction to Financial Markets (Through NSE platform)	SEC	3	0	0	3	3	3	40	60	-
2	PMSS02	Banking and Insurance (Through NSE platform)	SEC	3	0	0	3	3	3	40	60	-
3	PMSS06	Business Economics	SEC	3	0	0	3	3	3	40	60	-



VAC Basket for Semester I												
Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	PMSV02	Universal Human Values and Professional Ethics	VAC (UHV)	2	0	0	2	2	2	20	-	30
2	PMSV03	Environmental Education	VAC	2	0	0	2	2	2	20	-	30
IKS Basket for Semester I												
Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	PMSI01	Constitution of India	VAC (IKS)	1	0	0	1	1	1	20	-	30
2	PMSI02	Exploring Indian Knowledge Systems: A Comprehensive Resource	VAC (IKS)	1	0	0	1	1	1	20	-	30
Foreign Language Basket for Semester I												
Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	NIUFL111	German – I	FL	2	0	0	2	2	2	20	-	30
2	NIUFL112	Japanese – I	FL	2	0	0	2	2	2	20	-	30
3	NIUFL113	Korean – I	FL	2	0	0	2	2	2	20	-	30



SEMESTER II												
Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CIA	ESA	
							Min	Max			UL*	SL#
1	N1UBB201	Fundamentals of Marketing & Digital Marketing	PC	4	0	0	4	4	4	40	60	-
	N1UBB202	Human Resource Management	PC	3	0	0	3	3	3	40	60	-
	N1UBB203	Business Law	PC	3	0	0	3	0	3	40	60	-
		Business Law	PC (MOOC)				0	3				-
2	PMSA - -	Choose from AEC Basket	AEC	2	0	0	2	2	2	20	-	30
	N1UFL11 -	Choose from Foreign Language Basket	FL	2	0	0	2	2	2	20	-	30
3	PMSS - -	Choose from SEC Basket	SEC	3	0	0	3	3	3	40	60	-
4	PMSV - -	Choose from VAC basket	VAC	2	0	0	2	2	2	20	-	30
5	PMSI - -	Choose from IKS basket	IKS	1	0	0	1	1	1	20	-	30
		Total		20	0	0	20		20	240	240	120
*- University Level												
# School Level												

AEC Basket for Semester II												
Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	PMSA04	Business Ethics and Corporate Governance	AEC	2	0	0	2	2	2	20	-	30
2	PMSA03	Business Communication	AEC	2	0	0	2	2	2	20	-	30
SEC Basket for Semester II												
Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	PMSS06	Business Economics	SEC	3	0	0	3	3	3	40	60	-
2	PMSS01	Introduction to Financial Markets (Through NSE platform)	SEC	3	0	0	3	3	3	40	60	-
3	PMSS02	Banking and Insurance (Through NSE platform)	SEC	3	0	0	3	3	3	40	60	-
VAC Basket for Semester II												



Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	PMSV03	Environmental Education	VAC (UHV)	2	0	0	2	2	2	20	-	30
2	PMSV02	Universal Human Values and Professional Ethics	VAC	2	0	0	2	2	2	20	-	30
IKS Basket for Semester II												
Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	PMSI02	Exploring Indian Knowledge Systems: A Comprehensive Resource	VAC (IKS)	1	0	0	1	1	1	20	-	30
2	PMSI01	Constitution of India	VAC (IKS)	1	0	0	1	1	1	20	-	30
Foreign Language Basket for Semester II												
Sr. No.	Course Code	Course Title / Category	Course Type	L	T	P	Cr		Hr	CA	ESA	
							Min	Max			UL*	SL#
1	N1UFL211	German – II	FL	2	0	0	2	2	2	20	-	30
2	N1UFL212	Japanese – II	FL	2	0	0	2	2	2	20	-	30
3	N1UFL213	Korean – II	FL	2	0	0	2	2	2	20	-	30

Exit Option: After first year

Any student opting for exit option after first year will get Undergraduate Certificate in Business Administration provided he/she completes 44 Credits of first two semesters and additional 4 credits of summer training report (100 External Marks) based on summer training of 4-6 weeks undertaken in a business organization. Thus, he/she will be eligible to exit the course with the said 48 Credits

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	VOC	Summer Training project report	VOC	0	0	2	4	50	100



SEMESTER III

Sr. No.	Course Code*	Course Type	Course Title / Category	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	NIUBB301	Program Core	Business Statistics	4	0	0	4	4	40	60
	NIUBB302	Program Core	Logistic and Supply chain Management	3	0	0	3	3	40	60
	UBB - - - - -	Program Core-Minor	Choose from Basket from DSE/PC Minor	3	0	0	3	0	40	60
	UBB - - - - -	Program Core-Minor	Choose from Basket	3	0	0	0	3	40	60
2	DSE	Discipline Specific Elective	Choose from Basket	3	0	0	3	3	40	60
3	MDC1	Multidisciplinary Course – I	Choose from Multidisciplinary basket	3	0	0	3	3	40	60
4	PMSA - -	Ability Enhancement Course – III	Choose from AEC Basket	0	0	2	2	2	20	30
	NIUFL3 - -	Foreign Language – III	Choose from Foreign Language Basket	0	0	1	1	1	10	20
5		Skill Enhancement Course – III	Choose from SEC Basket	3	0	3	3	3	30	70
		Total		28	0	3	22		25	28

AEC Basket for Semester III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	PMSA01	Aptitude and Logical reasoning	AEC	0	0	2	2	20	30
2	PMSA02	Career Readiness and Placement Preparation	AEC	0	0	2	2	20	30

SEC Basket for Semester III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	PMSS07	Cyber security & laws	SEC	3	0	0	3	40	60
2	PMSS08	AI tools for Business	SEC	3	0	0	3	40	60



Discipline Specific Elective/ Program core Minor Basket for Semester III

Sem III Specialization										
Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
		SPL	Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
Finance										
UBBFN201	Corporate Valuation	SPL	3	0	0	3	3	40	60	100
UBBFN202	Financial Statement Analysis	SPL	3	0	0	3	3	40	60	100
Digital Marketing and Media Management										
UBBDM201	Digital Marketing Fundamentals	SPL	3	0	0	3	3	40	60	100
UBBDM202	Content Creation & Curation	SPL	3	0	0	3	3	40	60	100
Supply Chain Management and Logistics										
UBBSC201	Retail Supply Chain Management	SPL	3	0	0	3	3	40	60	100
UBBSC202	AI in LSCM	SPL	3	0	0	3	3	40	60	100
Marketing										
UBBMK201	Consumer Behavior	SPL	3	0	0	3	3	40	60	100
UBBMK202	Advertising & Sales Promotion	SPL	3	0	0	3	3	40	60	100
Human Resource Management										
UBBHR201	Recruitment & Selection	SPL	3	0	0	3	3	40	60	100
UBBHR202	Training & Development	SPL	3	0	0	3	3	40	60	100

Multidisciplinary Basket for Semester I

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1		MDC A/B/C/D/E	Multidisciplinary	3	0	0	3	40	60

