

## COURSE CURRICULUM FRAMEWORK UNDER AUTONOMY

**Program: BBA**  
**Department: BBA**

<b>SEMESTER 1</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
CBBA101	Financial Accounting	3
CBBA102	Business Law	3
CBBA103	Business Statistics	3
CBBA104	Business Communication	3
CBBA105	Foundation Course	2
CBBA106	Principles of Management	3
CBBA107	Principles of Marketing	3
<b>SEMESTER 2</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
CBBA201	Business Statistics	3
CBBA202	Business Environment	3
CBBA203	Industrial Law	3
CBBA204	Managerial Economics	3
CBBA205	Cost Accounting- Elements & Methods	3
CBBA206	Information Technology In Business Management	3
CBBA207	Environmental Science	2
<b>SEMESTER 3</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
CBBA301	Entrepreneurship	4
CBBA302	Business Economics II	3
CBBA303	Digital Marketing & E Commerce	3
CBBA304	Finance and Accounting for BPS	4
CBBA305	Retail & Market Research	4
CBBA306	Insurance for BPS	4
CBBA307	Corporate Finance	3

<b>SEMESTER 4</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
CBBA401	Brand Management	4
CBBA402	Strategic Management	4
CBBA403	Managing Business Process-I	3
CBBA404	Capital Markets	4
CBBA405	Taxation-I	3
CBBA406	Banking for BPS	4
CBBA407	Strategic Cost Management	3
<b>SEMESTER 5</b>		
<b>Course code</b>	<b>Course Title</b>	<b>Credits</b>
CBBA501	Logistics and Supply Chain Management	5
CBBA502	Agile and Design Thinking	5
CBBA503	Taxation II	5
CBBA504	Campus to Corporate	2
CBBA505	Rural Marketing	3
	<b>FINANCE ELECTIVES</b>	
CBBA506	Behavioral Finance	5
CBBA507	Advance Financial Management	5
	<b>MARKETING ELECTIVES</b>	
CBBA508	Consumer Behavior and Services Marketing	5
CBBA509	Sales & Distribution Management	5
<b>SEMESTER 6</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
CBBA601	Business Ethics and CSR	4
CBBA602	Project Work	5
CBBA603	Operations Research	4
CBBA604	Corporate communications	3
CBBA605	Human Resource Management	4
	<b>FINANCE ELECTIVES</b>	
CBBA606	Financial Modeling	5

CBBA607	International Finance	5
	<b>MARKETING ELECTIVES</b>	
CBBA608	Advertising and media	5
CBBA609	International Marketing	5