

# **STRUCTURE OF THE SYLLABUS FOR 4 YEAR UG PROGRAMME**

## **ROYAL SCHOOL OF BUSINESS**

### **BBA (Honours/Honours with Research)(AY 2023-2027,2024-28)**

<b>1<sup>st</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M101	Management Process and Organizational Behaviour	3
Major (Core)	BSA032M102	Marketing Management	3
Minor	BSA032N1 01	Foundations of Management	3
Interdisciplinary (IDC)	BSA032I 01	Introduction to Indian Knowledge System – I	3
Ability Enhancement course (AEC)	CEN982A 101	Communicative English - I	1
Ability Enhancement course (AEC)	BHS982 A104	Behavioral Science- I	1
Skill Enhancement Course (SEC)	BSA032S1 11	IT tools in Management - I	3
Value Added Course (VAC)	VAC-I	To be chosen from the Basket	3
<b>TOTAL CREDIT FOR 1<sup>st</sup> SEMESTER</b>			<b>20</b>
<b>Note: The students are required to enroll in an NPTEL/ SWAYAM/ MOOCS courses with a minimum duration of 12 weeks for this semester.(To be chosen from basket)</b>			<b>3/4</b>
<b>2<sup>nd</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M201	Accounting for Managers	3
	BSA032M202	Human Resource Analysis	3
Minor	BSA032N201	Organizational Behaviour	3
IDC	BSA032I02	Introduction to Indian Knowledge System - II	3
AEC	CEN982A201	Communicative English – II	1
AEC	BHS982A104	Behavioral Science-II	1
SEC	BSA032S211	IT tools in Management - II	3
VAC	VAC-2	To be chosen from Basket	3
<b>TOTAL CREDIT FOR 2<sup>nd</sup> SEMESTER</b>			<b>20</b>
<b>Note: The students are required to enroll in an NPTEL/ SWAYAM/ MOOCS courses with a minimum duration of 12 weeks for this semester.(To be chosen from basket)</b>			<b>3/4</b>

<b>3<sup>rd</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M301	Quantitative Techniques	4
	BSA032M302	Financial Management	4
Minor	BSA032N301	Fundamentals of International Business	4
IDC	BSA032I 301	Innovation Management (To be chosen from Basket)	3
AEC	BHS982 A304	Behavioral Science-III	1
	CEN982 A301	Communicative English - III	1
SEC	BSA032S3 11	Basics of Tally	3
<b>TOTAL CREDIT FOR 3<sup>rd</sup> SEMESTER</b>			<b>20</b>
<b>Note: The students are required to enroll in an NPTEL/ SWAYAM/ MOOCS courses with a minimum duration of 12 weeks for this semester.(To be chosen from basket)</b>			<b>3/4</b>
<b>4<sup>th</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M401	Managerial Economics	4
Major (Core)	BSA032M402	Business Research Methods	4
Major (Core)	BSA032M403	Indian Ethos and Practices in Management	4
Minor	BSA032N401	Introduction to Human Resource Management	3
Minor	BSA032N402	Introduction to Financial Management	3
AEC	CEN982 A401	Communicative English - IV	1
AEC	BHS982 A404	Behavioral Science-IV	1
<b>TOTAL CREDIT FOR 4<sup>th</sup> SEMESTER</b>			<b>20</b>
<b>Note: The students are required to enroll in an NPTEL/ SWAYAM/ MOOCS courses with a minimum duration of 12 weeks for this semester.(To be chosen from basket)</b>			<b>3/4</b>
<b>5<sup>th</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M501	Production and Operation Management	4
Major (Specialization-I)- Marketing	BSA032M50M1	Consumer Behaviour	4