AEC Foreign Language Basket for Semester III

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	NIUFL311	German – III	Foreign Language	2	0	0	2	2	2
2	NIUFL312	Japanese – III	Foreign Language	2	0	0	2	2	2
3	NIUFL313	Korean – III	Foreign Language	2	0	0	2	2	2



SEMESTER IV

Sr. No.	Course Code*	Course Title	Course Type	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	NIUBB401	Entrepreneurship & Innovation Development	PC	4	0	0	4	4	40	60
	NIUBB402	Research Methodology	PC	4	0	0	4	4	40	60
	NIUBB403	Choose from Basket from DSE/PC Minor	PC	3	0	0	3	0	40	60
	PC	Choose from Basket from DSE/PC Minor	PC (MOOCS)	3	0	0	0	3	40	60
2	MDC	Choose from Multidisciplinary basket	Multidisciplinary Course – II	3	0	0	3	3	40	60
3	DSE	Choose from Basket	DSE	3	0	0	3	3	40	60
	DSE	Choose from Basket	DSE	3	0	0	3	3	40	60
4	PMSA - -	Choose from AEC Basket	AEC	2	0	0	2	2	20	30
	NIUFL11 -	Choose from Foreign Language Basket	FL	2	0	0	2	2	20	30
5	FP	Community engagement and Rural Immersion program	Field Project	0	0	2	2	2	20	30
Total							25			

AEC Basket for Semester IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	PMSA01	Aptitude and Logical reasoning	AEC	2	0	0	2	20	30
2	PMSA02	Career Readiness and Placement Preparation	AEC	2	0	0	2	20	30

AEC Foreign Language Basket for Semester IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	NIUFL411	German – IV	Foreign Language	2	0	0	2	20	30
2	NIUFL412	Japanese – IV	Foreign Language	2	0	0	2	20	30
3	NIUFL413	Korean – IV	Foreign Language	2	0	0	2	20	30

Multidisciplinary Basket for Semester IV

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1		MDC A/B/C/D/E	Multidisciplinary	3	0	0	3	40	60



Discipline Specific Elective/Program core Minor Basket for Semester IV

Sem IV Specialization										
Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
Finance										
UBBFN203	Financial Markets and Services	SPL	3	0	0	3	3	40	60	100
UBBFN204	Banking and Insurance	SPL	3	0	0	3	3	40	60	100
Digital Marketing and Media Management										
UBBDM203	Social Media Marketing	SPL	3	0	0	3	3	40	60	100
UBBDM204	SEO & SEM Strategies	SPL	3	0	0	3	3	40	60	100
Supply Chain Management and Logistics										
UBBSC203	Inventory Management	SPL	3	0	0	3	3	40	60	100
UBBSC204	Procurement & Sourcing	SPL	3	0	0	3	3	40	60	100
Marketing										
UBBMK203	Product & Brand Management	SPL	3	0	0	3	3	40	60	100
UBBMK204	Integrated marketing communication	SPL	3	0	0	3	3	40	60	100
Human Resource Management										
UBBHR203	Compensation Management	SPL	3	0	0	3	3	40	60	100
UBBHR204	Industrial Relations	SPL	3	0	0	3	3	40	60	100

Exit Option: After second year

Any student opting for exit option after second year will get Undergraduate Diploma in Business Administration provided he/she completes 88 credits of first four semesters and additional 4 credits of summer training report (100 external marks) based on summer training of 4-6 weeks in a business organization undertaken after completion of second semester or fourth semester. Thus, he/she will be eligible to exit the course with the said 92 Credits.

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1	VOC	Summer Training project report	VOC	0	0	2	4	50	100



SEMESTER V

Sr. No.	Course Code*	Course Type	Course Title / Category	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	NIUBB501	PC	Strategic Management	4	0	0	4	4	40	60
	NIUBB502	PC	Data Driven Decision Making	4	0	0	4	4	40	60
	UBB----	DSE	Choose from Basket from DSE/ PC Minor	3	0	0	3	0	40	60
	UBB----	DSE	Choose from Basket from DSE/ PC Minor	3	0	0	0	3	40	60
2	MDC	MDM	Choose from Multidisciplinary basket	3	0	0	3	3	40	60
3	DSE	Discipline Specific Elective	Choose from Basket	3	0	0	3	3	40	60
	DSE	Discipline Specific Elective	Choose from Basket	3	0	0	3	3	40	60
4	NIUBB503	INTR	Summer Internship project	0	0	4	4	4	50	100
		Total					24			

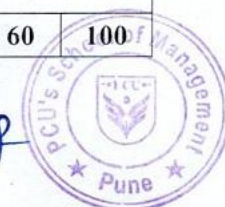
III-Multidisciplinary Basket for Semester

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Credits	CA	ESE
1		MDC A/B/C/D/E	Multidisciplinary	3	0	0	3	40	60

Discipline Specific Elective/Program core Minor Basket for Semester V

Sem V Specialization										
Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
		SPL	Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
Finance										
UBBFN301	Investment Analysis	MAJE	3	0	0	3	3	40	60	100
UBBFN302	Financial Derivatives	MAJE	3	0	0	3	3	40	60	100
Digital Marketing and Media Management										
UBBDM301	Marketing Analytics	MAJE	3	0	0	3	3	40	60	100
UBBDM302	Influencer Marketing	MAJE	3	0	0	3	3	40	60	100
Supply Chain Management and Logistics										
UBBSC301	SCM Analytics	MAJE	3	0	0	3	3	40	60	100
UBBSC302	Warehouse Marketing	MAJE	3	0	0	3	3	40	60	100
Marketing										
UBBMK301	Services Marketing	MAJE	3	0	0	3	3	40	60	100

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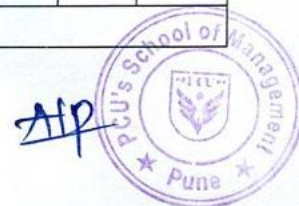
UBBMK302	Retail Management	MAJE	3	0	0	3	3	40	60	100
Human Resource										
UBBHR301	Performance Management	MAJE	3	0	0	3	3	40	60	100
UBBHR302	Talent Management	MAJE	3	0	0	3	3	40	60	100

SEMESTER VI

Sr. No.	Course Code*	Course Type	Course Title / Category	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	NIUBB601	Program Core	Introduction to Geopolitics	4	0	0	4	4	40	60
	NIUBB602	Program Core	Project Management	3	0	0	3	3	40	60
	DSE	Program Core	Choose from Basket from DSE/ PC Minor	3	0	0	3	0	40	60
	DSE	Program Core	Choose from Basket from DSE/ PC Minor	3	0	0	0	3	40	60
2	DSE	Discipline Specific Elective	Choose from Basket	3	0	0	3	3	40	60
	DSE	Discipline Specific Elective	Choose from Basket	3	0	0	3	3	40	60
	DSE	Discipline Specific Elective	Choose from Basket	3	0	0	3	3	40	60
3	NIUBB603	PROJ	Desk Research	0	0	2	2	2	50	50
		Total					21			

