



**SCHOOL OF**  
COMMERCE & MANAGEMENT STUDIES

INNOVATION CAMPUS , KUDLU GATE , HOSUR MAIN ROAD ,  
BANGALORE - 560 068

**SCHEME & SYLLABUS**

**FOR**

**BACHELOR OF BUSINESS ADMINISTRATION  
(BBA)**

**2024 Onwards**

## **PROGRAM EDUCATIONAL OBJECTIVES**

- To instill in the students, the knowledge and capability of understanding the business world and its complexities.
- To develop the ability and competence to have a problem-solving approach towards the issues which accompany the dynamism attached to the business world.
- To inculcate attitudes and character that will help students evolve into sensitive and technically sound future business leaders rather than managers and aims at enhancing employability options of the students.
- To promote research culture through internships, research-oriented projects, live projects and enable them to be devoted to data-driven decision making in related fields.
- To instill learning among students for upskilling and reskilling even in later part of life.

## **PROGRAM SPECIFIC OUTCOMES**

- Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
- Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
- Demonstrate the critical thinking mind-set and the ability to identify and formulate research problems, research literature, design tools, analyse and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
- Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.

## **PROGRAM OUTCOMES**

- Exhibit conceptual knowledge of various functions of management using advanced and disciplinary theories.
- Nurture ethical principles and leadership skills for solving modern business problems.
- Develop analytical thinking skills by adopting recent technological advancement to meet global standards.
- Develop entrepreneurial spirit and research abilities to foster progressive decision-making abilities in Business.
- Apply innovative strategies to solve societal problems and meet sustainable development goals.
- Demonstrate strong communication skills to become successful business leaders and inculcate lifelong learning.

**SCHEME –BBA– 2024 -2025 ONWARDS**

**I SEM BBA**

S L	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S / P	C R
1	107	24SC1101	ENGLISH	2	-	-	-	2
2	107	24SC1102	FRENCH- I	2	-	-	-	2
	107	24SC1103	GERMAN-I	2	-	-	-	2
	107	24SC1104	KANNADA-I	2	-	-	-	2
3	107	24SC1106	PRINCIPLES OF FINANCIAL ACCOUNTING	3	1	-	-	4
4	107	24SC1107	BUSINESS ORGANIZATION AND MANAGEMENT	4	-	-	-	4
5	107	24SC1109	BUSINESS AND CORPORATE ENVIRONMENT	4	-	-	-	4
6	107	24SC1110	QUANTITATIVE TECHNIQUES	3	1	-	-	4
7	107	24SC1111	MICROSOFT OFFICE FOR BUSINESS	1	-	2	-	2
8	107	24SC1112	INDIAN CONSTITUTION	1	-	-	-	1
			<b>SUB TOTAL</b>	<b>20</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>23</b>

CR – Credit, L – Lecture, T – Tutorial, P – Practical, S/P – Seminar/Project

AECC - Ability Enhancement Compulsory Course, DSC – Discipline Core. OEC – Open Elective Course,  
SEC – Skill Enhancement Course.

**SCHEME –BBA– 2024 -2025 ONWARDS**

**II SEM BBA**

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/P	CR
1	107	24SC1201	BUSINESS & CORPORATE COMMUNICATION	2	-	-	-	2
2	107	24SC1202	FRENCH- II	2	-	-	-	2
	107	24SC1203	GERMAN-II	2	-	-	-	2
	107	24SC1204	KANNADA-II	2	-	-	-	2
3	107	24SC1206	CORPORATE FINANCE	3	1	-	-	4
4	107	24SC1209	LEGAL ASPECTS OF BUSINESS	3	1	-	-	4
5	107	24SC1208	MARKETING MANAGEMENT	4	-	-	-	4
6	107	24BB1212	ORGANIZATIONAL BEHAVIOUR	3	1	-	-	4
7	107	24SC1210	ENTREPRENEURIAL SKILLS	2	-	-	-	2
8	107	24SC1211	ENVIRONMENTAL STUDIES	1	-	-	-	1
			<b>SUB TOTAL</b>	<b>20</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>23</b>

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**SCHEME –BBA– 2024 -2025 ONWARDS**

**III SEM BBA**

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S / P	CR
1	107	24SC2307	PRODUCTION AND OPERATION MANAGEMENT	4	-	-	-	4
2	107	24SC2305	HUMAN RESOURCE MANAGEMENT	4	-	-	-	4
3	107	24XY2311	<b>ELECTIVE 1</b>	3	1	-	-	4
	107	24XY2321	<b>ELECTIVE 2</b>	3	1	-	-	4
4	107	24SC2301	MANAGERIAL ECONOMICS	4	-	-	-	4
5	107	24SC2302	INDIAN ETHOS AND LEADERSHIP	2	-	-	-	2
6	107	24SC2303	YOGA EDUCATION	1	-	2	-	2
7	107	24SC2304	<b>SOCIAL INTERNSHIP COMMUNITY ENGAGEMENT ANDSERVICE</b>	-	-	4	-	2
				21	2	6	-	26

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Enhancement Compulsory Course, DSC – Discipline Core. OEC – Open Elective Course, SEC – Skill Enhancement Course.

