

**Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option and MBA Program  
(2020-2025 Batch)**

Duration	5 Years
Total Credits	148 + 102 = 250 Credits
	<b>BBA (Honors)</b>
	14 Core Discipline Courses of 6 credits each = 84 credits
	4 Discipline Special Elective (Specialization Courses) of 6 credit each = 24 credits
	4 Ability & Skill Enhancement of 4 credit each = 16 credits
	3 Elective Course-Generic / Interdisciplinary of 6 credit each = 18 credits
	1 Summer Training Report in lieu of 2 Generic / Interdisciplinary Elective Courses = 6 credits
Electives (E)	Specialization Streams = 3 Total Number of Electives: 4 courses
Summer Training (T)	Summer Training for 6-7 weeks that carries 6 credits. 100% Evaluated through panel of faculty members.
Practical's (P)	Students are trained on usage of different software's as part or as compulsory module during complete program.
	<b>MBA</b>
	13 Core Discipline Courses of 3 credits each = 39 credits
	9 Ability Enhancement of 3 credit each = 27 credits
	1 Ability Enhancement (Online Course on Self Study Basis) of 2 credit = 2 credits
	4 Discipline Special Elective (Specialization Courses) of 3 credit each = 12 credits
	2 Choice Based Credit System Discipline Special Elective (Specialization Courses) of 3 credits each = 6 credits
	2 Viva Voce of 2 credits each = 4 credits
	3 Skills Enhancement
	2 Dissertation (I + II) of 2 credits and 4 credits each = 6 credits
	1 Summer Training of 6 credits = 6 credits
Electives (E)	Specialization Streams = 3 Total Number of Electives: 6 courses
Dissertation (D)	10% of marks evaluated by panel as Mid Term Evaluation 30% of marks evaluated by faculty supervisor 60% of marks evaluated by panel on Final Report submitted and Presentation
Summer Training (T)	Summer Training for 6-7 weeks that carries 6 credits. 100% Evaluated through panel of faculty members.
Practical's (P)	Students are trained on usage of different software's as part or as compulsory module during complete program.

Note: The Students of BBA (Honors) under Five Year Integrated MBA (BBA (Honors) - MBA) with Exit Option shall be undertaking the course structure of the MBA program of the School, subject to revision from time to time as per the updating and contemporary requirements of a MBA program.

## COURSE STRUCTURE

### BBA (Honors)

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Code
<b>Semester-I</b>			
Core Discipline	Business Mathematics and Statistics	6 Credits (4-2-0)	BUL1401
Core Discipline	Business Environment	6 Credits (4-2-0)	BUL1012
Core Discipline	Principles of Management	6 Credits (4-2-0)	BUL1261
Elective Course-Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	-To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)	
<b>Semester-II</b>			
Ability Enhancement - Compulsory	Computers and IT Skills	4 Credits (2-0-4)	BUL1411
Core Discipline	Business Economics	6 Credits (4-2-0)	BUL1062
Core Discipline	Financial Accounting for Decision Making	6 Credits (4-2-0)	BUL1271
Elective Course-Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	-To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)	
<b>Semester-III</b>			
Ability Enhancement - Compulsory	Environmental Studies	4 Credits (4-0-0)	BUL2131
Core Discipline	Fundamentals of Organizational Behavior	6 Credits (4-2-0)	BUL2261
Core Discipline	Cost and Management Accounting	6 Credits (4-2-0)	BUL2271
Core Discipline	Principles of Marketing	6 Credits (4-2-0)	BUL2251
Elective Course-Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	-To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)	
<b>Semester-IV</b>			
Ability Enhancement – Compulsory	Software Packages – I (R Programming)	4 Credits (3-0-2)	BUL2411
Core Discipline	Business Research Methods	6 Credits (4-2-0)	BUL2222
Core Discipline	Introduction to Human Resource Management	6 Credits (4-2-0)	BUL2262
Core Discipline	Introduction to Financial Management	6 Credits (4-2-0)	BUL2272
Core Discipline	Production and Operations Management	6 Credits (4-2-0)	BUL2281
<b>Semester-V</b>			
Core Discipline	Legal Aspects of Business	6 Credits (4-2-0)	BUL3281
Discipline Special Elective (Elective 1 <sup>st</sup> Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	
Discipline Special Elective (Elective 2 <sup>nd</sup> Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	
*Summer Training Report in lieu of 2 Generic/interdisciplinary elective courses	6 to 7 weeks of Summer Training completed by the students after IV semester followed by submission of Summer Training Report.	6 Credits	BUT3231
<b>Semester-VI</b>			
Ability Enhancement – Compulsory	Software Packages – II (Python)	4 Credits (3-0-2)	BUL3411
Core Discipline	Logistics Management	6 Credits (4-2-0)	BUL3291
Discipline Special Elective (Elective 3 <sup>rd</sup> Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	
Discipline Special Elective (Elective 4 <sup>th</sup> Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	