Major (Specialization-I)- Human Resource Management	BSA032M50H1	Industrial Psychology	4
Major (Specialization-I)- Finance	BSA032M50F1	Management of Financial Markets	4
Major (Specialization-II)- Marketing	BSA032M50M2	Sales & Distribution Management	4
Major (Specialization-II)- Human Resource Management	BSA032M50H2	Labour Laws	4
Major (Specialization-II)- Finance	BSA032M50F2	Financial Services	4
Minor	BSA032N5 01	Introduction to Marketing Management	4
Minor	BSA032M521	Internship	4
<b>TOTAL CREDIT FOR 5<sup>th</sup> SEMESTER</b>			<b>20</b>
<b>6<sup>th</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M601	Business Policy and Strategy	4
Major (Specialization-III)- Marketing	(BSA032M60M1)	Integrated Marketing Communication	4
Major (Specialization-III)- Human Resource Management	(BSA032M60H1)	Talent Acquisition and Management	4
Major (Specialization-III)- Finance	(BSA032M60F1)	Working Capital Management	4
Major (Specialization-IV)- Marketing	(BSA032M60M2)	Digital Marketing	4
Major (Specialization-IV)- Human Resource Management	(BSA032M60H2)	Performance Management	4
Major (Specialization-IV)- Finance	(BSA032M60F2)	Security Analysis and Portfolio Management	4
Major (Specialization-V)- Marketing	(BSA032M60M3)	Services Marketing	4
Major (Specialization-V)- Human Resource Management	(BSA032M60H3)	Organisational Development and Change	4

Major (Specialization-V)- Finance	(BSA032M60F3)	Financial Derivatives	4
Minor	BSA032N601	E-Commerce	4
<b>TOTAL CREDIT FOR 6<sup>th</sup> SEMESTER</b>			<b>20</b>
<b>7<sup>th</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M701	Data Analysis and Decision Tools	4
Major (Core)	BSA032M702	Management information System	4
Major (Core)	BSA032M703	Technology and Innovation Management	4
Major (Core)	BSA032M704	Social Entrepreneurship	4
Minor		Managing Startups	4
<b>TOTAL CREDIT FOR 7<sup>th</sup> SEMESTER</b>			<b>20</b>
<b>8<sup>th</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M801	Business Ethics and Sustainability	4
Minor	BSA032N801	Advanced Research Methodology	4
Major (Core)	BSA032M802	Project / Dissertation	12
In lieu of Research Project/Dissertation, the following major courses offered			
Major (Core)	BSA032M803	Supply Chain Management	4
Major (Core)	BSA032M804	Legal Aspects of Business	4
Major (Core)	BSA032M805	Project Planning and Management	4
<b>TOTAL CREDIT FOR 8<sup>th</sup> SEMESTER</b>			<b>20</b>

# **STRUCTURE OF THE SYLLABUS FOR 4 YEAR UG PROGRAMME**

## **ROYAL SCHOOL OF BUSINESS**

**BBA (Honours/Honours with Research)(AY 2025-2029)**

<b>1<sup>st</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M101	Management Process and Organizational Behaviour	3
Major (Core)	BSA032M102	Marketing Management	3
Minor RGU Business Administration	BSA032N101	Foundations of Management	3
Management (Track for RSB)		<b>Media Literacy and Critical Thinking</b>	3
Interdisciplinary (IDC)	BSA032I01	Introduction to Indian Knowledge System – I	3
Ability Enhancement course (AEC)	CEN982A101	Communicative English – I	1
Ability Enhancement course (AEC)	BHS982 A104	Behavioural Science- I	1
Skill Enhancement Course (SEC)	BSA032S211	IT tools in Management – I	3
Value Added Course (VAC) for RSB		(Stress management) To be chosen for RSB	3
<b>TOTAL CREDIT FOR 1<sup>st</sup> SEMESTER</b>			<b>20</b>
<b>Note: The students are required to enroll in an NPTEL course with a minimum duration of 12 weeks for this semester.(To be chosen from basket)</b>			<b>3/4</b>
<b>2<sup>nd</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M201	Accounting for Managers	3
Major (Core)	BSA032M202	Human Resource Management	3
Minor RGU Business administration	BSA032N201	Organizational Behaviour	3
Management (Track for RSB)		Business Environment and Public Policy	3
IDC	BSA032I02	Introduction to Indian Knowledge System – II	3
AEC	CEN982A201	Communicative English – II	1
AEC	BHS982A204	Behavioural Science-II	1
SEC	BSA032S211	IT tools in Management – II	3
VAC for RSB		<b>Indian Constitution (To be chosen for RSB)</b>	3
<b>TOTAL CREDIT FOR 2<sup>nd</sup> SEMESTER</b>			<b>20</b>

