



Program Structure

Bachelor of Business Administration

Duration: 03 / 04 Years

Batch: 2026–2030

School of Management

Part 1 — Curriculum Structure (All Semesters)

Semester - I										
S.No	Code	Type	Subject	L	T	P	E	Cr	Status	Offered By
Core Courses (DSC)										
1	2026ECIB100	Core (DSC)	Principles of Economics - I	2	1	0	0	3	Existing	Economics & International Business
2	2026HROB100	Core (DSC)	Human Behavior in Organisation	2	1	0	0	3	Existing	HR Management & Org. Behaviour
3	2026MGMT100	Core (DSC)	Principles of Management	2	1	0	0	3	Existing	General Management
4	2026MKTG100	Core (DSC)	Principles of Marketing Management	2	1	0	0	3	Existing	Marketing
Discipline Specific Electives — DSE (Choose Any 2 from Specialisation)										
1	—	DSE	DSE 1 — See Specialisation Elective List	2	0	0	0	2	—	—
2	—	DSE	DSE 2 — See Specialisation Elective List	2	0	0	0	2	—	—
Skill Enhancement Course (SEC)										
1	2026BCMM100	SEC	English Communication	1	0	2	0	2	Existing	Business Communication & Media Mgmt
Generic Elective (GE / MDC)										
1	2026BANL100	GE / MDC	Quantitative Techniques	2	1	0	0	3	Existing	Business Analytics
Value Added Course (VAC)										
1	2026MGMT101	VAC	Inculcation of Human Values and Professional Ethics	0	0	4	0	2	New	General Management
Total Credits										23
DSE: Choose any 2 from the specialisation elective list										

Semester - II										
S.No	Code	Type	Subject	L	T	P	E	Cr	Status	Offered By
Core Courses (DSC)										
1	2026ECIB151	Core (DSC)	Principles of Economics - II	2	1	0	0	3	Existing	Economics & International Business
2	2026FINA151	Core (DSC)	Financial Accounting & Analysis	2	1	0	0	3	Existing	Finance & Accounting
3	2026HROB151	Core (DSC)	Human Resource Management	2	1	0	0	3	Existing	HR Management & Org. Behaviour
4	2026MKTG151	Core (DSC)	Digital Marketing	2	1	0	0	3	Existing	Marketing

Semester - IV

S.No	Code	Type	Subject	L	T	P	E	Cr	Status	Offered By
Core Courses (DSC)										
1	2026FINA251	Core (DSC)	Financial Management	2	1	0	0	3	Existing	Finance & Accounting
2	2026MGMT251	Core (DSC)	Research Methodology	2	1	0	0	3	Existing	General Management
3	2026OPER251	Core (DSC)	Management Information System	2	1	0	0	3	Existing	Operations
4	2026HROB251	Core (DSC)	Psychology for Managers	2	1	0	0	3	New	HR Management & Org. Behaviour
5	2026ECIB251	Core (DSC)	International Business Environment & Strategy	1	1	0	0	2	Existing	Economics & International Business
6	2026MGMT252	Core (DSC)	Design Thinking and Innovation	1	1	0	0	2	Existing	General Management
Discipline Specific Elective — DSE (Choose 1)										
1	—	DSE	DSE 6 — See Specialisation Elective List	2	1	0	0	3	—	—
Ability Enhancement Course (AEC)										
1	2026BCMM251	AEC	Academic Writing and Communication	1	0	2	0	2	New	Business Communication & Media Mgmt
Total Credits										21

Semester - V

S.No	Code	Type	Subject	L	T	P	E	Cr	Status	Offered By
Core Courses (DSC)										
1	2026ECIB300	Core (DSC)	Sustainability and Circular Economy	2	1	0	0	3	Existing	Economics & International Business
2	2026LSCM300	Core (DSC)	Logistics and Supply Chain Management	2	1	0	0	3	Existing	Logistics & Supply Chain Management
3	2026FINA300	Core (DSC)	Business Taxation	2	1	0	0	3	Existing	Finance & Accounting
4	2026BCMM300	Core (DSC)	Personal Branding	2	1	0	0	3	Existing	Business Communication & Media Mgmt
Discipline Specific Elective — DSE (Choose 1)										
1	—	DSE	DSE 7 — See Specialisation Elective List	2	1	0	0	3	—	—
Ability Enhancement Course (AEC)										
1	2026HROB300	AEC	Emotional Intelligence & Life Skills	1	0	2	0	2	New	HR Management & Org. Behaviour
Internship / Skill Enhancement Course (SEC)										
1	2026MGMT300	SEC / Internship	Summer Internship	0	0	0	12	3	Existing	General Management
Total Credits										20