#### Completion of UG degree with exit option after BBA (Honors)

#### Discipline Special Elective

Marketing		HR	
Semester 5	Course Code	Semester 5	Course Code
Industrial Marketing	BUE3251	Compensation and Benefits	BUE3261
Principles of Sales Management	BUE3252	Employee Relations	BUE3262
Advertising and Public Relations	BUE3253	Labour Legislations	BUE3263
Tourism and Hospitality Marketing	BUE3254	Knowledge Management	BUE3264
<b>Semester 6</b>		<b>Semester 6</b>	
Principles of Retail Management	BUE3255	Employee Training and Development	BUE3265
International Marketing	BUE3256	HRD System and Strategies	BUE3266
e-Marketing	BUE3257	Employee Engagement	BUE3267
Customer Relationship Management	BUE3258	Employee Welfare and Social Security	BUE3268

Finance	
Semester 5	Course Code
Corporate Analysis and Valuation	BUE3271
Principles of Taxation	BUE3272
Financial Institutions and Markets	BUE3273
Investment Management	BUE3274
Semester 6	
Principles of Banking and Insurance	BUE3275
Financial Derivatives	BUE3276
Financial Statement Analysis	BUE3277
Fundamentals of International Finance	BUE3278

**Note: Subject to minimum number of students opting the elective course and availability of faculty.**

**MBA Program / Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option and MBA Program**

*Semester- I / VII			Course Code
Ability Enhancement – Compulsory	Business Communication	3 Credits (3-0-0)	BUL6017
Ability Enhancement – Compulsory	Statistical Methods for Management Decisions	3 Credits (3-0-0)	BUL6091
Ability Enhancement – Compulsory	Corporate Financial Reporting and Decision Making	3 Credits (3-0-0)	BUL6271
Core Discipline	Managerial Economics	3 Credits (3-0-0)	BUL6062
Core Discipline	Marketing Management	3 Credits (3-0-0)	BUL6034
Core Discipline	Organization Behavior	3 Credits (3-0-0)	BUL6021
Core Discipline	Digital Innovation Strategies	3 Credits (3-0-0)	BUL6411
	Viva Voce	2 Credits	BUC6301
Semester-II / VIII			
Ability Enhancement – Compulsory	Research Methodology Applications with SPSS	3 Credits (1-0-4)	BUL6093
Ability Enhancement – Compulsory	Marketing Decision Making	3 Credits (3-0-0)	BUL6033
Ability Enhancement – Compulsory	Managerial Accounting and Decision Making	3 Credits (3-0-0)	BUL6047
Ability Enhancement – Compulsory	Decision Models and Optimization	3 Credits (3-0-0)	BUL6092
Core Discipline	Management of Organizations	3 Credits (3-0-0)	BUL6023
Core Discipline	Digital and Social Media Marketing	3 Credits (3-0-0)	BUL6037
Core Discipline	Corporate Finance	3 Credits (3-0-0)	BUL6042
Core Discipline	Supply Chain Management	3 Credits (3-0-0)	BUL6051
Ability Enhancement – Compulsory	Online Course	2 Credits	BUS6311
	Viva Voce	2 Credits	BUC6302
Semester III / IX			
Ability Enhancement – Compulsory	Management Control System	3 Credits (3-0-0)	BUL7271
Ability Enhancement – Compulsory	Project Appraisal and Planning	3 Credits (3-0-0)	BUL7018
Core Discipline	Strategic Management	3 Credits (3-0-0)	BUL7011
Core Discipline	Managing Teams	3 Credits (3-0-0)	BUL7021
Discipline Special Elective (Elective 1 <sup>st</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 2 <sup>nd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 1 <sup>st</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement – Compulsory	Summer Training	6 Credits	BUT7232
Semester-IV / X			
Core Discipline	Entrepreneurship	3 Credits (3-0-0)	BUL7281
Core Discipline	Business Laws	3 Credits (3-0-0)	BUL7019
Core Discipline	Leadership Development	3 Credits (3-0-0)	BUL7261
Discipline Special Elective (Elective 3 <sup>rd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 4 <sup>th</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 2 <sup>nd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement – Compulsory	Dissertation	6 Credits	BUD7234

