



Program Structure

BBA + MBA (Dual Degree)

Duration: 05 Years | 10 Semesters

Batch: 2026–2031

School of Management

Part 1 — Curriculum Structure (Semesters I–X)

Semester I										
S.No	Type	Course Name	Remark	Code	L	T	P	E	Cr	Offered By
Core Courses (DSC)										
1	Core (DSC)	Introduction to Organisation Behaviour	Existing	2026HROB100	2	0	0	0	2	HR Management & Org. Behaviour
2	Core (DSC)	Quantitative Techniques	Existing	2026BANL100	3	1	0	0	4	Business Analytics
3	Core (DSC)	Principles of Economics - I	Existing	2026ECIB100	2	0	0	0	2	Economics & International Business
4	Core (DSC)	Modern Management Practices	Existing	2026MGMT100	2	0	0	4	3	General Management
Skill Enhancement Course (SEC)										
5	SEC	Digital Literacy & Technology	Existing	2026MGMT101	3	0	0	0	3	General Management
Ability Enhancement Courses (AEC)										
6	AEC	Communication Skills	Existing	2026BCMM100	2	0	0	0	2	Business Communication & Media Management
7	AEC	Professional Skills	Existing	2026BCMM101	1	0	0	4	2	Business Communication & Media Management
Value Added Courses (VAC)										
8	VAC	Human Values and Professional Ethics	Existing	2026HROB101	1	0	0	4	2	HR Management & Org. Behaviour
9	VAC	Community Project and Social Responsibility	Existing	2026MGMT102	0	0	0	8	2	General Management
Total Credits										22
NCrF Level 4.5 DSC: 4 courses (11 cr) SEC: 1 (3 cr) AEC: 2 (4 cr) VAC: 2 (4 cr)										

Semester II										
S.No	Type	Course Name	Remark	Code	L	T	P	E	Cr	Offered By
Core Courses (DSC)										
3	Core (DSC)	Fundamentals of Financial Accounting	Existing	2026FINA151	3	1	0	0	4	Finance & Accounting
4	Core (DSC)	Principles of Economics II	Existing	2026ECIB151	2	0	0	0	2	Economics & International Business
Skill Enhancement Courses (SEC)										
6	SEC	Introduction to AI	Existing	2026BANL151	2	0	2	0	3	Business Analytics
7	SEC	Spreadsheet Modelling and Data Visualisation	Existing	2026BANL152	2	0	2	0	3	Business Analytics
Ability Enhancement Courses (AEC)										
1	AEC	Soft Skills and Personality Development	Existing	UAEC1002	2	0	0	0	2	General Management

9	AEC	Foreign Language — French	Existing	2026MGMT152	2	0	0	0	2	General Management
10	AEC	Introduction to Sociology	Existing	SOLA	2	0	0	0	2	General Management
Value Added Courses (VAC)										
2	VAC	Environment and Sustainability	Existing	UVAC1003	2	0	0	0	2	General Management
8	VAC	Ancient Indian Wisdom — A Toolkit	Existing	2026MGMT151	2	0	0	4	3	General Management
Total Credits										21
NCrF Level 4.5 DSC: 2 (6 cr) SEC: 2 (6 cr) AEC: 2 (4 cr) VAC: 2 (5 cr)										

Semester III										
S.No	Type	Course Name	Remark	Code	L	T	P	E	Cr	Offered By
Core Courses (DSC)										
1	Core (DSC)	Fundamentals of Financial Management	Existing	2026FINA200	3	1	0	0	4	Finance & Accounting
2	Core (DSC)	Production and Operations Management	Existing	2026OPER200	4	0	0	0	4	Operations
3	Core (DSC)	Marketing Management I	Existing	2026MKTG200	2	0	0	0	2	Marketing
Skill Enhancement Course (SEC)										
6	SEC	Introduction to Python Programming	Existing	2026BANL200	2	0	0	0	2	Business Analytics
Ability Enhancement Course (AEC)										
5	AEC	Social Internship	Existing	2026MGMT201	0	0	0	12	3	General Management
Value Added Course (VAC)										
4	VAC	Environmental Studies	Existing	2026MGMT200	3	0	0	0	3	General Management
Generic Elective Courses — GEC (Choose Any One)										
1	GEC	Cryptocurrencies and Payment	—	2026BANL201	2	0	0	0	2	Business Analytics
2	GEC	Introduction to Psychology	Existing	SOLA	2	0	0	0	2	General Management
3	GEC	Block Chain Technology	Existing	2026BANL202	2	0	0	0	2	Business Analytics
4	GEC	Communication for Social Impact	New	—	2	0	0	0	2	Media and Communication
5	GEC	Narrative Communication and Storytelling	New	—	2	0	0	0	2	Media and Communication
Total Credits										28
NCrF Level 5 DSC: 3 (10 cr) SEC: 1 (2 cr) AEC: 1 (3 cr) VAC: 1 (3 cr) GEC: 5 available — choose 1 (2 cr)										