<b>Note: The students are required to enroll in an NPTEL course with a minimum duration of 12 weeks for this semester.(To be chosen from basket)</b>			<b>3/4</b>
<b>3<sup>rd</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M301	Quantitative Techniques	4
Major (Core)	BSA032M302	Financial Management	4
Minor RGU Business administration	BSA032N301	Fundamentals of International Business	4
Management (Track for RSB)		<b>Fundamentals of International Business</b>	4
IDC for RGU	BSA032I301	Innovation Management	3
<b>IDC for RSB</b>		<b>Design Thinking and Innovation</b>	3
AEC	BHS982 A304	Behavioural Science-III	1
AEC	CEN982 A301	Communicative English – III	1
SEC	BSA032S311	Basics of Tally	3
<b>TOTAL CREDIT FOR 3<sup>rd</sup> SEMESTER</b>			20
<b>Note: The students are required to enroll in an NPTEL course with a minimum duration of 12 weeks for this semester.(To be chosen from basket)</b>			<b>3/4</b>
<b>4<sup>th</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M401	Managerial Economics	4
Major (Core)	BSA032M402	Business Research Methods	4
Major (Core)	BSA032M403	Indian Ethos and Practices in Management	4
Minor Business Administration	BSA032N401	Introduction to Human Resource Management	3
Management (Track for RSB)		<b>Management information System</b>	3
Minor Business Administration	BSA032N402	Introduction to Financial Management	3
Management (Track for RSB)		<b>Project Management</b>	3
AEC	CEN982 A401	Communicative English – IV	1
AEC	BHS982 A404	Behavioural Science-IV	1
<b>TOTAL CREDIT FOR 4<sup>th</sup>SEMESTER</b>			20
<b>Note: The students are required to enroll in an NPTEL course with a minimum duration of 12 weeks for this semester.(To be chosen from basket)</b>			<b>3/4</b>
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>

Major (Core)	BSA032M501	Production and Operation Management	4
Major (Specialization-I)-Marketing	BSA032M50M1	Consumer Behaviour	4
Major (Specialization-I)-Human Resource Management	BSA032M50H1	Industrial Psychology	4
Major (Specialization-I)-Finance	BSA032M50F1	Management of Financial Markets	4
Major (Specialization-II)-Marketing	BSA032M50M2	Sales & Distribution Management	4
Major (Specialization-II)-Human Resource Management	BSA032M50H2	Labour Laws	4
Major (Specialization-II)-Finance	BSA032M50F2	Financial Services	4
Minor Business administration	BSA032N501	Introduction to Marketing Management	4
Management (Track for RSB)		Emerging Technologies and Applications	4
Major (Core)	BSA032M521	Internship	4
<b>TOTAL CREDIT FOR 5<sup>th</sup> SEMESTER</b>			20
<b>6<sup>th</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M601	Business Policy and Strategy	4
Major (Specialization-III)-Marketing	(BSA032M60M1)	Integrated Marketing Communication	4
Major (Specialization-III)-Human Resource Management	(BSA032M60H1)	Talent Acquisition and Management	4
Major (Specialization-III)-Finance	(BSA032M60F1)	Working Capital Management	4
Major (Specialization-IV)-Marketing	(BSA032M60M2)	Digital Marketing	4
Major (Specialization-IV)-Human Resource Management	(BSA032M60H2)	Performance Management	4
Major (Specialization-IV)-Finance	(BSA032M60F2)	Security Analysis and Portfolio Management	4