Semester - VI

S.No	Code	Type	Subject	L	T	P	E	Cr	Status	Offered By
Core Courses (DSC)										
1	2026MGMT351	Core (DSC)	Cyber Crimes and Frauds in Business	2	1	0	0	3	Existing	General Management
2	2026MGMT352	Core (DSC)	Business Policy & Strategic Management	2	1	0	0	3	Existing	General Management
3	2026OPER351	Core (DSC)	Emerging Technologies and Opportunities	2	1	0	0	3	Existing	Operations
4	2026MGMT353	Core (DSC)	Campus to Corporate	2	1	0	0	3	Existing	General Management
Discipline Specific Electives — DSE (Choose Any 2)										
1	—	DSE	DSE 8 — See Specialisation Elective List	2	1	0	0	3	—	—
2	—	DSE	DSE 9 — See Specialisation Elective List	2	1	0	0	3	—	—
Generic Elective / MDC										
1	2026MGMT354	GE / MDC	Community Service Project	0	0	0	8	2	Existing	General Management
Total Credits										20

Semester - VII

S.No	Code	Type	Subject	L	T	P	E	Cr	Status	Offered By
Core Courses (DSC)										
1	2026MGMT400	Core (DSC)	Methods of Qualitative Research	1	1	0	0	2	Existing	General Management
2	2026BANL400	Core (DSC)	Operations Research and Decision Science	1	1	0	0	2	Existing	Business Analytics
Discipline Specific Electives — DSE (Choose Any 2)										
1	—	DSE	DSE 10 — See Specialisation Elective List	2	1	0	0	3	—	—
2	—	DSE	DSE 11 — See Specialisation Elective List	2	1	0	0	3	—	—
Ability Enhancement Course (AEC)										
1	2026MGMT401	AEC	Research Skills & Academic Integrity	1	0	2	0	2	New	General Management
Generic Elective (GE / MDC)										
1	—	GE / MDC	GE — See Elective List	1	1	0	0	2	—	—
Skill Enhancement Course / Internship										
1	2026MGMT402	SEC / Internship	Industry Immersion Project	0	0	0	16	4	Existing	General Management
Value Added Course (VAC)										

1	2026FINA400	VAC	Blockchain & Cryptocurrency for Business	1	0	2	0	2	New	Finance & Accounting
Dissertation / Research										
1	2026MGMT404	Dissertation	Industry Research Dissertation	0	0	0	0	2	New	General Management
Total Credits										20

Semester - VIII

S.No	Code	Type	Subject	L	T	P	E	Cr	Status	Offered By
Discipline Specific Elective — DSE (Choose 1)										
1	—	DSE	DSE 12 — See Specialisation Elective List	2	1	0	0	3	—	—
Ability Enhancement Course (AEC)										
1	2026HROB451	AEC	Interpersonal & Networking Skills	1	0	2	0	2	New	HR Management & Org. Behaviour
Generic Elective / MDC										
1	2026OPER452	GE / MDC	Technology and Society	2	1	0	0	3	Existing	Operations
Dissertation										
1	2026MGMT455	Dissertation	Dissertation (KPMG Powered)	0	0	0	0	12	New	General Management
Total Credits										20

Dissertation is the capstone deliverable — assessed by KPMG industry panel

Total Program Credits

166

Legend & Status Key

Legend

◆ **New** — Newly introduced course

Existing — No change to course content

— indicates elective slot; actual course determined by chosen specialisation

Part 2 — Specialisation Elective Lists (DSE Annexure)