Discipline Specific Elective/Program core Minor Basket for Semester VI

Sem VI Specialization										
Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
Finance										
UBBFN303	Mergers & Acquisitions	MAJE	3	0	0	3	3	40	60	100
UBBFN304	FinTech	MAJE	3	0	0	3	3	40	60	100
Digital Marketing and Media Management										
UBBDM303	Campaign Management	MAJE	3	0	0	3	3	40	60	100
UBBDM304	E-commerce Strategy	MAJE	3	0	0	3	3	40	60	100
Supply Chain Management and Logistics										



UBBSC303	Global Supply Chain Management	MAJE	3	0	0	3	3	40	60	100
UBBSC304	Logistics Analytics	MAJE	3	0	0	3	3	40	60	100
Marketing										
UBBMK303	Strategic Brand Management	MAJE	3	0	0	3	3	40	60	100
UBBMK304	Customer Relationship Management	MAJE	3	0	0	3	3	40	60	100
Human Resource Management										
UBBHR303	Strategic HRM	MAJE	3	0	0	3	3	40	60	100
UBBHR304	HR Analytics	MAJE	3	0	0	3	3	40	60	100

Exit Policy- UG Degree in BBA: Students who opt to exit after completion of the third year and have scored required credits offered by the school in the program structure will be awarded a UG Degree in BBA, provided they must earn requisite credits during the summer term.

SEMESTER VII

Sr. No.	Course Code*	Course Type	Course Title / Category	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	NIUBB701	Program Core	Creativity and Innovation	4	0	0	4	4	40	60
	NIUBB702	Program Core	Carbon management and climate policy	4	0	0	3	3	40	60
	PC	Program Core	Choose from Basket from DSE/PC Minor	3	0	0	3	0	40	60
	PC	Program Core	Choose from Basket from DSE/PC Minor	3	0	0	0	3	40	60
2	DSE	Discipline Specific Elective	Choose from Basket	4	0	0	4	4	40	60
	DSE	Discipline Specific Elective	Choose from Basket	4	0	0	4	4	40	60
3	NIUBB703	PROJ	Mini project	0	0	2	2	2	50	50
		Total					20			



SEMESTER VIII (Honours)

Sr. No.	Course Code*	Course Type	Course Title / Category	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	NIUBB801	Program Core	Renewable and Green energy	4	0	0	4	4	40	60
	NIUBB802	Program Core	International Trade	4	0	0	3	3	40	60
	NIUBB803	Program Core	Corporate Sustainability & ESG	3	0	0	3	0	40	60
			Corporate Sustainability & ESG				0	3	40	60
2	DSE	Discipline Specific Elective	Choose from Basket	4	0	0	4	4	40	60
	DSE	Discipline Specific Elective	Choose from Basket	4	0	0	4	4	40	60
3	NIUBB804	OJT	Industry Training Report	0	0	2	2	2	50	50
		Total					20			

SEMESTER VIII (Honours with research)

Sr. No.	Course Code*	Course Title / Category	Course Type	L	T	P	Cr-Min	Cr-Max	CA	ESE
1	NIUBB802	Program Core	International Trade	4	0	0	4	4	40	60
	NIUBB803	Program Core	Corporate Sustainability & ESG	4	0	0	4	0	40	60
		Program Core	Corporate Sustainability & ESG				0	4	40	60
3	NIUBB805	PROJ	Research project				12	12	100	300
		Total					20			



Program Core

Basics of Accounting and Finance

Name of the Program:		BBA		Semester: I		Level: UG	
Course Name		Basics of Accounting and Finance		Course Code/ Course Type		NIUBB101 / PC	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theor y	Practic al	Tutoria l	Total Credits	Hour s	CIA (Continuo us Internal Assessment t)	ESA (End Semester Assessment t)	Practical/Or al
4	-	-	4	4	40	60	
Pre-Requisite: 12 th pass							
Course Objectives (CO):		The objectives of Financial Accounting and Analysis are: 1. Explain fundamental accounting concepts, principles, and the accounting cycle. 2. Prepare financial statements and apply accounting treatments such as depreciation. 3. Analyze key financial management concepts including time value of money, sources of finance, and cost of capital. 4. Evaluate investment decisions using capital budgeting techniques and leverage analysis. 5. Assess dividend policies and working capital requirements to formulate financial management strategies.					
Course Learning Outcomes (CLO):		Students would be able to: 1. Describe accounting concepts and apply the accounting process to record transactions and prepare a trial balance. 2. Prepare and analyze financial statements and apply depreciation methods. 3. Explain and analyze financial concepts such as time value of money, cost of capital, and capital structure. 4. Apply and evaluate capital budgeting techniques and analyze different types of leverage. 5. Analyze dividend policies and working capital components, and design suitable financial strategies.					

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Accounting: Objective of Accounting, Limitations, Advantages & Importance. Basic Accounting Concepts, conventions and assumptions. Book keeping: recording of transactions and events; journalizing, ledger posting, preparation of Trial Balance.	CLO 1	12
Unit II		

Aq



Preparation of Financial Statements: Form and Preparation of Income Statement and Statement of Financial Position, Preparation of Income Statement and Balance Sheet. Accounting for Depreciation.	CLO 2	12
Unit III		
Introduction to Finance: Corporate Finance & its scope, Time Value of Money. Sources of finance. Cost of Capital and Capital Structure- WACC, Theories of Capital Structure	CLO 3	12
Unit IV		
Capital Budgeting Decisions- ARR, PBP, NPV, PI and IRR. Leverage analysis – financial, operating and combined leverage.	CLO 4	12
Unit V		
Dividend Relevance: Factors affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies, Dividend Models: Walter and Gordon Model. Working Capital: Meaning, Gross and net working capital, operating cycle Determinants of working capital requirement classification of working capital Sources of working Capital finance.	CLO 5	12
Total Hours		60

Learning resources

Textbooks:

- *Financial Accounting* by T.S. Grewal
- *Introduction to Accounting* by Charles T. Horngren
- *Financial Accounting* by S.N. Maheshwari
- *Principles of Corporate Finance* by Richard A. Brealey, Stewart C. Myers, and Franklin Allen: Latest edition: 2022
- *"Corporate Finance: Theory and Practice"* by Aswath Damodaran: Latest edition: 2023

Reference Books:

- *Financial Accounting* – by S.N. Maheshwari
- *Accounting Principles* – by Roger H. Hermanson & others
- *Financial Accounting: The Basics* – by Ilias Basioudis
- *Financial Management: Principles and Practice* by Prasanna Chandra: Latest edition: 2020
- *Fundamentals of Financial Management* by R.P. Rustagi: Latest edition: 2021

Online Resources (Free)

- <https://open.umn.edu/opentextbooks/textbooks/principles-of-accounting-volume-I-financial-accounting>
- <https://infobooks.org/free-pdf-books/business/financial-accounting/>

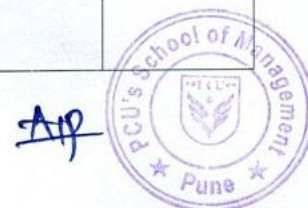


Principles of Management

Name of the Program:		BBA		Semester : I		Level: UG	
Course Name		Principles of Management		Course Code/ Course Type		NIUBB102	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theo ry	Practic al	Tutori al	Total Credit s	Hours	CIA (Continuo us Internal Assessme nt)	ESA (End Semester Assessment)	Practical/Oral
3	-	-	3	3	40	60	-
Course Objectives (CO):			1. To introduce students to the core principles of management and its evolution. 2. To develop skills in planning and decision-making within a management context. 3. To teach the importance of organizing and staffing in achieving organizational goals. 4. To enhance understanding of leadership styles, motivation theories, and controlling mechanisms. 5. To provide insights into ethical management practices and corporate social responsibility (CSR).				
Course Learning Outcomes (CLO):			Upon successful completion of the course, students will be able to: 1. Demonstrate an understanding of fundamental management principles and their evolution. 2. Analyze and implement effective planning and decision-making strategies in an organizational context. 3. Identify different organizational structures and apply appropriate staffing strategies. 4. Evaluate leadership styles and the role of motivation and control in organizational success. 5. Apply ethical principles in management and understand the role of CSR in business operations.				