Semester IV										
S.No	Type	Course Name	Remark	Code	L	T	P	E	Cr	Offered By

Core Courses (DSC)										
1	Core (DSC)	Entrepreneurial Thinking & Practices	Existing	2026FBEN251	2	0	0	8	4	Family Business & Entrepreneurship
2	Core (DSC)	Digital Marketing	Existing	2026MKTG251	3	0	0	0	3	Marketing
3	Core (DSC)	Cost and Management Accounting	Existing	2026FINA251	3	0	0	0	3	Finance & Accounting
4	Core (DSC)	Business Research Methods	Existing	2026MGMT251	2	0	0	4	3	General Management
5	Core (DSC)	Marketing Management II	Existing	2026MKTG252	2	0	0	0	2	Marketing
Skill Enhancement Course (SEC)										
6	SEC	Advanced Spreadsheet and Simulation	Existing	2026BANL252	2	0	0	0	2	Business Analytics
Ability Enhancement Course (AEC)										
7	AEC	Leadership I	Existing	2026MGMT253	2	0	0	4	3	General Management
Generic Elective Courses — GEC (Choose Any One)										
8	GEC	Theatre and Film Communication	New	—	2	0	0	0	2	Media and Communication
9	GEC	Indian Wisdom, Traditions and Leadership Communication	New	—	2	0	0	0	2	Media and Communication
Open Elective (OE)										
1	OE	AI Assisted Coding	Existing	2026BANL251	1	0	0	0	1	Business Analytics
Total Credits										25
NCrF Level 5 DSC: 5 (15 cr) SEC: 1 (2 cr) AEC: 1 (3 cr) GEC: 2 available — choose 1 (2 cr) OE: 1 (1 cr)										

Semester V										
S.No	Type	Course Name	Remark	Code	L	T	P	E	Cr	Offered By
Core Courses (DSC)										
1	Core (DSC)	Sustainability and Circular Economy	Existing	2026MGMT300	2	0	0	4	3	General Management
Skill Enhancement Course (SEC)										
2	SEC	Storytelling with Data	Existing	2026BANL300	0	0	4	0	2	Business Analytics
Generic Elective Courses — GEC										
4	GEC	Project Management	Existing	2026OPER300	2	0	2	0	3	Operations
7	GEC	E-Business	Existing	2026MKTG300	2	0	0	0	2	Marketing
Projects										
3	Project	Design Thinking and Innovation	Existing	2026MGMT301	2	0	0	4	3	General Management
8	Project	Corporate Internship I	Existing	2026MGMT302	0	0	0	12	3	General Management
Discipline Specific Electives — DSE (Choose 2 from Specialisation)										
5	DSE	DSE 1 — See Specialisation List	—	—	3	0	0	0	3	—

Semester X										
S.No	Type	Course Name	Remark	Code	L	T	P	E	Cr	Offered By
Ability Enhancement Course (AEC)										
1	AEC	Dissertation	Existing	2026MGMT751	0	0	0	32	8	General Management
Project / Final Internship										
2	Project	Final Internship	Existing	2026MGMT752	0	0	0	48	12	General Management
Total Credits										20
NCrF Level 7 AEC: 1 (8 cr) Project: 1 (12 cr)										

Total Program Credits	199
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Part 2 — Discipline Specific Electives (DSE) by Specialisation

Semester V — DSE Options — Discipline Specific Electives (DSE)					
S.No	Code	Course Name	Department	Credits	Status
Sales & Marketing (Choose Any Two)					
1	2026MKTG301	Consumer Behaviour	Marketing	3	Existing
2	2026MKTG302	Sales & Distribution	Marketing	3	Existing
3	2026MKTG303	Product & Brand Management	Marketing	3	Existing
Human Resources (Choose Any Two)					
1	—	Emotional Intelligence for Personal and Professional Success	HR & OB	3	✦ New
2	—	Creating Positive Employee Experience	HR & OB	3	✦ New
3	—	Global Workforce Management	HR & OB	3	✦ New
4	—	Managing Workplace Conflicts and Negotiations	HR & OB	3	✦ New
Finance (Choose Any Two)					
1	2026FINA300	Financial Markets	Finance & Accounting	3	Existing
2	2026FINA301	Introduction to Fintech	Finance & Accounting	3	Existing