**LIST OF ELECTIVES 1**

SL.	SPECIALIZATION	XY	COURSE CODE (23XY332Z)	COURSE TITLE
1	<b>FINANCE</b>	FF	24FF2311	FINANCIAL MARKETS AND INTERMEDIARIES
2	<b>HUMAN RESOURCE</b>	HR	24HR2311	INDUSTRIAL RELATIONS AND LABOUR LAWS
3	<b>BUSINESS ANALYTICS</b>	BA	24BA2311	FUNDAMENTALS OF BUSINESS ANALYTICS
4	<b>INTERNATIONAL BUSINESS</b>	IB	24IB2311	GLOBAL BUSINESS ENVIRONMENT
5	<b>BANKING &amp; INSURANCE</b>	BI	24BI2311	BANKING PRACTICES AND REGULATIONS
6	<b>SUPPLY CHAIN MANAGEMENT</b>	SCM	<b>24SCM2311</b>	INTRODUCTION TO SUPPLY CHAIN MANAGEMENT
7	<b>DIGITAL MARKETING</b>	DM	24MM2311	<b>FUNDAMENTALS OF DIGITAL MARKETING</b>

## LIST OF ELECTIVES 2

SL.	SPECIALIZATION	XY	COURSE CODE (23XY342Z)	COURSE TITLE
1	FINANCE	FF	24FF2321	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
2	HUMAN RESOURCE	HR	24HR2321	TRAINING AND DEVELOPMENT
3	BUSINESS ANALYTICS	BA	24BA2321	BUSINESS ANALYTICS FOR DECISION MAKING
4	INTERNATIONAL BUSINESS	IB	24IB2321	INTERNATIONAL BUSINESS STRATEGY
5	BANKING & INSURANCE	BI	24BI2321	LIFE INSURANCE & OPERATIONS
6	SUPPLY CHAIN MANAGEMENT	SCM	24SCM2321	INVENTORY MANAGEMENT & MATERIAL REQUIREMENT PLANNING
7	DIGITAL MARKETING	DM	24MM2321	WEB DEVELOPMENT AND OPTIMIZATION

**SCHEME –BBA– 2024 -2025 ONWARDS**

**IV SEM BBA -**

SL	PROGRAM CODE	COURSE CODE	COURSE TITLE	SCHEME OF TEACHING				
				L	T	P	S/P	CR
1	107	24SC2401	COST AND MANAGEMENT ACCOUNTING	3	1	-	-	4
2	107	24SC2405	PROJECT MANAGEMENT	4	-	-	-	4
3	107	24XY2431	<b>ELECTIVE -III</b>	4	-	-	-	4
4	107	24XY2441	<b>ELECTIVE -IV</b>	4	-	-	-	4
5	107	24SC2402	OPERATIONS RESEARCH	3	1	-	-	4
6	107	24SC2403	GENERAL PSYCHOLOGY	3	-	2	-	4
7	107	24SC2404	CERTIFICATION COURSE (8 week course)	-	-	4	-	2
				21	1	4	-	26

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**LIST OF ELECTIVES III**

SL.	SPECIALIZATION	XY	COURSE CODE (23XY342Z) 5	COURSE TITLE
1	<b>FINANCE</b>	FF	24FF2431	INTERNATIONAL FINANCE
2	<b>HUMAN RESOURCE</b>	HR	24HR2431	INTERNATIONAL HRM
3	<b>BUSINESS ANALYTICS</b>	BA	24BA2431	PREDICTIVE ANALYTICS USING-R
4	<b>INTERNATIONAL BUSINESS</b>	IB	24IB2431	INTERNATIONAL INSTITUTIONS AND TRADE IMPLICATIONS
5	<b>BANKING &amp; INSURANCE</b>	BI	24BI2431	RURAL AND AGRICULTURAL BANKING
6	<b>SUPPLY CHAIN MANAGEMENT</b>	SCM	24SCM2431	SUPPLY CHAIN RISK MANAGEMENT
7	<b>DIGITAL MARKETING</b>	DM	24MM2431	<b>E-COMMERCE</b>

### LIST OF ELECTIVES IV

<b>SL.</b>	<b>SPECIALIZATION</b>	<b>XY</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
1	<b>FINANCE</b>	FF	24FF2441	EQUITY DERIVATIVES
2	<b>HUMAN RESOURCE</b>	HR	24HR2441	PERFORMANCE AND COMPENSATION MANAGEMENT
3	<b>BUSINESS ANALYTICS</b>	BA	24BA2441	FUNDAMENTALS OF ARTIFICIAL INTELLIGENCE- PYTHON
4	<b>INTERNATIONAL BUSINESS</b>	IB	24IB2441	CROSS CULTURAL MANAGEMENT
5	<b>BANKING &amp; INSURANCE</b>	BI	24BI2441	ACCOUNTING OF BANKING & INSURANCE
6	<b>SUPPLY CHAIN MANAGEMENT</b>	SCM	24SCM2441	SUPPLY CHAIN MODELLING & MANAGEMENT
7	<b>DIGITAL MARKETING</b>	DM	24MM2441	<b>SEARCH ENGINE MARKETING AND PAY- PER-CLICK (PPC)</b>

