



PROGRAMME STRUCTURE

First Year –Semester I

Course code	Course Title	Contact Hours/week	Credit Units
BB1701	Break Through English (Language)	3	4
BB1401	Business Economics-I	3	4
BB1201	Financial Accounting	3	4
BB1702	Psychology	3	4
BB1601	Business Computing	3	4
BB1703	Basic Mathematics	3	4
	Total	18	24

First Year – Semester II

Course code	Course Title	Contact Hours/week	Credit Units
BB1704	Break Through English (Oral)	3	4
BB1705	Business Statistics-I	3	4
BB1402	Business Economics-II	3	4
BB1202	Cost & Management Accounting	3	4
BB1706	Principles & Practice of Management	3	4
BB1301	Marketing Management-I	3	4
	Total	18	24

Second Year - Semester III

Course code	Course Title	Contact Hours/week	Credit Units
BB2701	Functional English	3	4
BB2201	Financial Management-I	3	4
BB2702	Business Statistics-II	3	4
BB2401	Indian Economic Analysis	3	4
BB2301	Marketing Management-II	3	4
BB2101	Organizational Behavior	3	4
	Total	18	24

Second Year – Semester IV

Course code	Course Title	Contact Hours/week	Credit Units
BB2703	Basic Business English	3	4
BB2704	Business Law	3	4
BB2202	Financial Management-II	3	4
BB2601	Introduction to Management Information System	3	4
BB2705	Business Research Methodology	3	4
BB2102	Human Resource Management	3	4
	Total	18	24

**** A Faculty-Guided Project (a non-credit course) is to be conducted after the course work of 4th Semester is over during the summer vacation under each faculty.**

Third Year – Semester V

Course code	Course Title	Contact Hrs/week	Credit Units
BB3701	Entrepreneurship	3	4
BB3702	Foreign Language-I (French)	3	4
BB3201	Taxation	3	4
BB3801	Production & Operations Management	3	4
BBXXXX	Specialization-I	3	4
BBXXXX	Specialization-II	3	4
	Total	18	24

Third Year – Semester VI

Course code	Course Title	Contact Hours/week	Credit Units
BB3703	Business Policy	3	4
BB3704	Foreign Language-II (French)	3	4
BB3101	Business Ethics	3	4
BB3102	Culture & Sociology	3	4
BBXXXX	Specialization-III	3	4
BBXXXX	Specialization-IV	3	4
	Total	18	24
	Grand Total	108	144



Specialization Groups & Courses

Specialization is offered in 5th & 6th semester of 3rd year of the program. The students are to choose any one of the following specialization areas. Each specialization area consists of four courses. A student can opt for four courses in any specialization area. XX indicates the area of specialization (either Marketing or Accounting & Finance or HR etc.) chosen by the student.

Marketing Management	BB3301: Consumer Behavior BB3302: Marketing Channel Management BB3303: Brand Management BB3304: Services Marketing
Accounting and Financial Management	BB3201: Corporate Accounting BB3202: Indian Financial System BB3203: Banking & Insurance BB3204: Security Analysis & Portfolio Management
Human Resource Management	BB3101: Performance Management BB3102: Employee Relations BB3103: Leadership in Organization BB3104: Training & Development
Information Technology	BB3601: Web Technologies BB3602: Operating Systems Concept with LINUX BB3603: Software Engineering Concepts BB3604: RDBMS Concepts with Oracle