

Course Curriculum Framework

BBA

OJT Starting 6th Semester

Type of Course Sem	Major Core			Skill Enhancement	Ability Enhancement	Value Added Courses	Multi - disciplinary
	Discipline Core	Discipline Core	Discipline Elective				
Semester I	Fundamentals of Management (Credits:4)	Financial Accounting (Credits:4)	Marketing Mgt. – I / Financial Services - I / Introduction to Retail Management (Credits:3)	Communication & Presentation Skills (Credits:3)	MS Office (Word & PPT) (Credits:3)	--	Introduction to Psychology (Credits:3)
Semester II	Economics for Business (Credits:4)	Analysis of Financial Statements (Credits:4)	Marketing Mgt. – II / Financial Services - II / Retail Store Operations (Credits:3)	Selling Skills (Credits:3)	MS Excel (Credits:3)	Environmental Studies (Credits:1)	Business Mathematics (Credits:3)
Semester III	Organizational Behaviour (Credits:4)	Financial Management (Credits:4)	Consumer Buying Behaviour / Financial Markets - I / Store Layout Design (Credits:3)	Research Methodology (Credits:3)	Data Visualization (Credits:3)	--	Introduction to Python (Credits:3)
Semester IV	Quantitative Techniques for Management - I (Credits:4)	HR Management (Credits:4)	Brand Management / Financial Markets – II / Merchandizing & Display Management (Credits:3)	Digital Marketing (Credits:3)	Negotiation Skills (Credits:3)	Business Laws (Credits:1)	Design Thinking (Credits:3)
Semester V	Quantitative Techniques for Management - II (Credits:4)	Strategic Management (Credits:4)	Integrated Marketing Communication / Derivatives & Risk Management / Buying & Category Management (Credits:3)	Leadership Development (Credits: 3)	Project Management (Credits:3)	--	Innovation Management (Credits:3)
Semester VI	--	OJT(Credits:20)				Cross Cultural Management & Diversity (Credits:1)	--
Semester VII	--	OJT(Credits:20)				--	--
Semester VIII	-	OJT(Credits:20)				Business Ethics (Credits:1)	--