

BBA (Hons.) ITM Programme Programme Structure

SEMESTER 1														
Abbreviations	Course Name	Credits	Teaching Scheme / Contact Hours				Assessment / Evaluation Scheme							
			Theory			Practical			Theory			Practical		
			Theory	Practical	Contact Hours	Total	Internal	External	Total	Internal	External	Total		
SKE	Communicative English- I	2	---	---	2	2	---	---	---	40	60	100		
	Computer Application in Business	2	---	2	---	2	---	---	---	40	60	100		
COR	Principles and Practices of Management	3	---	---	3	3	40	60	100	---	---	---		
	Business Economics	3	---	---	3	3	40	60	100	---	---	---		
FON	Introduction to Logic	3	---	---	3	3	40	60	100	---	---	---		
	Business Mathematics	3	---	---	3	3	40	60	100	---	---	---		
FUN	Fundamentals of Accounting	4	---	---	4	4	40	60	100	---	---	---		
GCT	Environmental Science and SDGs	2	---	---	2	2	---	---	---	40	60	100		
Total		22	---	2	20	22	200	300	500	120	180	300		

SEMESTER 2														
Abbreviations	Course Name	Credits	Teaching Scheme / Contact Hours				Assessment / Evaluation Scheme							
			Theory			Practical			Theory			Practical		
			Theory	Practical	Contact Hours	Total	Internal	External	Total	Internal	External	Total		
SKE	Communicative English- II	2	---	---	2	2	---	---	---	40	60	100		
COR	Organizational Behaviour	3	---	---	3	3	40	60	100	---	---	---		
	Business Environment	3	---	---	3	3	40	60	100	---	---	---		
	Programming Fundamentals	3	---	3	---	3	---	---	---	40	60	100		
FON	Case Analysis	3	---	---	3	3	40	60	100	---	---	---		
	Business Statistics	3	---	---	3	3	40	60	100	---	---	---		
	Introduction to Computer Organization	3	---	---	3	3	---	---	---	40	60	100		
FUN	Cost and Management Accounting	4	---	---	4	4	40	60	100	---	---	---		
GCT	Human Values and Ethics	2	---	---	2	2	---	---	---	40	60	100		
VAE	Value Added Enhancement Liberal Arts (Any One Course)													
	Painting	2	---	---	2	2	---	---	---	40	60	100		
	Photography	2	---	---	2	2	---	---	---	40	60	100		
	Media and Graphics	2	---	---	2	2	---	---	---	40	60	100		
	Music	2	---	---	2	2	---	---	---	40	60	100		
	Dramatics	2	---	---	2	2	---	---	---	40	60	100		
	Contemporary Dance	2	---	---	2	2	---	---	---	40	60	100		
Total		28	---	2	26	28	200	300	500	200	300	500		

SEMESTER 3														
Abbreviations	Course Name	Credits	Teaching Scheme / Contact Hours				Teaching Scheme / Contact Hours							
			Theory			Practical			Theory			Practical		
			Theory	Practical	Contact Hours	Total	Internal	External	Total	Internal	External	Total		
SKE	Digital Communication	2	---	---	2	2	---	---	---	40	60	100		
COR	Fundamentals of Web Designing	3	---	3	---	3	---	---	---	40	60	100		
FON	Fundamentals of E-commerce and its Application	3	---	---	3	3	40	60	100	---	---	---		

FUN	Marketing Management	4	---	---	4	4	40	60	100	---	---	---
	Operations Management	4	---	---	4	4	40	60	100	---	---	---
	Financial Management	4	---	---	4	4	40	60	100	---	---	---
	Human Resource Management	4	---	---	4	4	40	60	100	---	---	---
DSE	Computer Networks	2	---	---	2	2	---	---	---	40	60	100
VAE	CPI (Creativity, Problem Solving and Innovation)	2	---	---	2	2	---	---	---	40	60	100
Total		28	0	3	25	28	200	300	500	160	240	400

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SEMESTER 4												
Abbreviations	Course Name	Credits	Teaching Scheme / Contact Hours				Teaching Scheme / Contact Hours					
			Theory		Practical		Theory			Practical		
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total
SKE	Contributory Personality Development	2	---	---	2	2	---	---	---	40	60	100
COR	Front-end Programming	3	---	3	---	3	---	---	---	40	60	100
FON	Research Methodology	3	---	---	3	3	40	60	100	---	---	---
	Operations Research	3	---	---	3	3	40	60	100	---	---	---
	System Analysis and Design	3	---	---	3	3	40	60	100	---	---	---
PRO	Project Management	3	---	---	3	3	---	---	---	40	60	100
	Information Technology Law(s)	3	---	---	3	3	40	60	100	---	---	---
DSE	Information Security	2	---	---	2	2	40	60	100	---	---	---
Total		22	---	3	19	22	200	300	500	120	180	300

