

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

**SCHOOL NAME**                    - Royal School of Business

**DEPARTMENT NAME**        - Management

**PROGRAMME NAME**        - Bachelor of Business Administration (BBA)

<b>1<sup>st</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	BSA032M101	Management Process and Organizational Behaviour	100	3	2-1-0
Major (Core)	BSA032M102	Marketing Management	100	3	2-1-0
Minor	BSA032N1 01	Foundations of Management	100	3	2-1-0
Interdisciplinary (IDC)	BSA032I 01	Introduction to Indian Knowledge System – I	100	3	3-0-0
Ability Enhancement course (AEC)	CEN982A 101	Communicative English - I	100	1	1-0-0
Ability Enhancement course (AEC)	BHS982 A104	Behavioral Science- I	100	1	1-0-0
Skill Enhancement Course (SEC)	BSA032S2 11	IT tools in Management - II	100	3	2-1-0
Value Added Course (VAC)	VAC-I	To be chosen from the Basket	100	3	2-1-0
<b>TOTAL CREDIT FOR 1<sup>st</sup> SEMESTER</b>					20
<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>2<sup>nd</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	BSA032M201	Accounting for Managers	100	3	2-1-0
	BSA032M202	Human Resource Analysis	100	3	2-1-0
Minor	BSA032N201	Organizational Behaviour	100	3	2-1-0

IDC	BSA032I0 2	Introduction to Indian Knowledge System - II	100	3	3-0-0
AEC	CEN982A201	Communicative English – II	100	2	1-0-0
AEC	BHS982A104	Behavioral Science-II	100	2	1-0-0
SEC	BSA032S211	IT tools in Management - II	100	3	2-0-1
VAC	VAC-2	To be chosen from Basket	100	3	
<b>TOTAL CREDIT FOR 2<sup>nd</sup> SEMESTER</b>					20
<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<sup>rd</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	BSA032M3 01	Quantitative Techniques	200	4	3-1-0
	BSA032M3 02	Financial Management	200	4	3-1-0
Minor	BSA032N3 01	Fundamentals of International Business	200	4	3-1-0
IDC	BSA032I 301	Innovation Management (To be chosen from Basket)	200	3	2-1-0
AEC	BHS982 A304	Behavioral Science-III	200	1	1-0-0
	CEN982 A301	Communicative English - III	200	1	
SEC	BSA032S3 11	Basics of Tally	200	3	
<b>TOTAL CREDIT FOR 3<sup>rd</sup> SEMESTER</b>				20	
<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>4<sup>th</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	BSA032M4 01	Managerial Economics	200	4	
Major (Core)	BSA03240 2	Business Research Methods	200	4	
Major (Core)	BSA032M4 03	Indian Ethos and Practices in Management	200	4	

Minor	BSA032N4 01	Introduction to Human Resource Management	200	3	
Minor	BSA032N4 02	Introduction to Financial Management	200	3	
AEC	CEN982 A401	Communicative English - IV	200	1	
AEC	BHS982 A404	Behavioral Science-IV	200	1	
<b>TOTAL CREDIT FOR 4<sup>th</sup> SEMESTER</b>				20	
<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>5<sup>th</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	BSA032M501	Production and Operation Management	300	4	
Major (Specialization-I)- Marketing	BSA032M50M1	Consumer Behaviour	300	4	
Major (Specialization-I)- Human Resource Management	BSA032M50H1	Industrial Psychology	300	4	
Major (Specialization-I)- Finance	BSA032M50F1	Management of Financial Markets	300	4	
Major (Specialization-II)- Marketing	BSA032M50M2	Sales & Distribution Management	300	4	
Major (Specialization-II)- Human Resource Management	BSA032M50H2	Labour Laws	300	4	
Major (Specialization-II)- Finance	BSA032M50F2	Financial Services	300	4	
Minor	BSA032N5 01	Introduction to Marketing Management	300	4	
Minor	BSA032M521	Internship	300	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>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	BSA032M601	Business Policy and Strategy	300	4	3-1-0

Major (Specialization-III)- Marketing	(BSA032M60M1)	Integrated Marketing Communication	300	4	3-1-0
Major (Specialization-III)- Human Resource Management	(BSA032M60H1)	Talent Acquisition and Management	300	4	3-1-0
Major (Specialization-III)- Finance	(BSA032M60F1)	Working Capital Management	300	4	3-1-0
Major (Specialization-IV)- Marketing	(BSA032M60M2)	Digital Marketing	300	4	3-1-0
Major (Specialization-IV)- Human Resource Management	(BSA032M60H2)	Performance Management	300	4	3-1-0
Major (Specialization-IV)- Finance	(BSA032M60F2)	Security Analysis and Portfolio Management	300	4	3-1-0
Major (Specialization-V)- Marketing	(BSA032M60M3)	Services Marketing	300	4	3-1-0
Major (Specialization-V)- Human Resource Management	(BSA032M60H3)	Organisational Development and Change	300	4	3-1-0
Major (Specialization-V)- Finance	(BSA032M60F3)	Financial Derivatives	300	4	3-1-0
Minor	BSA032N601	E-Commerce	300	4	3-1-0
<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>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)		Data Analysis and Decision Tools	400	4	
Major (Core)		Management information System	400	4	
Major (Core)		Technology and Innovation Management	400	4	
Major (Core)		Social Entrepreneurship	400	4	
Minor		Managing Startups	400	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>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>

Major (Core)		Business Ethics and Sustainability	400	4	
Major (Core)		Supply Chain Management	400	4	
Major (Core)		Legal Aspects of Business	400	4	
Major (Core)		Project Planning and Management	400	4	
Minor		Advanced Research Methodology			
Project / Dissertation			400	12	
<b>TOTAL CREDIT FOR 8<sup>th</sup> SEMESTER</b>				20	