3	2026FINA302	Financial Services and Insurance	Finance & Accounting	3	Existing
Business Analytics (Choose Any Two)					
1	2026BANL301	Descriptive Analytics	Business Analytics	3	Existing
2	2026BANL302	Data Science Fundamentals	Business Analytics	3	Existing
3	2026BANL303	Business Analytics with Python	Business Analytics	3	Existing
Product Management (Choose Any Two)					
1	2026MKTG304	Introduction to Market Research & Product Management	Marketing	3	Existing
2	2026MKTG305	AI in Product Management	Marketing	3	Existing
3	2026MKTG306	Data- Driven Decision Making for Product Managers	Marketing	3	Existing

Semester VI — DSE Options — Discipline Specific Electives (DSE)					
S.No	Code	Course Name	Department	Credits	Status
Sales & Marketing (Choose Any Three)					
1	2026MKTG351	Retail Marketing	Marketing	3	Existing
2	2026MKTG352	Customer Relationship Management	Marketing	3	Existing
3	2026MKTG353	Integrated Marketing Communication	Marketing	3	Existing
4	2026MKTG354	Services Marketing	Marketing	3	Existing
Human Resources (Choose Any Three)					
1	—	Learning and Development	HR & OB	3	✦ New
2	—	Applied HR Practices and Analytics Tools	HR & OB	3	✦ New
3	—	Organization Development and Effectiveness	HR & OB	3	✦ New
4	—	Digital HR and the Future Workplace	HR & OB	3	✦ New
Finance (Choose Any Three)					
1	2026FINA351	Financial Modelling and Analytics	Finance & Accounting	3	Existing
2	2026FINA352	Security Analysis & Portfolio Management	Finance & Accounting	3	Existing
3	2026FINA353	Project Finance	Finance & Accounting	3	Existing
4	2026FINA354	Financial Derivatives	Finance & Accounting	3	Existing
Business Analytics (Choose Any Three)					
1	2026BANL352	Data Visualisation	Business Analytics	3	Existing
2	2026BANL353	Predictive Analytics	Business Analytics	3	Existing
3	2026BANL354	Machine Learning and AI	Business Analytics	3	Existing
4	2026BANL355	Cybersecurity Ethics	Business Analytics	3	Existing
Product Management (Choose Any Three)					

1	2026MKTG355	Product Design and User Experience (UX)	Marketing	3	Existing
2	2026MKTG356	Product Development and Innovation	Marketing	3	Existing
3	2026MKTG357	Agile Methodologies and Project Management	Marketing	3	Existing
4	2026MKTG358	Go- to- Market Strategies and Product Launch	Marketing	3	Existing

Semester VII — DSE Options — Discipline Specific Electives (DSE)

S.No	Code	Course Name	Department	Credits	Status
Sales & Marketing (Choose Any Three)					
1	2026MKTG600	AI in Marketing & Sales	Marketing	3	Existing
2	2026MKTG601	Influencer and Content Marketing	Marketing	3	Existing
3	2026MKTG602	Neuro Marketing	Marketing	3	Existing
4	2026MKTG603	Marketing Analytics	Marketing	3	Existing
5	2026MKTG604	Luxury and Fashion Marketing	Marketing	3	Existing
Human Resources (Choose Any Three)					
1	—	Managing Talent in the Gig Economy	HR & OB	3	◆ New
2	—	People Analytics and AI for HR Decisions	HR & OB	3	◆ New
3	—	Leading People and Organizational Change	HR & OB	3	◆ New
4	—	Managing Talent and Workplace Engagement	HR & OB	3	◆ New
Finance (Choose Any Three)					
1	2026FINA601	Corporate Financial Risk Management	Finance & Accounting	3	Existing
2	2026FINA602	Business Taxation	Finance & Accounting	3	Existing
3	2026FINA603	Financial Derivatives	Finance & Accounting	3	Existing
4	2026FINA604	Commercial Banking	Finance & Accounting	3	Existing
5	2026FINA605	Sustainable Finance	Finance & Accounting	3	Existing
Business Analytics (Choose Any Three)					
1	2026BANL600	Natural Language Processing	Business Analytics	3	Existing
2	2026BANL601	Web and Social Media Analytics	Business Analytics	3	Existing
3	2026BANL602	SQL	Business Analytics	3	Existing
4	2026BANL403	Emerging Technologies	Business Analytics	3	Existing
5	2026BANL604	Deep Learning	Business Analytics	3	Existing
Product Management (Choose Any Three)					
1	2026MKTG605	Product Pricing	Marketing	3	Existing
2	2026MKTG606	Product Lifecycle Management	Marketing	3	Existing