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I Introduction to Management		
• Definition and scope of management • Management vs. administration • Evolution of management thought • Functions of management (Planning, Organizing, Leading, Controlling)	1	9
UNIT II Planning and Decision Making		
• Nature and importance of planning • Planning process • Types of plans (Strategic, Tactical, Operational)	2	9



Decision-making process and techniques		
UNIT III Organizing and Staffing		
- Concept of organizing - Structure of an organization - Types of organizational structures - Staffing and recruitment	3	9
UNIT IV Leading and Controlling		
- Leadership styles and theories - Motivation theories (Maslow's hierarchy of needs, Herzberg's two-factor theory, McGregor's Theory X and Y) - Control process and techniques	4	9
UNIT V Ethical Management and Social Responsibility		
- Importance of ethics in management - Ethical decision-making process - Corporate social responsibility (CSR) - Sustainability and ethical behavior in business	5	9
Total Hours		45

Learning Resources

Textbooks:

1. Management: Principles and Practices by L.M. Prasad
2. Principles of Management by Stephen P. Robbins & Mary Coulter
3. Management: A Global Perspective by Harold Koontz & Heinz Weihrich

Reference Books:

1. Essentials of Management by Andrew J. DuBrin
2. Management: Tasks, Responsibilities, Practices by Peter F. Drucker
3. Organizational Behavior and Management by John M. Ivancevich, Robert Konopaske, & Michael T. Matteson

Reference Links:

- Free Online Course – Principles of Management (Great Learning Academy) – Beginner-friendly course with certificate on fundamentals of management. Great Learning Academy – Principles of Management (Free)
- Introduction to Principles of Management (Alison) – Free online course covering functions of management and evolution of management thought. [Alison: Introduction to Principles of Management](#)

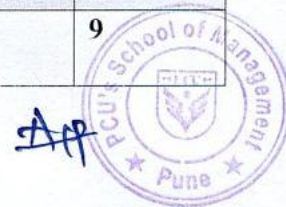


Basics of AI ML

Name of the Program:		BBA		Semester : I		Level: UG	
Course Name		Basics of AI ML		Course Code/ Course Type		NIUBB103	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theo ry	Practic al	Tutori al	Total Credit s	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	-	-	3	3	40	60	-
Course Objectives (CO):				1. To introduce students to the fundamental concepts of Artificial Intelligence (AI) and Machine Learning (ML). 2. To familiarize students with the key algorithms used in AI and ML. 3. To develop practical skills in applying AI and ML techniques to real-world problems. 4. To enable students to understand the ethical issues and limitations associated with AI and ML. 5. To provide a foundation for further study in advanced AI and ML topics			
Course Learning Outcomes (CLO):				Upon successful completion of this course, students will be able to: 1. Understand the basic concepts of AI and ML, and their applications in business and technology. 2. Apply machine learning algorithms to solve simple classification, regression, and clustering problems. 3. Demonstrate knowledge of key tools and frameworks used in AI and ML. 4. Evaluate the ethical implications of AI and ML in modern society. 5. Use basic AI and ML tools to analyze data and generate insights.			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I Introduction to AI and ML		
• Definition and scope of AI • History of AI and ML • Types of AI and ML: Supervised, Unsupervised, Reinforcement Learning	1	9
UNIT II Supervised Learning Algorithms		
• Linear Regression • Logistic Regression	2	9



• Decision Trees		
• Support Vector Machines (SVM)		
UNIT III Unsupervised Learning Algorithms		
• K-means Clustering	3	9
• Hierarchical Clustering		
• Principal Component Analysis (PCA)		
UNIT IV Model Evaluation and Optimization		
• Cross-validation techniques	4	9
• Overfitting and underfitting		
• Hyperparameter tuning		
UNIT V Ethical and Societal Implications of AI and ML		
• Bias in algorithms	5	9
• Data privacy and security		
• Ethical dilemmas in AI applications		
Total Hours		45

Learning Resources

Textbooks:

1. Stuart Russell & Peter Norvig – Artificial Intelligence: A Modern Approach
2. Ian Goodfellow, Yoshua Bengio, and Aaron Courville – Deep Learning

Reference Books:

1. **Tom M. Mitchell** – *Machine Learning*
2. **Kevin P. Murphy** – *Machine Learning: A Probabilistic Perspective*
3. **Sebastian Raschka** – *Python Machine Learning*

Reference Links:

1. Free AI Courses from Great Learning Academy – Free AI courses covering fundamentals and basics of AI, ML, NLP, deep learning, etc. Great Learning Academy — Free AI Courses
2. Coursera – Free Machine Learning & AI Courses – Includes beginner courses like “AI For Everyone,” IBM ML, and others with free access (audit) options. Coursera Free AI & Machine Learning Courses
3. edX – AI Courses from Top Universities – AI and ML courses available (free to audit, pay for certificate). edX Artificial Intelligence Courses



AEC Basket for Semester I

Business Communication

Name of the Program:		BBA		Semester : I		Level: UG	
Course Name		Business Communication		Course Code/ Course Type		PMSA03	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theo ry	Practic al	Tutori al	Total Credit s	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	2	20	30	-
Course Objectives (CO):			1. To understand the principles and processes of communication in business organizations. 2. To develop skills in various forms and methods of business communication, including verbal, non-verbal, and written forms. 3. To enhance the ability to write effective business correspondence, including letters, reports, and proposals. 4. To familiarize students with modern communication tools, including digital platforms, and their applications in business contexts. 5. To improve interpersonal communication skills, including group discussions, interviews, public speaking, and cross-cultural communication.				
Course Learning Outcomes (CLO):			1. Demonstrate a thorough understanding of the principles, processes, and barriers to effective business communication. 2. Apply various forms of communication (verbal, non-verbal, written) in business scenarios with clarity and professionalism. 3. Compose professional business correspondence, including letters, memos, and reports, with appropriate formats and language. 4. Utilize modern digital tools and platforms for effective business communication, including email, online meetings, and presentations. 5. Exhibit strong interpersonal and professional communication skills in group discussions, interviews, and public speaking engagements.				