Specialisation: Business Analytics					
S.No	Sem	Course Code	Course Title	Credits	Status
Semester I					
1	I	2026BANL102	Data Analytics for Business Decisions	2	◆ New
2	I	2026BANL103	Generative AI and Agentic AI	2	◆ New
3	I	2026BANL104	Industry 5.0 and Smart Business Technologies	2	◆ New
Semester II					
4	II	2026BANL152	Modern Database Systems and Applications	2	◆ New
5	II	2026BANL153	Python Programming	3	Existing
6	II	2026BANL154	SQL	3	Existing
Semester III					
7	III	2026BANL200	R Programming for Data Analytics	3	◆ New
8	III	2026BANL201	Machine Learning & AI	3	Existing
Semester IV					
9	IV	2026BANL251	Natural Language Processing	3	Existing
10	IV	2026BANL252	Time Series Analysis	3	◆ New
11	IV	2026BANL253	Predictive Modeling	3	Existing
Semester V					
12	V	2026BANL300	Data Mining for Business Intelligence	3	Existing
13	V	2026BANL301	Advanced AI Modeling	3	◆ New
Semester VI					
14	VI	2026BANL351	Web and Social Media Analytics	3	Existing
15	VI	2026BANL352	Applied Analytics in Logistics Management	3	◆ New
16	VI	2026BANL353	Project Management	3	Existing
Semester VII					
17	VII	2026BANL401	Deep Learning and Prompt Engineering	3	Existing
18	VII	2026BANL402	Operations Analytics	3	◆ New
19	VII	2026BANL403	Data Governance and AI Ethics	3	◆ New
Semester VIII					

20	VIII	2026BANL451	Applied AI & Analytics Project	3	◆ New
Total Elective Credits Available				56	

Specialisation: Events, PR and Corporate Communication

S.No	Sem	Course Code	Course Title	Credits	Status
Semester I					
1	I	2026BCMM101	Personal Branding and Professional Image Management	2	◆ New
2	I	2026BCMM102	Cross-Cultural Communication in Global Media Spaces	2	◆ New
Semester II					
3	II	2026BCMM152	Theatre and Performance Skills for Corporate Communication	2	◆ New
4	II	2026BCMM153	Business Storytelling for Public Relations and Branding	2	◆ New
Semester III					
5	III	2026BCMM201	Sustainability and CSR Communication	3	◆ New
6	III	2026BCMM202	Digital PR and Reputation Management	3	◆ New
Semester IV					
7	IV	2026BCMM252	Media Writing and Storytelling for Digital Platforms	3	◆ New
8	IV	2026BCMM253	Social Media Management for Events and Brands	3	◆ New
9	IV	2026BCMM254	Behavioural and Persuasive Communication for Public Influence	3	◆ New
Semester V					
10	V	2026BCMM301	AI and Human Communication in Corporate Environments	3	◆ New
11	V	2026BCMM302	Consumer Adoption Tactics for Digital Media	3	◆ New
Semester VI					
12	VI	2026BCMM351	Business Strategies of OTT Platforms	3	◆ New
13	VI	2026BCMM352	Digital Media Production and Content Design	3	◆ New
14	VI	2026BCMM353	Business Information Warfare and Media Management	3	◆ New
Semester VII					
15	VII	2026BCMM400	Media Management in Digital Politics	3	◆ New
16	VII	2026BCMM401	Strategic Public Relations	3	◆ New
17	VII	2026BCMM402	Marketing in Event Industry	3	◆ New
18	VII	2026BCMM403	Public Relations and Cultural Communication in India	3	◆ New
Semester VIII					

19	VIII	2026BCMM451	Media and PR Entrepreneurship and Startup Ecosystems	3	◆ New
20	VIII	2026BCMM452	Managing PR Campaigns, Events, and Communication Teams	3	◆ New
21	VIII	2026BCMM453	Corporate Communication Capstone Project / Internship	3	◆ New
Total Elective Credits Available				59	

