

Program Structure for Dual Degree BBA - MBA Program

Year 1	Course code	Name of the Course	Contact Hours				Credits	Course code	Name of the Course	Contact Hours				Credits
			L	T	P	Total				L	T	P	Total	
Semester I							Semester II							
I	17HS109	English Language Skills I	2	2	0	4	3	17HS111	English Language Skills II	2	2	0	4	3
	17BS114	Business Mathematics	3	2	0	5	4	17BB12C1	Introduction to Financial Accounting	4	2	0	6	5
	17ES119	Introduction to IT	1	0	4	5	3	17BS115	Business Statistics	4	2	0	6	5
	17HS110	Human Skills	3	0	0	3	3	17BB12C3	Indian Business Environment	3	0	0	3	3
	17BB11C4	Perspectives of Management	3	0	0	3	3	17BB12C4	Managerial Economics	3	0	0	3	3
	17BB11C5	Business Case Studies	2	2	0	4	3	17HS112	Environment Science	3	0	0	3	2
	Total			14	6	4	24	19	Total	19	6	0	25	21
17BB10P0 Project - 6 Credits														
Semester I							Semester II							
II	17BB21C0	Macro Economics	3	0	0	3	3	17BB22C0	Company Law	3	0	0	3	3
	17BB21C1	Financial Accounting	4	2	0	6	5	17BB22C1	Financial Management	4	2	0	6	5
	17BB21C2	Fundamentals of Income Tax	4	2	0	6	5	17BB22C2	International Business Environment	3	0	0	3	3
	17BB21K3	Foreign Language	2	0	2	4	3	17BB22C3	Assessment of Direct Taxes	4	2	0	6	5
	17BB21C4	Statistical Data Analysis	1	0	4	5	3	17BB22C4	Business Research Methods	3	2	0	5	4
	17BB21K5	Business communication	2	2	0	4	3	17BB22C5	Business Law	3	0	0	3	3
Total			16	6	6	28	20	Total	20	6	0	26	23	
17BB20P1 Project- 6 credits														

Year	Course codes	Name of the Course	Contact Hours				Credits	Course codes	Name of the Course	Contact Hours				Credits
			L	T	P	Total				L	T	P	Total	
	Semester I							Semester II						
III	17BB31C0	Management Accounting	4	2	0	6	5	17BB32C0	Operations Management	3	2	0	5	4
	17HS	Soft Skills	1	0	4	5	3	17BB32C1	Human Resource Management	3	0	0	3	3
	17BB31C2	Organizational Behaviour	3	0	0	3	3	17BB32C2	Management Information Systems	3	0	0	3	3
	17BB31C3	Marketing Management	3	0	0	3	3	17BB32C3	Innovation & Entrepreneurship	3	0	0	3	3
	17BB31C4	Business analytics	2	4	0	6	4	17BB32C4	Strategic Management	4	0	0	4	4
	17BB31C5	Project Management	3	2	0	5	4	17BB32C5	Management of Cooperatives/	3	0	0	3	3
								17BB32C6	Management of MNCs/	3	0	0	3	3
								17BB32C7	Management of SMEs/	3	0	0	3	3
								17BB32C8	Management of NGOs/	3	0	0	3	3
							17BB32C9	Management of Family Owned Business	3	0	0	3	3	
	Total		16	8	4	28	22	Total	19	2	0	21	20	
17BB30P2 Project - 6 Credits														
IV	17BB41C0	BECG	3	0	0	3	3	17BB42N0	Internship					20
	17BB41XX	Elective -1	3	0	0	3	3							
	17BB41XX	Elective -2	3	0	0	3	3							
	17BB41XX	Elective -3	3	0	0	3	3							
	17BB41XX	Elective -4	3	0	0	3	3							
	17BB41XX	Elective (Sectoral)	3	0	0	3	3							
	Total		17	4	0	21	18	Total					20	

17BB40P4 ERP(6 credits)														
Year	Sr.No	Name of the Course	Contact Hours				Credits	Sr.No	Name of the Course	Contact Hours				Credits
			L	T	P	Total				L	T	P	Total	
	Semester I						Semester II							
V	17BB51E0	Management Application Project	3	0	6	9	6	17MB52N0	Internship & Placement				20	
	17BB51XX	Elective -1	3	0	0	3	3							
	17MB51XX	Elective 1	3	0	0	3	3							
	17MB51XX	Elective 2	3	0	0	3	3							
	17MB51XX	Elective 3	3	0	0	3	3							
	17MB51XX	Elective (Sectoral)	3	0	0	3	3							
	Total		18	0	6	24	21	Total					20	