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
Unit 1: Introduction to Business Communication (CLO 1)		
Meaning, nature, and importance of communication Process and models of communication Types of communication: formal & informal Barriers to communication Principles of effective communication (7 Cs)	1	9
Unit 2: Verbal and Non-Verbal Communication		

AP



Oral communication: speeches, meetings, presentations Listening skills and types of listening Non-verbal communication: body language, gestures, posture, eye contact Paralanguage and tone Cross-cultural communication basics	2	9
Unit 3: Written Business Communication		
Business letters: types and formats Emails: structure and etiquette Memos, notices, and circulars Report writing basics Resume and cover letter writing	3	9
Unit 4: Digital and Professional Communication Tools		
Email communication in business Virtual meetings and video conferencing Presentation tools (e.g., PowerPoint basics) Use of collaboration tools (chat platforms, shared docs) Digital etiquette and professionalism	4	9
Unit 5: Interpersonal and Workplace Communication Skills		
Group discussions and teamwork Interview skills Public speaking fundamentals Conflict resolution and negotiation Professional ethics in communication	5	9
Total Hours :		45

Learning Resources

Textbooks

K.K. Sinha – Business Communication

Lesikar, Flatley – Business Communication: Connecting in a Digital World

Reference Books

1. Meenakshi Raman & Prakash Singh – *Business Communication*
2. C.S.G. Krishnamacharyulu – *Business Communication*
3. Courtland L. Bovée & John V. Thill – *Business Communication Today*

Reference Links

- SWAYAM – Business Communication Courses
- Coursera – Business Communication Specialization
- edX – Professional Communication Courses



Business Ethics and Corporate Governance

Name of the Program:		BBA		Semester : I		Level: UG	
Course Name		Business Ethics and Corporate Governance		Course Code/ Course Type		PMSA03	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	2	20	30	-
Course Objectives (CO):				1. To introduce the concept and importance of ethics in business. 2. To understand ethical issues and dilemmas in corporate environments. 3. To familiarize students with principles and practices of corporate governance. 4. To develop ethical decision-making skills. 5. To promote responsible and sustainable business behavior			
Course Learning Outcomes (CLO):				1. Explain key concepts of business ethics and ethical theories. 2. Identify and analyze ethical issues in business situations. 3. Understand corporate governance frameworks and practices. 4. Apply ethical reasoning to decision-making in organizations. 5. Demonstrate awareness of corporate social responsibility and accountability.			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
Unit 1: Introduction to Business Ethics		
Meaning, nature, and importance of ethics Ethics vs. morals vs. values Ethical theories (utilitarianism, deontology, virtue ethics) Ethics in business context	1	9
UNIT II Ethical Issues in Business		
Workplace ethics and employee rights Corporate fraud, corruption, and whistleblowing Ethical issues in marketing and finance Case studies on ethical dilemmas	2	9
UNIT III Corporate Governance		
Meaning and importance of corporate governance Principles of good governance Role of Board of Directors Stakeholders vs shareholders	3	9

AP



UNIT IV Corporate Social Responsibility		
Concept and evolution of CSR	4	9
CSR in India (Companies Act provisions)		
Sustainability and ethical responsibility		
Environmental and social impact		
UNIT V Ethics in Global and Digital Business		
Global ethical issues	5	9
Cross-cultural ethics		
Digital ethics (data privacy, cyber ethics)		
Ethical leadership and organizational culture		
Total Hours :		45

Learning resources

Textbooks:

1. C.S.V. Murthy – *Business Ethics and Corporate Governance*
2. A.C. Fernando – *Business Ethics and Corporate Governanc*

Reference Books:

1. Andrew Crane & Dirk Matten – *Business Ethics*
2. N. Balasubramanian – *Corporate Governance and Stewardship*
3. Mallin Christine – *Corporate Governance*



SEC Basket for Semester I

Name of the Program:		BBA		Semester : I		Level: UG	
Course Name		Business Economics		Course Code/ Course Type		PMSS06	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	-	-	3	3	40	60	-
Course Objectives (CO):					1. To introduce students to the basic principles and concepts of economics as they apply to business decision-making. 2. To develop an understanding of microeconomic and macroeconomic concepts. 3. To enable students to analyze economic policies and their impact on business environments. 4. To help students understand demand-supply mechanisms, pricing, and market structures in business settings. 5. To equip students with the tools to analyze and solve business-related economic problems.		
Course Learning Outcomes (CLO):					Upon successful completion of this course, students will be able to: 1. Demonstrate a strong understanding of economic concepts and their applications in business. 2. Analyze the behavior of consumers and producers in various market structures. 3. Assess the impact of government policies on businesses and industries. 4. Evaluate the macroeconomic factors that influence business operations. 5. Apply economic analysis techniques to business case studies and decision-making.		

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I Introduction to Business Economics		
• Definition, scope, and role of economics in business • Types of economic systems • Basic economic problems faced by businesses	CLO 1	09
UNIT II Microeconomic Principles		
• Demand and supply analysis • Elasticity of demand and supply	CLO 2	09



• Consumer behavior and utility analysis		
UNIT III Market Structures		
• Perfect competition • Monopoly, monopolistic competition, and oligopoly • Pricing and output decisions	CLO 3	09
UNIT IV Macroeconomic Environment		
• National income and its measurement • Inflation, unemployment, and economic growth • Government policies (monetary and fiscal)	CLO 4	09
UNIT V International Economics and Business		
• Global trade and trade theories • Exchange rates and balance of payments • Impact of globalization on business	CLO 5	09
Total Hours		45

Learning Resources

Textbooks:

1. M. L. Jhingan – *Business Economics*
2. Paul A. Samuelson & William D. Nordhaus – *Economics* (19th edition)

Reference Books:

1. N. Gregory Mankiw – *Principles of Economics*
2. Varian, H. R. – *Intermediate Microeconomics*
3. Koutsoyiannis, A. – *Modern Microeconomics*
4. S. P. Gupta – *Business Economics*

Reference Links:

1. Business Economics Notes PDF & Syllabus – Complete notes for BBA/BCom students, available for download. [Business Economics Notes, PDF, Syllabus | Geektonight](#)
 2. Business Economics Lecture Notes – A detailed PDF covering units like cost concepts, demand, market structures, etc. [Business Economics Lecture Notes \(Scribd\)](#)
 - Business Economics Text Book (PDF) – Full textbook PDF with topics like demand analysis, utility, costs, market structures. [Business Economics Text Book PDF \(Scribd\)](#)
- Lecture slides on Introduction to Business Economics – Useful for Unit-I conceptual understanding. [Introduction to Business Economics Slides \(SlideShare\)](#)



Introduction to financial Markets

Name of the Program:		BBA		Semester : I		Level: UG	
Course Name		Introduction to financial Markets		Course Code/ Course Type		PMSS01 / SEC	
Course Pattern		2026		Version			
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite:							
Course Objectives (CO):					1. Explain the structure and role of financial markets in the economy. 2. Describe market operations, trading mechanisms, and financial service platforms. 3. Examine financial regulations, compliance requirements, and ethical standards. 4. Apply financial analysis and valuation techniques to financial instruments. 5. Evaluate global financial markets, risks, crises, and emerging opportunities.		
Course Learning Outcomes (CLO):					1. Identify different types of financial markets, products, and instruments. 2. Explain trading processes, clearing, settlement, brokers, mutual funds, and FinTech services. 3. Analyze the role of regulatory bodies and compliance frameworks in financial markets. 4. Use fundamental analysis, technical analysis, valuation methods, and portfolio concepts. 5. Assess international markets, exchange rate mechanisms, global crises, and emerging market opportunities.		