**Note:** Semester I means the semester I for MBA with lateral entry in MBA program as well as MBA program AY 2020-21 and Semester VII means semester VII for the students promoted in MBA program after successful completion of BBA (Hons.) under Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option

**Discipline Special Elective & Choice Based Credit System Elective**

<b>Marketing</b>		<b>HR</b>	
<b>Semester 9</b>	<b>Course Code</b>	<b>Semester 9</b>	<b>Course Code</b>
Consumer Behaviour	BUE7253	Understanding Workplaces and Industrial Psychology	BUE7264
Marketing Strategy	BUE7254	Power and Politics in Organizations	BUE7265
<b>Choice Based Credit System</b>		<b>Choice Based Credit System</b>	
Product and Brand Management	BUE7256	Negotiation Skills	BUE7266
Integrated Marketing Communication	BUE7257	Organization Change and Intervention Strategies	BUE7267
<b>Semester 10</b>		<b>Semester 10</b>	
Retail Marketing	BUE7251	Performance and Talent Management	BUE7263
Marketing of Services	BUE7038	Strategic Human Resource Management	BUE7026
<b>Choice Based Credit</b>		<b>Choice Based Credit</b>	
Rural Marketing	BUE7255	Competency Mapping and Assessment	BUE7261
Social Marketing	BUE7252	Cross-Cultural HRM	BUE7262

<b>Finance</b>	
<b>Semester 9</b>	<b>Course Code</b>
Corporate Tax Planning and Tax Management	BUE7274
Security Analysis and Portfolio Management	BUE7275
<b>Choice Based Credit</b>	
Global Macro Economy and Financial Crisis	BUE7276
Forensic Audit and Fraud Investigation	BUE7277
<b>Semester 10</b>	
Strategic Corporate Finance	BUE7271
Business Valuation, Mergers and Acquisitions	BUE7272
<b>Choice Based Credit</b>	
International Financial Management	BUE7071
Financial Derivatives and Risk Management	BUE7273

**Note: Subject to minimum number of students opting the elective course and availability of faculty**

**Open Elective offered by School of Business**

<b>Courses</b>	<b>Credits (L-T-P)</b>	<b>Course Code</b>
Financial Management for Engineers	3 Credits (3-0-0)	BUE2041
Basics of Marketing Management	3 Credits (3-0-0)	BUE2031
Leadership Development for Engineers	3 Credits (3-0-0)	BUE2021
Digital Marketing	3 Credits (3-0-0)	BUE2032
Entrepreneurship Development	3 Credits (3-0-0)	BUE2012

**Note: Subject to minimum number of students opting the elective course and availability of faculty**

**Elective Course-Generic / Interdisciplinary offered by Other Schools in SMVDU**

<b>Year</b>		<b>Elective Course-Generic / Interdisciplinary</b>
1	Semester 1	Discourse on Human Virtues
		Introduction to English Sound System
		Professional Ethics
	Semester 2	Morality in Indian Tradition
		Introduction to English Word Structure
2	Semester 3	Know your Constitution
		Meaning of Life
		Critical Thinking
		Analyzing Sentence Structure
	Semester 4	Language and Creativity
		Academic Writing & Composition