Functional Elective Courses

Course Code	Name of the Course	Contact Hours				Credits	Course Code	Name of the Course	Contact Hours				Credits
		L	T	P	Total				L	T	P	Total	
Marketing						Finance							
15MB61M0	Consumer Behaviour	3	0	0	3	3	15MB61F0	Financial Services and Markets	3	0	0	3	3
15MB61M1	Services Marketing	3	0	0	3	3	15MB61F1	Security Analysis & Portfolio Management	2	2	0	4	3
15MB61M2	B2B Marketing	3	0	0	3	3	15MB61F2	International Financial Management	2	2	0	4	3
15MB61M3	International Marketing	3	0	0	3	3	15MB61F3	Principles of Taxation	2	2	0	4	3
15MB62M4	Sales and Distribution Management	3	0	0	3	3	15MB62F4	Financial Derivatives (Pre-requisite: Security Analysis)	2	2	0	4	3
15MB62M5	Business Analytics in	3	0	0	3	3	15MB62F5	Business Analytics in Finance	2	2	0	4	3

	Marketing												
15MB62M6	Brand Management	3	0	0	3	3	15MB62F6	Planning and Assessment of Income Tax	2	2	0	4	3
15MB62M7	Customer Relationship Management	3	0	0	3	3	15MB62F7	Project Management	2	2	0	4	3

Course Code	Name of the Course	Contact Hours				Credits
		L	T	P	Total	
Human Resource Management						
15MB61H0	Performance Management System	3	0	0	3	3
15MB61H1	Training and Development	3	0	0	3	3
15MB61H2	Industrial Relations & Labour Legislation	3	0	0	3	3
15MB61H3	Leadership in Organizations	3	0	0	3	3
15MB62H4	Compensation Management (Pre-requisite: Performance Management Systems)	3	0	0	3	3
15MB62H5	Strategic Human Resource Management	3	0	0	3	3
15MB62H6	Human Resource Development (Pre-requisite: Training & Development)	3	0	0	3	3
15MB62H7	Business Analytics in HR	3	0	0	3	3
15MB62H8	Organizational Change & Development	3	0	0	3	3

Sectoral Elective Courses

Course Code	Name of the Course	Contact Hours				Credits	Course Code	Name of the Course	Contact Hours				Credits
		L	T	P	Total				L	T	P	Total	
Retail							Insurance						
15MB61R0	Overview of Retailing	3	0	0	3	3	15MB62S0	Life Insurance	3	0	0	3	3
15MB62R1	Management of Retail Operations	3	0	0	3	3	15MB62S1	General Insurance	3	0	0	3	3
Banking							Foreign Trade						
15MB61B0	Overview of Banking	3	0	0	3	3	15MB61T0	International Logistics Management	3	0	0	3	3
15MB62B1	Banking Service Operations	3	0	0	3	3	15MB62T1	Export & Import Documentation & Insurance	3	0	0	3	3
Healthcare							Information Technology						

15MB61D0	Overview of Healthcare Management	3	0	0	3	3	15MB61I0	IT Enabled Services	3	0	0	3	3
15MB62D1	Management of Healthcare Operations	3	0	0	3	3	15MB62I1	Marketing of Software Solutions (Pre-requisite: Project Management)	3	0	0	3	3
Digital Marketing							Rural and Agricultural Management						
16MB61M0	Overview of Digital Marketing	3	0	0	3	3	16MB61G0	Overview of Agriculture & Rural Sectors in india	3	0	0	3	3
16MB62M1	Advanced Digital Marketing	3	0	0	3	3	16MB62G1	Management of Agricultural & Rural Development in India	3	0	0	3	3
Pharmaceutical Marketing							Business Analytics						
16MB61P0	Pharmaceutical Marketing Management	3	0	0	3	3	16MB61A0	Overview of Business Analytics	3	0	0	3	3
16MB62P1	Advanced Pharmaceutical Marketing Management	3	0	0	3	3	16MB62A1	Advanced Business Analytics	3	0	0	3	3