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I Financial Markets, Products & Instruments		
Overview of Financial Markets, Classification of Financial Markets: Money Market vs. Capital Market, Primary and Secondary Markets, Role of Financial Markets in the Economy. Equity Instruments: Stocks, Preferred Shares, Debt Instruments: Bonds, Treasury Bills, Derivatives: Futures, Options, Swap, Hybrid Instruments: Convertible Securities	1	9
UNIT II Market Operations and Trading Mechanism		



Stock Exchanges and Trading Platforms, Order Types and Trade Execution, Clearing and Settlement Process, Role of Brokers and Market Makers. Asset Management and Mutual Funds, FinTech and Digital Financial Service.	2	9
UNIT III Regulatory Framework and Compliance		
Key Regulatory Bodies: SEC, CFTC, RBI, SEBI, etc., Major Financial Regulations: Dodd-Frank Act, MiFID II, Basel III, Anti-Money Laundering (AML) and Know Your Customer (KYC) Requirements, Ethical Standards in Financial Services.	3	9
UNIT IV Financial Analysis and Valuation		
Fundamental Analysis: Financial Statements, Ratios, Technical Analysis: Charts, Indicators, Valuation Methods: DCF, Comparable Companies Analysis, Precedent Transactions. Portfolio Management: Portfolio Theory and Asset Allocation, Risk and Return Analysis, Portfolio Performance Evaluation, Behavioral Finance and Investor Psychology	4	9
UNIT V Global Financial Markets		
International Financial Markets and Instruments, Foreign Exchange Markets and Exchange Rate Mechanisms, Global Financial Crises: Causes and Consequences, Emerging Markets and Opportunities	5	9
Total Hours :		45

Learning resources

Textbooks:

- NSE Academy, NCFM -Financial Markets: Basic and Advanced Module, Mumbai
- M. Y. Khan, Indian Financial System, McGraw Hill Education, 2019
- Financial Markets and Institutions" by Frederic S. Mishkin and Stanley G. Eakins
- Investments" by Zvi Bodie, Alex Kane, and Alan J. Marcus

Reference Books:

- Options, Futures, and Other Derivatives" by John C. Hull
- Fundamentals of Financial Management" by James C. van Horne and John M. Wachowicz Jr.
- The Intelligent Investor" by Benjamin Graham

Online Resources/E-Learning Resources

- Basics of NSMART Tool
- NSMART Workspace setup Functionalities
- NSMART Query - NSMART Trading
- NSMART Cash settlement & reports
- NSMART LIVE Trading

Case Study

- **Case study1:** Analyse the causes, key players, regulatory failures, and the aftermath of the 2008 financial crisis and study the rise and fall of internet companies in the late 1990s and early 2000s, focusing on investor behavior and market speculation.



- **Case study 2:** Investigate the financial fraud and accounting irregularities that led to Enron's collapse and discuss the role of auditors and regulatory bodies and explore the factors leading to the bankruptcy of Lehman Brothers and its impact on the global financial system. Non-Confidential
- **Case Study 3:** Study the development and growth of Exchange-Traded Funds (ETFs), their impact on markets, and their advantages over traditional mutual funds.
- **Case study 4:** Analyse the rise of FinTech companies, focusing on innovations like peer-to-peer lending, robo-advisors, and blockchain technology.
- **Case Study 5:** Discuss the ethical issues surrounding the creation and marketing of complex financial products and Analyze the ethical lapses and organizational culture that led to the creation of fake accounts at Wells Fargo.



Banking and Finance

Name of the Program:		BBA		Semester : I		Level: UG	
Course Name		Banking and finance		Course Code/ Course Type		PMSS02 / SEC	
Course Pattern		2026		Version			
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite:							
Course Objectives (CO):					1. Understand the fundamentals, types, and functions of banking and insurance. 2. Explain advanced banking products, services, and customer-specific financial solutions. 3. Analyze digital banking products, technology-driven services, and associated risks. 4. Apply insurance and risk management concepts to different life and business situations. 5. Evaluate treasury management practices and financial risk management strategies.		
Course Learning Outcomes (CLO):					1. Identify different types of banks, banking functions, regulatory concepts, and basic insurance policies. 2. Describe retail banking, corporate banking, NRI services, HNI services, wealth management, and financial planning. 3. Examine digital banking channels, payment systems, ATMs, mobile banking, internet banking, frauds, and value-added services. 4. Select suitable insurance products and explain claim procedures, risk coverage, and insurance intermediaries. 5. Assess liquidity management, foreign exchange risk, hedging, regulations, technology, and treasury best practices.		

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I Fundamentals of Banking and Insurance		
Concept; Definition of Banking; Types of banks - Commercial Banks, Small Finance Banks, Payments Banks; Public Sector Banks, Private Sector Banks, Foreign Banks, Regional Rural Banks; Functions of banking – deposits, lending and investments; Reserve Bank of India and its role as the banking regulator; Key policy rates – Bank Rate, Repo Rate, Reverse Repo	1	9



Rate, Marginal Standing Facility (MSF); Banking Regulation Act, 1949. Bank-Customer Relationship, NPA and Securitization, Understanding a Bank's Financials, Regulatory Framework, Overview of Insurance, Types of Insurance Policies.		
UNIT II Advance Banking and Insurance		
Difference between Retail Banking and Corporate Banking; Products offered under retail banking; Payment and settlement services – paper-based and electronic payments; Definition of NRI; Various account services provided to NRI; Definition of High Networth Individuals (HNIs); Portfolio Management Services (PMS) & Wealth Management; Concept of Financial planning and the steps involved in financial planning.	2	9
UNIT III Digital Banking and Value-added Services		
Introduction to digital banking products- cards– EMV Technology such as Tap and Go, NFC, - ATMs, ATM Network Planning such as Onsite & Offsite, Security & Surveillance, Cash Deposit Machines (CDR)– Cash Recyclers Overview – Mobile Banking - Internet Banking,– POS terminals - Profitability Risk Management and Frauds, Back End Operations and Technology for ATMs, CDRs, POS, Cash Recyclers, IMPS, Mobile Banking, Internet Banking, Banking Mobile, Banking Payments System, Digital Disruption and New Technologies, e-Locker, iMobile and other Value Added Services.	3	9
UNIT IV Insurance and Risk Management		
Introduction to Insurance, Fundamentals of Risk Management, need for insurance; Concept of Risk; Various types of risk; Types of insurance products – Life, Non-life and Medical; Life insurance products – Pure Risk policies & Investment policies; non-life insurance products – Fire, Burglary, Marine, Vehicle, Accident, Travel/Transit; Medical Insurance – need and significance; Insurance claims and the processes involved; Actuarial services. Insurance Contract Terminology Elements and Principles, General Insurance, Personal and Liability Insurance, Financial Planning and Life Insurance, Insurance Intermediaries.	4	9
UNIT V Treasury Management		
Treasury Management: Meaning; Functions of Treasury Management; Financial Risk Management; Liquidity Management – Accounts Receivable/Payables (AR/AP), Order to Cash (O2C); Regulations & Technology; Foreign Exchange & Hedging FX risk; Best practices	5	9
Total Hours :		45

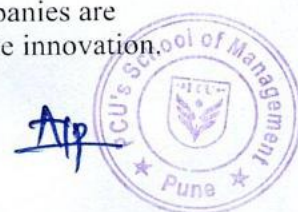
Learning resources

Textbooks:

- Principles & Practice of Banks, M/S Macmillan India Ltd
- Indian Banking, S Natrajan & Dr. R Parmeshwaram
- Banking Principles & Operations, M.N.Gopinath Digital banking, Indian Institute of Banking
- & Finance, Taxmann, 2019
- Retail and Digital Banking: Principles and Practise, John Henderson

Reference Books:

- The Digital Banking Revolution audiobook: How financial technology companies are rapidly transforming the traditional retail banking industry through disruptive innovation.