Major (Specialization-V)- Marketing	(BSA032M60M 3)	Services Marketing	4
Major (Specialization-V)- Human Resource Management	(BSA032M60H 3)	Organisational Development and Change	4
Major (Specialization-V)- Finance	(BSA032M60F3 )	Financial Derivatives	4
Minor RGU Business Administration	BSA032N601	E-Commerce	4
Management (Track for RSB)		<b>E-Commerce</b>	4
<b>TOTAL CREDIT FOR 6<sup>th</sup> SEMESTER</b>			<b>20</b>
<b>7<sup>th</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core)	BSA032M701	<b>Environmental Science and Sustainability</b>	4
Major (Core)	BSA032M702	<b>Enterprise System and Platforms</b>	4
Major (Core)	BSA032M703	Technology and Innovation Management	4
Major (Core)	BSA032M704	Social Entrepreneurship	4
Minor RGU Business Administration	BSA032N701	Managing Startups	4
Management (Track for RSB)		<b>Data Analytics using R / Python</b>	4
<b>TOTAL CREDIT FOR 7<sup>th</sup> SEMESTER</b>			<b>20</b>
<b>8<sup>th</sup> SEMESTER</b>			
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
Major (Core) Compulsory	BSA032M801	Business Ethics and Sustainability	4
Major (Core) Compulsory	BSA032M802	Supply Chain Management	4
Major (Core)	BSA032M803	Legal Aspects of Business	4
Major (Core)	<b>BSA032M804</b>	<b>Social Media and Web Analytics</b>	4
Minor RGU Business Administration			
Management (Track for RSB)		<b>Advanced Research Methodology</b>	4
Major (Core)	<b>BSA032M826</b>	Project/Dissertation	12
<b>TOTAL CREDIT FOR 8<sup>th</sup> SEMESTER</b>			<b>20</b>

# **STRUCTURE OF THE SYLLABUS FOR 2 YEAR PG PROGRAMME**

## **ROYAL SCHOOL OF BUSINESS**

### **MBA**

<b>1<sup>st</sup> SEMESTER</b>		
<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
BSA034C101	Management Process and Organizational Behaviour	4
BSA034C102	Accounting for Managers-I	4
BSA034C103	Marketing Management	4
BSA034C104	Managerial Economics	4
BSA034C105	Data Analysis and Decision Tools	4
BSA034C106	Venture Planning and Start Ups	4
BSA034C107	Management Information System	4
BSA034C108	Business Communication-I	2
<b>TOTAL CREDIT FOR 1<sup>st</sup> SEMESTER</b>		<b>28+2=30</b>
<b>2<sup>nd</sup> SEMESTER</b>		
<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
BSA034C201	Human Resource Management	4
BSA034C202	Accounting for Managers-II	4
BSA034C203	Corporate Finance	4
BSA034C204	Supply Chain Management	4
BSA034C205	Global Business Environment	4
BSA034C206	Business Research Methods	4
BSA034C207	Operation Management	4
BSA034C208	Business Communication-II	2
<b>TOTAL CREDIT FOR 2<sup>nd</sup> SEMESTER</b>		<b>28+2=30</b>
<b>Note: The students are required to enroll in an NPTEL/ SWAYAM/ MOOCS courses with a minimum duration of 12 weeks for this semester.(To be chosen from basket)</b>		
<b>TOTAL CREDIT FOR 1<sup>st</sup> YEAR = 56+4=60</b>		
<b>3<sup>rd</sup> SEMESTER</b>		
<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
BSA034C301	Strategic Management	4
BSA034C302	Operations Research	4
BSA034C303	Legal Aspects of Business	4
BSA034C321	Industry Internship Project	6
BSA034D30H1	Talent Acquisition and Management	3
BSA034D30H2	Industrial Relations & Labour Legislations	3
BSA034D30M1	Consumer Behaviour	3
BSA034D30M2	Digital Marketing	3
BSA034D30F1	Investment Analysis & Portfolio Management	3
BSA034D30F2	Indian Financial System	3
BSA034D30O1	Logistics and Transportation Management	

