

Part B: Credit distribution framework for three/four years Honours Degree Programme with Multiple Entry and Exit options

Name of the Programme: BBA (Honours)

Code of the Programme: 02

Year I

S. No.	Course Title	Credits																		
First Semester																				
1.	Major-1: Introduction to Accounting	4																		
2.	Major-2: Principles of Management	4																		
3.	Minor-1: Micro Economics	4																		
4.	MD-1: Business Statistics	2																		
5.	MD-2: Dynamics of Human Behaviour	2																		
6.	AEC-1: Communication Skills / Sanskrit	2																		
7.	SEC-1: Creating an Entrepreneurial Mind-set	2																		
8.	VAC-1: Science of Living – I	2																		
	Total	22																		
Second Semester																				
1.	Major-3: Marketing Management	4																		
2.	Major-4: Macro Economics and Policy	4																		
3.	Minor-2: Organizational Behaviour	4																		
4.	MD-3: Business Communication	2																		
5.	MD-4: (Any one course to be chosen from the following pool of courses)	2																		
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6.	AEC-2 Communication Skills / French / Sanskrit / Hindi / Gujarati	2																		
7.	SEC-2: Leadership Skills	2																		
8.	VAC-2 Science of Living – II	2																		
	Total	22																		
Total Credits: First Year		44																		

Exit 1: Award of UG certificate in Major course with 44 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for next NCrF credit level

Year 2

Semester 3

Sr. No.	Course Title	Credits																		
1.	Major-5: Managerial Accounting	4																		
2.	Major-6: Human Resource Management	4																		
3.	Major-7: Business Environment	4																		
4.	MD-5: Data Science	2																		
5.	MD-6 : (Any one course to be chosen from the following pool of courses)	2																		
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6.	AEC-3: Communication Skills / French / Sanskrit / Hindi / Gujarati	2																		
7.	SEC-3: Design, Technology and Innovation	2																		
8.	VAC-3: Science of Living –III	2																		
	Total	22																		

Semester 4

Sr. No.	Course Title	Credits
1.	Major-8: Strategic Management	4
2.	Major-9: Financial Management	4
3.	Major-10: Digital Marketing	4
4.	Minor-3: Legal Aspects of Business	2
5.	Minor-4: Data Visualization using R / Python	2
6.	AEC-4: Communication Skills / French / Sanskrit / Hindi / Gujarati	2
7.	SEC-4: Introduction to E-Commerce	2
8.	VAC-4: Science of Living - IV	2
	Total Credits	22

Exit 2: Award of UG Diploma in Major course with 88 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for next NCrF credit level

Year 3**Semester 5***

Sr. No.	Course Title	Credits
1	Major Course -11: Production & Operations Management	4
2	Major Course -12: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> • M: Sales and Distribution Management • F: Corporate Finance • HR: Human Resource Planning • IB: International Business Environment 	4
3	Major Course -13: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> • M: Consumer Behaviour • F: Investment Management • HR: Managing Employees Compensation and Benefits • IB: International Economic Trade and Multilateral Agencies 	4
4	Minor Course -5: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> • M: Services Marketing • F: Money and Banking • HR: Career Planning and Development • IB: Market Access Issues 	4
5	Minor Course -6: Financial and Social Intelligence	4
6	SEC-5: Business Intelligence using PowerBI	2
7	VAC-5: Foundation of Indian Culture - I	2
	Total Credits	24

*** The particular specialization shall be offered only if the criteria of minimum number of students per specialization is satisfied.**

Semester 6

Sr. No.	Course Title	Credits
1.	Major Course -14: Logistics and Supply Chain Management	4
2.	Major Course -15: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> • M: Integrated Marketing Communications • F: Investment Banking • HR: Training and Development • IB: International Trade Logistics 	4
3.	Major Course -16: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> • M: Brand Management • F: International Finance • HR: Leadership & OD • IB: International Finance 	4
4.	Minor Course -7: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> • M: Marketing Research • F: Introduction to Taxation 	4

	<ul style="list-style-type: none"> • HR: International HRM • IB: Cross-Cultural Management 	
5.	AEC-5: Communication Skills / French / Sanskrit / Hindi / Gujarati	2
6.	Internship	4
7.	VAC-6: Foundation of Indian Culture - II	2
	Total Credits	24

Exit 3: Award of UG Degree in Major Course with 136 credits and Internship in core discipline OR continue with Major and Minor course for next NCrF credit level

Year 4

Semester 7

Sr. No.	Course Title	Credits
1	Major Course -17: Research Methodology	4
2	Major Course -18: (Marketing/Finance/HR/IB): Functional Business Analytics : <ul style="list-style-type: none"> • M: Marketing Analytics • F: Financial Analytics • HR: HR Analytics • IB: Data Analytics for IB 	4
3	Major Course -19: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> • M: B2B Marketing • F: Introduction to Financial Derivatives • HR: Performance Evaluation Systems • IB: International Trade Procedures and Documentation 	4
4	Minor Course -8: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> • M: Product Management • F: M&A and Corporate Restructuring • HR: Future of Work and Implication for HRM • IB: International Entrepreneurship 	4
5	Research Project/OJT	6
	Total Credits	22

Semester 8

Sr. No.	Course Title	Credits
1	Major Course -20: Business Simulation (Capstone)	4
	Major Course -21: Fundamentals of Family-Managed Business	4
2	Major Course -22: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> • M: Strategic Marketing • F: Wealth Management • HR: Strategic HRM • IB: International Marketing 	4
3	Minor Course-9: Business Ethics (Project Driven)	4
4	Research Project/Dissertation/OJT	6
	Total Credits	22

Award of BBA (Honours) Degree in Major Course with total 180 credits.