

Programme Structure

Integrated BBA – MBA Programme

Framework for Undergraduate Phase (BBA): First Three Years

Duration of the Overall Programme	3 Years
Duration of a Semester	16-17 Weeks (Approximately)
One Credit Hour	15 hours of classroom contact hours (15 Sessions of 60 minutes each)
Credits Requirements	120
No. of Semester	6 Semesters
Total Contact Hours	1800 hrs. (120 x 15)
Internship(s)	First Year – 3 weeks Second Year – 4 weeks Third Year – 8 weeks
Programme Structure	First Year – 39 Credits Second Year – 39 Credits Third Year – 42 Credits

Framework for Postgraduate Phase (MBA): Fourth and Fifth Years

Duration of the Programme	2 Years
Duration of a Term	11-12 Weeks (approximately)
One Credit Hour	10 hours of classroom contact hours (10 Sessions of 60 minutes each)
Credits Requirements	108 Credit
No. of Terms	6 Terms
Total Contact Hours	1080 (108*10)
Internship Project	18-20 weeks in Term III
Programme Structure	First Year – 60 credits · Core Courses : 12 credits · Electives Courses : 30 credits · Internship Project: 18 Credits Second Year – 48 credits · Elective Courses : 48 credits
Specializations Areas	· Marketing · Finance · Operations Management · Digital Transformation and Analytics (DnA) · International Business (Only Minor Specialization)
Specialization Option	A Student may opt for either of the following: Specialization in one area as Major, OR

	Specialization in one Area as Major; and Minor in another, OR No specialization at all
Major	At least 30 credit hours of electives in an area of Specialization
Minor	At least 21 credit hours of electives in an area of Specialization

Courses of BBA First Year

Sr. No.	Course Title (Semester I)	Sr. No.	Course Title (Semester II)
1	General English	1	Written Communication
2	Mathematics-I	2	Mathematics-II
3	Fundamentals of Information Technology	3	Macroeconomics
4	Microeconomics	4	Introduction to Programming
5	Contemporary India	5	Indian Constitution & Citizenship
6	Environment Management	6	Health, Wealth & Yoga
		7	Value Added Course-I
		8	Internship-I

Courses of BBA Second Year

Sr. No.	Course Title (Semester III)	Sr. No.	Course Title (Semester IV)
1	Financial & Company Accounting	1	Cost & Management Accounting
2	Principles of Management	2	Financial Management
3	Statistics	3	International Business
4	Indian Economy	4	Marketing Management
5	Business Communication	5	Ethics and Values
6	Business Law	6	Organizational Behaviour
		7	Value Added Course-II
		8	Internship-II

Courses of BBA Third Year

Sr. No.	Course Title (Semester V)	Sr. No.	Course Title (Semester VI)
1	Operations Management	1	Financial Services
2	International Marketing	2	Management Information System
3	Business, Government & Society	3	Management Skills
4	Human Resource Management	4	Research Methodology
5	Strategic Management	5	Entrepreneurship
6	Capstone	6	Business Simulation
		7	Value Added Course-III
		8	Internship-III