**SCHEME –BBA– 2024 -2025 ONWARDS**

**V SEM BBA -**

<b>S L</b>	<b>PROGRA M CODE</b>	<b>COU RSE CO DE</b>	<b>COURSE TITLE</b>	<b>SCHEME OF TEACHIN G</b>				
				<b>L</b>	<b>T</b>	<b>P</b>	<b>S / P</b>	<b>CR</b>
1	107	24SC3507	STRATEGIC MANAGEMENT	3	1	-	-	4
2	107	24XY3551	<b>ELECTIVE – V</b>	3	1	-	-	4
	107	24XY3561	<b>ELECTIVE – VI</b>	3	1	-	-	4
3	107	24SC3502	RESEARCH METHODOLOGY	3	1	-	-	4
4	107	24SC3503	ACCOUNTING SOFTWARE	1	-	2	-	2
5	107	24OEC3501 24OEC3502 24OEC3503 24OEC3504	➤ Contemporary Legal Aspects for Business ➤ Personal Financial Planning ➤ Start Up Management ➤ Fundamentals Of Income Tax (Choose Any One of Them) <b>Or</b> Inter-disciplinary Courses	1	-	-	-	1
6	107	24SC3506	CORPORATE INTERNSHIP	-	-	4	-	2
				1 3	4	6	-	21

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DSE – Discipline Elective, SEC – Skill Enhancement Course, VOC- Vocational Course

**LIST OF ELECTIVES - V**

<b>SL.</b>	<b>SPECIALIZATION</b>	<b>XY</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
1	<b>FINANCE</b>	FF	24FF3551	MERGERS & AQUISITIONS
2	<b>HUMAN RESOURCE</b>	HR	24HR3551	ORGANIZATIONAL CHANGE & DEVELOPMENT
3	<b>BUSINESS ANALYTICS</b>	BA	24BA3551	BASICS OF ECONOMETRICS
4	<b>INTERNATIONAL BUSINESS</b>	IB	24IB3551	INTERNATIONAL BUSINESS LAWS & ARBITRATION
5	<b>BANKING &amp; INSURANCE</b>	BI	24BI3551	INSURANCE & RISK MANAGEMENT
6	<b>SUPPLY CHAIN MANAGEMENT</b>	SCM	24SCM3551	SUSTAINABILITY AND GREEN SUPPLY CHAIN MANAGEMENT
7	<b>DIGITAL MARKETING</b>	DM	24MM3551	<b>CONTENT MARKETING</b>

**LIST OF ELECTIVES - VI**

<b>SL.</b>	<b>SPECIALIZATION</b>	<b>XY</b>	<b>COURSE CODE (23XY472Z)</b>	<b>COUR SE TITLE</b>
1	<b>FINANCE</b>	FF	24FF3561	TRENDS IN FINANCIAL TECHNOLOGIES
2	<b>HUMAN RESOURCE</b>	HR	24HR3561	PEOPLE ANALYTICS
3	<b>BUSINESS ANALYTICS</b>	BA	24BA3561	DATA VISUALIZATION TECHNIQUES
4	<b>INTERNATIONAL BUSINESS</b>	IB	24IB3561	MANAGING ASIAN BUSINESS
5	<b>BANKING &amp; INSURANCE</b>	BI	24BI3561	MERCHANT BANKING
6	<b>SUPPLY CHAIN MANAGEMENT</b>	SCM	24SCM3561	INTERNATIONAL SUPPLY CHAIN MANAGEMENT
7	<b>DIGITAL MARKETING</b>	DM	24MM3561	<b>ANALYTICS AND DATA DRIVEN MARKETING</b>

**SCHEME –BBA– 2024 -2025 ONWARDS**

**VI SEM BBA**

<b>S L</b>	<b>PROGRAM CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SCHEME OF TEACHING</b>				
				<b>L</b>	<b>T</b>	<b>P</b>	<b>S/ P</b>	<b>CR</b>
1	107	24SC3602	RESEARCH PROJECT & DISSERTATION	-	-	-	6	6
2	107	24SC3605	STRATEGIES FOR WINNING BUSINESS NEGOTIATION	3	1	-	-	4
3	107	24SC3603	E-FILING OF IT & GST RETURNS	1	-	2	-	2
4	107	24SC3604	PERSONAL BRANDING & NETWORKING	1	-	2	-	2
				5	1	4	6	14

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Course, VOC- Vocational Course