Program Structure for Dual Degree BBA – ACCA Program

Year 1	Course code	Name of the Course	Contact Hours				Credits	Course code	Name of the Course	Contact Hours				Credits	
			L	T	P	Total				L	T	P	Total		
Semester I							Semester II								
I	15HS109	English Language Skills I	2	2	0	4	3	15HS111	English Language Skills II	2	2	0	4	3	
	15BS114	Business Mathematics	3	2	0	5	4	15BB12C1	Introduction to Financial Accounting (Replace with ACCA-F3_Financial Accounting)	4	2	0	6	5	
	15ES119	Introduction to IT	1	0	4	5	3	15BS115	Business Statistics	3	4	0	7	5	
	15HS110	Human Skills	3	0	0	3	3	15BB12C3	Indian Business Environment	3	0	0	3	3	
	15BB11C4	Perspectives of Management (Replace with ACCA-F1_Accountant in Business)	3	0	0	3	3	15BB12C4	Managerial Economics Introduction to Taxation	3	0	0	3	3	
	15BB11K5	Business Case Studies	2	2	0	4	3	15HS112	Environment Science	3	0	0	3	0 2	
				14	6	4	24	19	Total			17	10	0	27
15BB10P0 Project – 6 Credits															
Semester I							Semester II								
II	15BB21C0	Macro Economics Managerial Economics	3	0	0	3	3	15BB22C0	Company Law (Similar to ACCA F4_ Corporate & Business law) No Replacement Required just check syllabus	3	0	0	3	3	
	15BB21C1	Financial Accounting (Replace with ACCA – F2 Management Accounting)	3	4	0	7	5	15BB22C1	Financial Management (Replace with ACCA – F5_Performance Management)	3	4	0	7	5	

									Interchanging Mgmt Accounting with Financial Mgmt.					
	15BB21C2	Business Law (Similar to ACCA F4_ Corporate & Business law) No Replacement Required just check syllabus	3	0	0	3	3	15BB22C2	International Business Environment	2	2	0	4	3
	15BB21K3	Foreign Language Advanced Taxation	2	2	0	4	3	15BB22C3	(Replace with ACCA – F7_ Financial Reporting)	3	4	0	7	3
	15BB21C4	Statistical Data Analysis	1	0	4	5	3	15BB22C4	Business Research Methods	3	2	0	5	4
	15BB21C5	Business communication	3	0	0	3	3	15HS115	Taxation (Replace with ACCA – F6_Taxation [India Taxation instead of UK])	2	0	2	4	3
		Total	15	6	4	25	20		Total	16	12	2	30	21
15BB20P1 Project- 6 credits														

Year	Course codes	Name of the Course	Contact Hours				Credits	Course codes	Name of the Course	Contact Hours				Credits
			L	T	P	Total				L	T	P	Total	
	Semester I						Semester II							
III	15BB31C0	Management Accounting [Replace with Financial Management 15BB22C1] Syllabus to be of ACCA F9_ Financial Management)	3	4	0	7	5	15BB32C0	Operations Management	3	2	0	5	4
	15HS116	Soft Skills	1	0	4	5	3	15BB32C1	Human Resource Management	3	0	0	3	3
	15BB31C2	Organizational Behaviour	3	0	0	3	3	15BB32C2	Management Information Systems	3	0	0	3	3

	15BB31C3	Marketing Management	3	0	0	3	3	15BB32C3	Innovation & Entrepreneurship	3	0	0	3	3
	15BB31C4	Business analytics	2	4	0	6	3	15BB32C4	Strategic Management	4	0	0	4	4
	15BB31C5	Project Management F8 Auditing	3	2	0	5	4	15BB32C5 15BB32C6 15BB32C7 15BB32C8 15BB32C9	Management of Cooperatives/ Management of MNCs/ Management of SMEs/ Management of NGOs/ Management of Family Owned Business	3 3 3 3 3	0 0 0 0 0	0 0 0 0 0	3 3 3 3 3	3 3 3 3 3
	Total		15	10	4	29	21		Total	19	2	0	21	20
15BB30P2 Project - 6 Credits														
IV	15BB41C0	Business Ethics & Corporate Governance [Replace with ACCA - P1_ Governance, Risk & Ethics]	2	4	0	6	3	15BB42N0	Internship					20
	15BB41C1	Elective-1 Compulsory ACCA - P2_ Corporate Reporting	3	0	0	3	3	15BB42P3	Project					8
	15BB41XX	Elective-2 Compulsory ACCA - P3_ Business Analysis	3	0	0	3	3							
	15BB41XX	Elective -3	3	0	0	3	3							
	15BB41XX	Elective -4	3	0	0	3	3							
	15BB41XX	Elective (Sectoral)	3	0	0	3	3							
	Total		17	4	0	21	18		Total					20
15BB40P4 ERP(6 credits)														
Year	Sr.No	Name of the Course	Contact Hours				Credits	Sr.No	Name of the Course	Contact Hours				Credits
			L	T	P	Total				L	T	P	Total	

	Semester I						Semester II							
V	15BB51C0	Management Application Project	0	0	6	6	6	15MB52E0	Management Application Project Internship & Placement					20
	15BB51C1	ACCA Elective -1	2	4	0	6	3							
	15MB51XX	ACCA Elective -2	3	0	0	3	3							
	15MB51XX	Elective 3	3	0	0	3	3							
	15MB51XX	Elective 4	3	0	0	3	3							
	15MB51XX	Elective (Sectoral)	3	0	0	3	3							
	Total			14	4	6	24	21	Total				20	