Specialisation: Entrepreneurship & Family Business

S.No	Sem	Course Code	Course Title	Credits	Status
Semester I					
1	I	2026FBEN100	Knowledge Creation, Critical Thinking and Innovation	2	◆ New
2	I	2026FBEN101	Introduction to Entrepreneurship	2	◆ New
Semester II					
3	II	2026FBEN151	Dynamics of Family Business	2	◆ New
4	II	2026FBEN152	Ideation and Opportunity Analysis	2	◆ New
Semester III					
5	III	2026FBEN200	Business Plan Development	3	◆ New
6	III	2026FBEN201	Entrepreneurial Leadership and Ethics	3	◆ New
7	III	2026FBEN202	Government Policies and Startup Ecosystem	3	◆ New
Semester IV					
8	IV	2026FBEN251	Governance and Succession in Family Business	3	◆ New
9	IV	2026FBEN252	Entrepreneurial Finance and Fundraising	3	◆ New
10	IV	2026FBEN253	Social Entrepreneurship and Impact Ventures	3	◆ New
Semester V					
11	V	2026FBEN300	Venture Capital and Angel Investment	3	◆ New
12	V	2026FBEN301	Product Development and Lean Startup	3	◆ New
13	V	2026FBEN302	New Venture Marketing	3	◆ New
Semester VI					
14	VI	2026FBEN351	Digital Entrepreneurship and Platform-Based Business Models	3	◆ New
15	VI	2026FBEN352	Negotiation and Conflict Resolution	3	◆ New
Semester VII					
16	VII	2026FBEN400	Corporate Entrepreneurship and Innovation	3	◆ New
17	VII	2026FBEN401	Legal Framework for Startups	3	◆ New

Semester VIII					
18	VIII	2026FBEN451	Family Business Internationalisation	3	◆ New
19	VIII	2026FBEN452	Scaling and Growth Strategies	3	◆ New
20	VIII	2026FBEN453	Mergers, Acquisitions and Family Business Exits	3	◆ New
Total Elective Credits Available				56	

Specialisation: Banking & Finance

S.No	Sem	Course Code	Course Title	Credits	Status
Semester I					
1	I	2026FINA100	Fintech & Digital Banking	2	◆ New
2	I	2026FINA101	Financial Institutions and Markets	2	Existing
Semester II					
3	II	2026FINA152	Audit & Assurance Services	2	Existing
4	II	2026FINA153	Financial Services & Insurance	2	◆ New
Semester III					
5	III	2026FINA201	Security Analysis	3	Existing
6	III	2026FINA202	Principles of Banking	2	◆ New
Semester IV					
7	IV	2026FINA252	Mergers & Acquisitions	3	Existing
8	IV	2026FINA253	Investment Analysis and Portfolio Management	3	◆ New
9	IV	2026FINA254	Financial Statement Analysis	3	◆ New
Semester V					
10	V	2026FINA301	Financial Derivatives	3	Existing
11	V	2026FINA302	Financial Modelling & Valuation	3	Existing
12	V	2026FINA303	Retail Banking	3	◆ New
Semester VI					
13	VI	2026FINA351	Project Finance	3	Existing
14	VI	2026FINA352	Private Equity & Venture Capital	3	Existing
15	VI	2026FINA353	Financial Risk Management	3	◆ New
Semester VII					
16	VII	2026FINA401	Credit Management and Loan Appraisal	2	◆ New

17	VII	2026FINA402	ESG & Sustainable Finance	3	◆ New
18	VII	2026FINA403	Financial Data Visualization	3	◆ New
Semester VIII					
19	VIII	2026FINA451	Python for Finance Basics	3	◆ New
20	VIII	2026FINA452	AI Applications in Banking and Finance	3	◆ New
21	VIII	2026FINA453	Microfinance and Rural Banking	3	◆ New
Total Elective Credits Available				57	