Luigi Wewege, Narrated by Jim Cassidy, Sept 2017

- Digital Bank: Strategies to launch or become a digital bank, Chris Skinner
- R. Cooper, "Corporate Treasury and Cash Management", 2003, Palgrave Macmillan UK

Online Resources/E-Learning Resources

Case Study

Case Studies:

Case study 1: Visit the Websites of five different Insurance Companies Offering Life Insurance. Get details on the Various Policies Offered by them.

Case Study 2: Prepare a Comprehensive Report for each of these Banks Covering the following

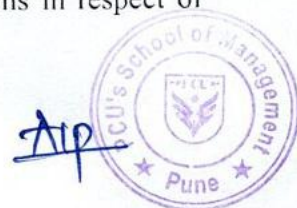
- Retail Banking products (one Asset Product and one Liability Product) are best suited for people in different stages of the life cycle.
- Five client categories to be selected:
 - (a) A young executive who has just joined the job after studies.
 - (b) A young housewife with 1 small child.
 - (c) A middle-aged middle level Senior Executive in a Private Firm having two school going children and dependent parents.
 - (d) An elderly lady staying alone with no dependents, and
 - (e) A member of the armed forces in mid 30s.
- Based on the data which you give in the above, justify your selections for each of them.
- List the documents to be submitted by the customers for applying for each product. You can obtain sample forms from any of the banks as you think appropriate.
- Explain the operational details for each of the products

Case study 3: Prepare a Comprehensive Report for each of these Companies Covering the following:

- Insurance products best suited for the different life stages – take five examples like young executive having joined job after studies, young married woman with one small child, middle aged man having two school going children and one dependent parent, Elderly lady staying alone with no dependents, member of the armed forces in mid 30s.
- From the chart above, recommend the best suited life insurance policy to each of them.
- List the documents to be submitted for applying for each type of insurance and help them fill out the application form. You can obtain sample application forms from the relevant insurance company.
- Explain the claims procedure along with requirements for claiming insurance at the time of occurrence of the insured event.

Projects List:

Project 1: An employee of a public enterprise injured during the maintenance of public service. The victim or his/her dependent reaches an agent (You) for settlement of claims in respect of compensation on Permanent disability accompany them.



Project 2: Collect cases on outlier claims of 3 different insurance companies

Project 3: Customers as a parent asking for the most suitable policies for their girl child for her potential college and marriage expenses as an agent you need to provide a suitable government scheme by comparing capital premium pricing among all the policies available and accompany them throughout the procedures

Project 4: You are the Territory manager of a renowned Insurance Company. A construction company owner wants to take policy for his site workers. What policy will you suggest to him and what details you will collect from him? (Submit the Filled Application Form of any company also mention the features of the policy)

Project 5: Create a new product with a combination of savings and life cover and also need to have the features of an innovative value proposition.

Project 6: Analyzing the Impact of Fintech on Traditional Indian Banking: Assess how Fintech startups are disrupting and influencing traditional banking models in India. Identify potential challenges and opportunities for collaboration.

Project 7: Financial Inclusion in Rural India: Assessing the Role of Microfinance Institutions: Evaluate the effectiveness of microfinance institutions in promoting financial inclusion and economic development in rural India.

Project 8: Adoption of Digital Payments in India: Trends and Challenges: Analyze the growth and barriers to adoption of digital payment methods like UPI, wallets, and mobile banking in India.

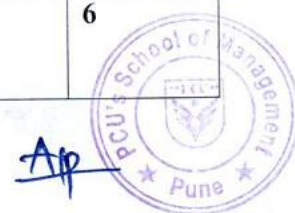


VAC Basket for Semester I

Name of the Program:		BBA		Semester : I		Level: UG	
Course Name		Universal Human Values and Professional Ethics		Course Code/ Course Type		PMSV02 VAC(UHV)	
Course Pattern		2026		Version			
Teaching Scheme				Assessment Scheme			
Theo ry	Practic al	Tutori al	Tot al Cre dits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	2	20	30	-
Course Objectives (CO):				CO1 Understand the need, process, and importance of value education in personal and professional life. CO2 Develop awareness of harmony within the self and between self and body. CO3 Understand the role of trust, respect, and values in family and society. CO4 Recognize the interconnection between human beings, nature, and existence. CO5 Apply universal human values and ethical principles in professional and business conduct.			
Course Learning Outcomes (CLO):				CLO1 Explain the meaning, need, and process of value education. CLO2 Identify the difference between the needs of self and body for happiness and prosperity. CLO3 Describe the importance of trust, respect, and justice in human relationships. CLO4 Explain harmony in nature and the concept of coexistence. CLO5 Relate universal human values to professional ethics and responsible business practices. .			

Course Contents/Syllabus:(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I Introduction to Value Education		
Need for value education • Basic guidelines, content, and process of value education • Self-exploration, natural acceptance, and experiential validation • Human aspirations: happiness and prosperity • Right understanding, relationship, and physical facilities	1	6
UNIT II Harmony in the Human Being		
• Understanding human being as coexistence of self and body • Needs of self and needs of body • Difference between happiness and physical comfort	2	6

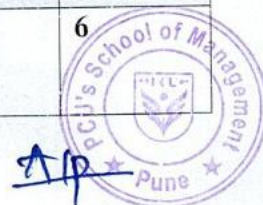


Environmental Education

Name of the Program:		BBA		Semester : III		Level: UG	
Course Name		Environmental Education		Course Code/ Course Type		PMSV03	
Course Pattern		2026		Version		1.0	
Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	2	20	30	-
Course Objectives (CO):				CO1: Explain basic concepts of environment and ecosystems. CO2: Identify major natural resources and their importance. CO3: Analyze causes and effects of environmental pollution. CO4: Describe biodiversity conservation methods. CO5: Apply sustainable practices in daily life and business context.			
Course Learning Outcomes (CLO):				CLO1: Recognize environmental components and ecological relationships. CLO2: Classify natural resources and their uses. CLO3: Explain types of pollution and mitigation measures. CLO4: Summarize biodiversity conservation strategies. CLO5: Relate sustainability concepts to real-world practices.			