SEMESTER 5													
Abbreviations	Course Name	Credits	Teaching Scheme / Contact Hours				Teaching Scheme / Contact Hours						
			Theory		Practical		Theory			Practical			
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total	
IRO	Organizational Attachment Programme (OAP) Summer Internship	6	---	6	---	6	---	---	---	40	60	100	
COR	Strategic Management	3	---	---	3	3	40	60	100	---	---	---	
Choice-Based Management Discipline Specific Elective(s) Any One Stream and Two Courses													
Marketing Management (MktTech)													
DSE	Consumer Behaviour	4	---	---	4	4	40	60	100	---	---	---	
	Integrated Marketing Communication	4	---	---	4	4	40	60	100	---	---	---	
	Marketing Analytics	4	---	4	---	4	---	---	---	40	60	100	
	Human Resource Management (HRTech)												
	Strategic Human Resource Management	4	---	---	4	4	40	60	100	---	---	---	
	Industrial Relations and Compensation Management	4	---	---	4	4	40	60	100	---	---	---	
	HR Analytics	4	---	4	---	4	---	---	---	40	60	100	
	Finance (FinTech)												
	Corporate Finance	4	---	---	4	4	40	60	100	---	---	---	
	Indian Financial System	4	---	---	4	4	40	60	100	---	---	---	
Financial Modelling	4	---	4	---	4	---	---	---	40	60	100		
DSE (IT)	Programming using PHP	3	---	3	---	3	---	---	---	40	60	100	
	Database Management Systems	3	---	3	---	3	---	---	---	40	60	100	
	Programming Using Python	3	---	3	---	3	---	---	---	40	60	100	
Total		26	---				26	Internal: 280			External: 420		Total: 700

Note	No. of Credits (Theory / Practical) and Assessment / Evaluation Scheme shall be based on Stream / Elective Course(s) Offering / Selection as per University Policy
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Note: *Condition-25% of the Students Opting and / or Availability of Faculty

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SEMESTER 6													
Abbreviations	Course Name	Credits	Teaching Scheme/Contact Hours				Assessment/Evaluation Scheme						
							Theory			Practical			
			Theory	Practical	Contact Hours	Total Hours	Internal	External	Total	Internal	External	Total	
COR	Entrepreneurship Development	3	---	---	3	3	40	60	100	---	---	---	
DSE	Choice-Based Management Discipline Specific Elective(s) Any One Stream and Two Courses												
	Marketing Management (MktTech)												
		Sales, Retail and Distribution Management	4	---	---	4	4	40	60	100	---	---	---
		Strategic Brand Management	4	---	---	4	4	40	60	100	---	---	---
		Marketing Metrics	4	---	4	---	4	---	---	---	40	60	100
	Human Resource Management (HRTech)												
		Organization and Change Development	4	---	---	4	4	40	60	100	---	---	---
		Labour Laws	4	---	---	4	4	40	60	100	---	---	---
		Human Resource Information System	4	---	---	4	4	---	---	---	40	60	100
	Finance (FinTech)												
		Investment and Risk Management	4	---	---	4	4	40	60	100	---	---	---
		International Finance	4	---	---	4	4	40	60	100	---	---	---
	Fintech: Introduction and Applications	4	---	4	---	4	---	---	---	40	60	100	
DSE	Server side Web Programming	3	---	3	---	3	---	---	---	40	60	100	
	Programming using DBMS	3	---	3	---	3	---	---	---	40	60	100	
	Mobile Application Development	3	---	3	---	3	---	---	---	40	60	100	
IRO	Comprehensive Project	6	---	6	---	6	---	---	---	40	60	100	
Total		26	---			26	Internal: 280 External: 420 Total: 700						
Note		No. of Credits (Theory / Practical) and Assessment / Evaluation Scheme shall be based on Stream / Elective Course(s) Offering / Selection as per University Policy											

Note: *Condition-25% of the Students Opting and / or Availability of Faculty

Category of Courses	Abbreviation	Category of Courses	Abbreviation
Skill Enhancement	SKE	Discipline Specific / Functional Electives	DSE
Core Compulsory	COR	Industry / Research Orientation	IRO
Functional Courses	FUN	Programme Core	PRO
Global Citizenship	GCT	Sector Specific Core Compulsory / Elective	SSE
Foundation Course	FON	Value-Added / Enhancement	VAE