Specialisation: International Business

S.No	Sem	Course Code	Course Title	Credits	Status
Semester I					
1	I	2026ECIB101	Foreign Trade Policy	2	◆ New
2	I	2026ECIB102	Global Business Environment	2	Existing
3	I	2026ECIB103	International Negotiation Skills	2	◆ New
Semester II					
4	II	2026ECIB152	Emerging Markets in International Business	2	Existing
5	II	2026ECIB153	EXIM Procedures and Documentation	2	Existing
Semester III					
6	III	2026ECIB200	International Human Resource Management	3	◆ New
7	III	2026ECIB201	Global Supply Chain Management	3	◆ New
8	III	2026ECIB202	Foreign Exchange Risk Management	3	◆ New
Semester IV					
9	IV	2026ECIB252	International Economics	3	Existing
10	IV	2026ECIB253	Global Sourcing & Procurement	3	◆ New
11	IV	2026ECIB254	Digital Globalization & Cross-Border E-Commerce	3	◆ New
Semester V					
12	V	2026ECIB301	International Finance	3	Existing
13	V	2026ECIB302	International Entrepreneurship	3	◆ New
14	V	2026ECIB303	Geopolitics and Global Business	3	◆ New
Semester VI					
15	VI	2026ECIB351	Global Innovation & Technology Management	3	◆ New

16	VI	2026ECIB352	International Business Law (Advanced Applications)	3	◆ New
17	VI	2026ECIB353	Global Trade Agreements & WTO Framework	3	◆ New
Semester VII					
18	VII	2026ECIB400	Economic Diplomacy & Trade Relations	3	◆ New
19	VII	2026ECIB401	Sustainable Global Business & ESG	3	◆ New
Semester VIII					
20	VIII	2026ECIB451	Ethics in International Business	3	◆ New
21	VIII	2026ECIB452	Sustainable Global Business & ESG (Advanced)	3	◆ New
Total Elective Credits Available				58	

Specialisation: Marketing					
S.No	Sem	Course Code	Course Title	Credits	Status
Semester I					
1	I	2026MKTG101	B2B Marketing Fundamentals	2	◆ New
2	I	2026MKTG102	Retail Marketing Fundamentals	2	◆ New
Semester II					
3	II	2026MKTG152	Sales Management	2	◆ New
4	II	2026MKTG153	Social Media Marketing	2	Existing
Semester III					
5	III	2026MKTG201	Marketing Channel Management	3	◆ New
6	III	2026MKTG202	Marketing Automation	3	◆ New
Semester IV					
7	IV	2026MKTG251	Marketing Research	3	Existing
8	IV	2026MKTG252	Services Marketing	3	Existing
9	IV	2026MKTG253	Brand Management & Storytelling	3	◆ New
Semester V					
10	V	2026MKTG300	Customer Relationship Management	3	Existing
11	V	2026MKTG301	Integrated Marketing Communications	3	◆ New
12	V	2026MKTG302	Product & Growth Marketing	3	◆ New
Semester VI					
13	VI	2026MKTG351	Marketing Analytics	3	◆ New

14	VI	2026MKTG352	AI in Marketing & Sales	3	◆ New
15	VI	2026MKTG353	Green & Sustainability Marketing	3	Existing
Semester VII					
16	VII	2026MKTG400	Influencer & Content Marketing	3	◆ New
17	VII	2026MKTG401	Pricing Strategy & Revenue Management	3	◆ New
18	VII	2026MKTG402	Rural & Agri Marketing	3	◆ New
Semester VIII					
19	VIII	2026MKTG451	Strategic Marketing	3	◆ New
20	VIII	2026MKTG452	Luxury and Fashion Marketing	3	◆ New
21	VIII	2026MKTG453	Behavioural Marketing / Neuromarketing	3	◆ New
Total Elective Credits Available				59	

Specialisation: Human Resource Management

S.No	Sem	Course Code	Course Title	Credits	Status
Semester I					
1	I	2026HROB101	Self and Interpersonal Dynamics	2	◆ New
2	I	2026HROB102	Emotional Intelligence	2	◆ New
Semester II					
3	II	2026HROB152	Employee Experience and Workplace Culture	2	◆ New
4	II	2026HROB153	Conflict Management	2	Existing
Semester III					
5	III	2026HROB200	Recruitment and Selection	3	Existing
6	III	2026HROB201	Sustainable HRM	3	◆ New
Semester IV					
7	IV	2026HROB252	Performance Management Systems	3	◆ New
8	IV	2026HROB253	Managing Workplace Stress and Well-being	3	◆ New
Semester V					
9	V	2026HROB301	Training and Development	3	Existing
10	V	2026HROB302	Compensation Management	3	Existing
11	V	2026HROB303	Managing Global Employees	3	Existing
Semester VI					