BSA034D30O2	Material Management & Inventory Control	3
BSA034D30E1	Managing Start-ups	3
BSA034D30E3	Entrepreneurship , Creativity & Innovation	3
BSA034D30B1	Business Modelling with Excel	3
BSA034D30B2	R Programming for Analytics	3
BSA034D30B3	Data Base Management System and SQL	3
<b>TOTAL CREDIT FOR 3<sup>RD</sup> SEMESTER</b>		<b>30</b>
<b>4<sup>th</sup> SEMESTER</b>		
<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
BSA034C401	Project Planning Analysis and Management	4
BSA034C402	Business Ethics and Sustainability	4
BSA034C421	Dissertation Project	8
BSA034D40H1	Compensation Management	3
BSA034D40H2	Organizational Development & Change	3
BSA034D40H3	HRD - Strategies and Systems	3
BSA034D40M1	Branding & Integrated Marketing Communication	3
BSA034D40M2	Services Marketing	3
BSA034D40M3	Sales Management	3
BSA034D40F1	Corporate Taxation	3
BSA034D40F2	Financial Derivatives and Risk Management	3
BSA034D40F3	Merger and Corporate Restructuring	3
BSA034D40O1	Service Operations Management	3
BSA034D40O2	Technology and Innovation Management	3
BSA034D40O3	TQM and Six Sigma for Business Excellence	3
BSA034D40E1	Entrepreneurial Finance and Venture Capital	3
BSA034D40E2	Social Entrepreneurship	3
BSA034D40E3	Family Business Management	3
BSA034D40B1	Python Programming for Analytics	3
BSA034D40B2	Data Visualization through Tableau and PowerBI	3
BSA034D40B3	Machine Learning with R/Python	3
<b>TOTAL CREDIT FOR 4<sup>TH</sup> SEMESTER</b>		<b>34</b>
<b>TOTAL CREDIT FOR 2<sup>ND</sup> YEAR=64</b>		
<b>TOTAL CREDIT IN MBA PROGRAMME</b>		<b>120+4=124</b>



# **STRUCTURE OF THE SYLLABUS FOR 2 YEAR PG PROGRAMME**

## **ROYAL SCHOOL OF BUSINESS**

### **Executive MBA**

<b>Semester 1</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
EMBA 11	Principles & Practices of Management	4
EMBA 12	Data Analysis and Decision Making	4
EMBA 13	Managerial Economics	4
EMBA 14	Financial Accounting	4
EMBA 15	Business Communication	4
EMBA 16	Legal and Business Environment	4
<b>Total</b>		<b>24</b>
<b>Semester 2</b>		
EMBA 21	Financial Management	4
EMBA 22	Production and Operation Management	4
EMBA 23	Marketing Management	4
EMBA 24	Human Resource Management	4
EMBA 25	Business Research Methodology	4
EMBA 26	Management Information System	4
<b>Total</b>		<b>24</b>
<b>Semester 3</b>		
EMBA 31	Strategic Management	4
EMBA 32	Sales Management	4
EMBA 33	Behavioural Finance	4
EMBA 34	Human Resource Development Strategies & Systems	4
EMBA 35	Business Modelling with Excel	4
EMBA 36	Social Entrepreneurship	4
EMBA 37	Capstone project: Simulation of Business Systems	4
<b>Total</b>		<b>28</b>
<b>Semester 4</b>		
EMBA 41	Corporate Social Responsibility & Sustainability	4
EMBA 42	Supply Chain Management	4
EMBA 43	Services Marketing	4
EMBA 44	Financial Modelling and Business Forecasting	4
EMBA 45	Performance Management & Training interventions	4
EMBA 46	Project / Dissertation	6
<b>Total</b>		<b>26</b>
<b>Grand Total</b>		<b>102</b>