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
Unit 1: Fundamentals of Environment		
Meaning and scope of environmental education Components of environment (biotic & abiotic) Ecosystem and ecological balance Importance of environmental awareness	1	6
UNIT II Natural Resources		
Forest, water, mineral, and energy resources Renewable and non-renewable resources Resource depletion and conservation Sustainable use of resources	2	6
UNIT III Environmental Pollution		
Types of pollution (air, water, soil, noise) Causes and effects of pollution Global warming and climate change Waste management and recycling	3	6
UNIT IV Biodiversity & Conservation		
Concept of biodiversity Threats to biodiversity Conservation methods (in-situ and ex-situ)	4	6



Role of individuals and government		
UNIT V Environmental Protection & Sustainable Development		
Environmental laws in India (basic awareness)	5	6
Sustainable development goals (SDGs)		
Environmental ethics		
Role of businesses in sustainability (CSR)		
Total Hours:		30

Learning resources

Textbooks:

1. *Environmental Studies* – Erach Bharucha
2. *Environmental Science: A Global Concern* – William P. Cunningham

Reference Books:

1. *Environmental Science* – Daniel D. Chiras
2. *Fundamentals of Ecology* – E.P. Odum

Online resources

1. United Nations Environment Programme
<https://www.unep.org>
2. Ministry of Environment Forest and Climate Change India
<https://moef.gov.in>



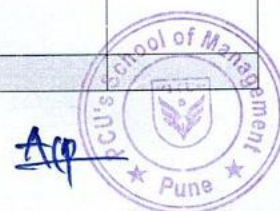
IKS Basket for Semester I

Constitution of India

Name of the Program:		BBA		Semester : I		Level: UG	
Course Name		Constitution of India		Course Code/ Course Type		PMSI01 / IKS	
Course Pattern		2026		Version			
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	-	-	1	1	20	30	-
Course Objectives (CO):				CO1 Understand the core principles and features of the Constitution. CO2 Identify and explain fundamental rights, duties, and directive principles. CO3 Recognize the structure and functions of government institutions. CO4 Understand the role of constitutional bodies in governance. CO5 Apply constitutional principles to ethical decision-making and business conduct			
Course Learning Outcomes (CLO):				CLO1 Define the Constitution and explain its role in shaping democratic governance. CLO2 Describe citizens' rights, duties, and their importance in a democratic society. CLO3 Explain the structure and functioning of government institutions. CLO4 Analyse the role of constitutional institutions in governance and administration. CLO5 Relate constitutional knowledge to business ethics and citizenship responsibilities.			

Course Contents/Syllabus:(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I Introduction to Constitution		
- Definition and importance of the Constitution - Key features of the Indian Constitution (or your country's Constitution) - The concept of a written vs. unwritten Constitution - Historical background and evolution of the Constitution	1	3
UNIT II Fundamental Rights, Duties and Directive Principles		
Overview of fundamental rights - Right to equality, freedom, protection, and justice - Duties of citizens - Directive Principles of State Policy (DPSP) - Relationship between rights, duties, and governance	2	3
UNIT III Structure of Government		



• Structure of government: Executive, Legislature, and Judiciary • The separation of powers and checks and balances • Role of the Parliament, President, Prime Minister, and Judiciary	3	3
UNIT IV Constitutional Institutions and Governance		
• Election Commission, Public Service Commission, and other constitutional bodies • The role of these bodies in ensuring good governance • Importance of transparency, accountability, and rule of law	4	3
UNIT V Constitution, Business and Responsible Citizenship		
Constitutional values in business practice The role of the Constitution in ethical business conduct Rights of employees, customers, and businesses Responsible citizenship and its relation to business	5	3
Total Hours :		15

Books:

1. Indian Polity by M. Laxmikanth
2. Constitutional Law of India by H.M. Seervai
3. Introduction to the Constitution of India by D.D. Basu

References:

1. The Constitution of India – Official Text (Government Publication)
2. The Oxford Handbook of the Indian Constitution edited by Sujit Choudhry
3. Constitutional Law of India by P. M. Bakshi

Online Resources:

1. Constitution of India - Official Government Portal
2. National Portal of India - Ministry of Law and Justice
3. Lawctopus
4. Unacademy

Websites for Updates and Articles:

1. India's Parliament Website
2. Legal Service India



Name of the Program:		BBA		Semester: IV		Level: UG	
Course Name		Exploring Indian Knowledge Systems: A Comprehensive Resource		Course Code/ Course Type		PMSI02	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theor y	Practica l	Tutoria l	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Ora l
1	-	-	1	2	20	30	
Pre-Requisite: 12 th pass							
Course Objectives (CO):				CO1: Explain the foundations and scope of Indian Knowledge Systems. CO2: Describe major Indian philosophical traditions and ideas. CO3: Identify contributions of India in mathematics, science, and astronomy. CO4: Analyze traditional Indian approaches to environment and society. CO5: Relate Indian knowledge systems to modern interdisciplinary applications.			
Course Learning Outcomes (CLO):				CLO1: Recognize key sources and features of IKS. CLO2: Summarize basic Indian philosophical concepts. CLO3: Explain contributions of Indian scholars in science and mathematics. CLO4: Describe traditional ecological and health knowledge systems. CLO5: Connect IKS concepts with contemporary global challenges.			

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I Foundations of Indian Knowledge Systems		
Meaning, scope, and evolution of IKS Sources of Indian knowledge: Vedas, Upanishads, Sutras Concept of knowledge in Indian tradition Holistic and interdisciplinary nature of IKS	CLO 1	3
Unit 2: Indian Philosophy & Thought Systems		
Schools of Indian philosophy (Nyaya, Vaisheshika, Sankhya, Yoga, etc.) Concepts of Dharma, Karma, and Moksha Logic and reasoning in Indian tradition Ethical and value-based systems	CLO 2	03



Unit 3: Science, Mathematics & Astronomy in India		
Ancient Indian mathematics and numerals Contributions of Aryabhata, Bhaskara, and others Indian astronomy and calendar systems Scientific reasoning in classical texts	CLO 3	03
Unit 4: Indian Knowledge in Society, Environment & Life Sciences		
Traditional ecological knowledge Ayurveda and health sciences (basic introduction) Water management and sustainability practices Indigenous technologies and environmental balance	CLO 4	03
Unit 5: Applications & Contemporary Relevance of IKS		
IKS in modern education and research Indian knowledge in AI, computing, and design thinking Role of IKS in sustainable development Integrating traditional knowledge with modern innovation	CLO 5	03
Total Hours		15

Learning resources

Textbooks:

1. Exploring Indian Knowledge Systems: A Comprehensive Resource – Prof. V. Ramanathan (IIT BHU)
2. What Indian Knowledge Systems is all about – Gautam R. Desiraju (IISc Bangalore)

Reference Books:

1. *The Wonder That Was India* – A.L. Basham
2. *Indian Knowledge Systems* – Edited academic compilations (UGC/IKS Division resources)

Online Resource

1. Indian Knowledge Systems Division
<https://www.iksindia.org>
2. National Education Policy 2020
<https://www.education.gov.in>

Kalish