12	VI	2026HROB351	HR Tools and Techniques	3	Existing
13	VI	2026HROB352	Industrial Relations and Labour Laws	3	Existing
14	VI	2026HROB353	Talent Management and Employee Engagement	3	Existing
Semester VII					
15	VII	2026HROB400	Leadership and Change Management	3	Existing
16	VII	2026HROB401	Organizational Development	3	Existing
17	VII	2026HROB402	Advanced HRM	3	Existing
Semester VIII					
18	VIII	2026HROB452	People Analytics with AI and Behavioral Insights	3	◆ New
19	VIII	2026HROB453	Future of Work and Digital HR Transformation	3	◆ New
20	VIII	2026HROB454	HR in the Gig and Platform Economy	3	◆ New
Total Elective Credits Available				56	

Specialisation: Healthcare Management

S.No	Sem	Course Code	Course Title	Credits	Status
Semester I					
1	I	—	Introduction to Healthcare Systems	2	◆ New
2	I	—	Digital Health & Telemedicine	2	◆ New
Semester II					
3	II	—	Hospital Operations Management	2	◆ New
4	II	—	Healthcare Marketing & Patient Experience	2	◆ New
Semester III					
5	III	—	Healthcare Analytics	3	◆ New
Semester IV					
6	IV	—	Healthcare Law, Ethics & Compliance	3	◆ New
7	IV	—	Quality Management & NABH Accreditation	3	◆ New
Semester V					
8	V	—	Supply Chain Management in Healthcare	3	◆ New
Semester VI					
9	VI	—	AI & Emerging Technologies in Healthcare	3	◆ New
10	VI	—	International Healthcare Systems	3	◆ New

Semester VII					
11	VII	—	Healthcare Consulting	3	◆ New
12	VII	—	Geriatric & Wellness Management	3	◆ New
Semester VIII					
13	VIII	—	Strategic Healthcare Management	3	◆ New
Total Elective Credits Available				35	

Specialisation: Sports Management

S.No	Sem	Course Code	Course Title	Credits	Status
Semester I					
1	I	—	Introduction to Sports Industry	2	◆ New
2	I	—	Digital Media in Sports	2	◆ New
Semester II					
3	II	—	Sports Event Management	2	◆ New
4	II	—	Sports Marketing & Sponsorship	2	◆ New
Semester III					
5	III	—	Sports Analytics	3	◆ New
Semester IV					
6	IV	—	Talent Management in Sports	3	◆ New
7	IV	—	Sports Facility & Venue Management	3	◆ New
Semester V					
8	V	—	E-Sports & Gaming Industry	3	◆ New
Semester VI					
9	VI	—	Sports Technology & Innovation	3	◆ New
10	VI	—	International Sports Business	3	◆ New
Semester VII					
11	VII	—	Athlete Brand Management	3	◆ New
12	VII	—	Sports Consulting	3	◆ New
Semester VIII					
13	VIII	—	Strategic Sports Management	3	◆ New
Total Elective Credits Available				35	

Part 3 — NCrF Credit Mapping

NCrF Credit Mapping — Semester-wise Overview

Semester	DSC	DSE	GE/MDC	AEC	SEC/Internship	App/Proj	VAC	Total
Semester I	12	4	3	0	2	0	2	23
Semester II	12	4	3	2	0	0	2	23
Semester III	12	3	3	0	2	0	2	22
Semester IV	16	3	0	2	0	0	0	21
Summer Internship (Post Sem IV)	—	—	—	—	—	—	—	3*
Semester V	12	3	0	2	3*	0	0	20
Semester VI	12	6	2	0	0	0	0	20
Semester VII	4	6	2	2	0	6	0	20
Semester VIII	0	3	2	2	0	12	0	20
TOTAL	80	32	15	8	5+3*	18	6	166