Functional Elective Courses

ACCA						
Course codes	Name of the Course	Contact Hours				Credits
		L	T	P	Total	
15MBx1M0	ACCA – P4_ Advanced Financial Management	3	0	0	3	3
15MBx1M1	ACCA – P5_ Advanced Performance Management	3	0	0	3	3
15MBx1M2	ACCA – P6_ Advanced Taxation (U.K)	3	0	0	3	3
15MBx1M3	ACCA – P7_ Advanced Audit & Assurance	3	0	0	3	3

Course Code	Name of the Course	Contact Hours				Credits	Course Code	Name of the Course	Contact Hours				Credits
		L	T	P	Total				L	T	P	Total	
Marketing						Finance							
15MB61M0	Consumer Behaviour	3	0	0	3	3	15MB61F0	Financial Services and Markets	3	0	0	3	3
15MB61M1	Services Marketing	3	0	0	3	3	15MB61F1	Security Analysis & Portfolio Management	2	2	0	4	3

15MB61M2	B2B Marketing	3	0	0	3	3	15MB61F2	International Financial Management	2	2	0	4	3
15MB61M3	International Marketing	3	0	0	3	3	15MB61F3	Principles of Taxation	2	2	0	4	3
15MB62M4	Sales and Distribution Management	3	0	0	3	3	15MB62F4	Financial Derivatives (Pre-requisite: Security Analysis)	2	2	0	4	3
15MB62M5	Business Analytics in Marketing	3	0	0	3	3	15MB62F5	Business Analytics in Finance	2	2	0	4	3
15MB62M6	Brand Management	3	0	0	3	3	15MB62F6	Planning and Assessment of Income Tax	2	2	0	4	3
15MB62M7	Customer Relationship Management	3	0	0	3	3	15MB62F7	Project Management	2	2	0	4	3

Course Code	Name of the Course	Contact Hours				Credits
		L	T	P	Total	
Human Resource Management						
15MB61H0	Performance Management System	3	0	0	3	3
15MB61H1	Training and Development	3	0	0	3	3
15MB61H2	Industrial Relations & Labour Legislation	3	0	0	3	3
15MB61H3	Leadership in Organizations	3	0	0	3	3
15MB62H4	Compensation Management (Pre-requisite: Performance Management Systems)	3	0	0	3	3
15MB62H5	Strategic Human Resource Management	3	0	0	3	3
15MB62H6	Human Resource Development (Pre-requisite: Training & Development)	3	0	0	3	3
15MB62H7	Business Analytics in HR	3	0	0	3	3
15MB62H8	Organizational Change & Development	3	0	0	3	3

Sectoral Elective Courses

Course Code	Name of the Course	Contact Hours				Credits	Course Code	Name of the Course	Contact Hours				Credits
		L	T	P	Total				L	T	P	Total	
Retail							Insurance						
15MB61R0	Overview of Retailing	3	0	0	3	3	15MB62S0	Life Insurance	3	0	0	3	3
15MB62R1	Management of Retail Operations	3	0	0	3	3	15MB62S1	General Insurance	3	0	0	3	3
Banking							Foreign Trade						
15MB61B0	Overview of Banking	3	0	0	3	3	15MB61T0	International Logistics Management	3	0	0	3	3
15MB62B1	Banking Service Operations	3	0	0	3	3	15MB62T1	Export & Import Documentation & Insurance	3	0	0	3	3
Healthcare							Information Technology						

15MB61D0	Overview of Healthcare Management	3	0	0	3	3	15MB61I0	IT Enabled Services	3	0	0	3	3
15MB62D1	Management of Healthcare Operations	3	0	0	3	3	15MB62I1	Marketing of Software Solutions (Pre-requisite: Project Management)	3	0	0	3	3
Digital Marketing							Rural and Agricultural Management						
16MB61M0	Overview of Digital Marketing	3	0	0	3	3	16MB61G0	Overview of Agriculture & Rural Sectors in india	3	0	0	3	3
16MB62M1	Advanced Digital Marketing	3	0	0	3	3	16MB62G1	Management of Agricultural & Rural Development in India	3	0	0	3	3
Pharmaceutical Marketing							Business Analytics						
16MB61P0	Pharmaceutical Marketing Management	3	0	0	3	3	16MB61A0	Overview of Business Analytics	3	0	0	3	3
16MB62P1	Advanced Pharmaceutical Marketing Management	3	0	0	3	3	16MB62A1	Advanced Business Analytics	3	0	0	3	3

