

## Curriculum

### Bachelor of Business Administration (BBA)

(For AY2026-27 Onwards)

Credit distribution Among Baskets  
(Minimum Credits to be Earned = 120)

Sl. No.	Baskets	Credit Contribution
1	School Core	24
2	Program Core	45
3	Discipline Elective	45
3a	Common Electives Basket	27
3b	Specialized Elective Baskets*	18
4	Open Elective	6
<b>Total Credits</b>		<b>120</b>

Specialized Elective Baskets*		
Sl.No.	Name of the Basket	Minimum Credit Requirement *
1	Business Analytics	9
2	Artificial Intelligence	9
3	Digital Marketing	9
4	Family Business and Entrepreneurship	9
5	Financial Services	9
6	FinTech	9
<b>Total*</b>		<b>18</b>

**Business Analytics and AI Specialisation - Choose 9 credits from Business Analytics and 9 credits from Artificial Intelligence baskets**

**Digital Marketing and Analytics Specialisation - Choose 9 credits from Digital Marketing and 9 credits from Business Analytics baskets**

**Family Business and Entrepreneurship Specialisation - Choose 9 credits from Family Business and Entrepreneurship and 9 credits from any of the other specialisation baskets**

**Financial Services and FinTech Specialisation - Choose 9 credits from Financial Services and 9 credits from FinTech baskets**

**\* Remaining Credits, if any, to satisfy Specialized Elective Baskets credit requirement can be taken from any Specialized Elective Basket**

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### List of Courses

Sl. No.	Course Name	L	P	Credits
<b>School Core - Minimum Credits to be earned from this basket =</b>				<b>24</b>
<b>Mathematics Basket - Min. credits to be earned from this basket =</b>				<b>3</b>
1	Applied Statistics	2	2	<b>3</b>
2	Bridge Course on Applied Mathematics	2	0	2 <sup>#</sup>
<b>Entrepreneurship and Family Business Basket - Min. credits to be earned from this basket =</b>				<b>3</b>
1	Digital Entrepreneurship & Startups	3	0	<b>3</b>
<b>Technology and Management Basket - Min. credits to be earned from this basket =</b>				<b>3</b>
1	Introduction to Information Technology	2	2	<b>3</b>
2	Python Programming	0	4	<b>2</b>
<b>Business Communication Basket - Min. credits to be earned from this basket =</b>				<b>2</b>
1	Functional English	0	2	<b>1</b>
2	Advanced Communicative English	0	2	<b>1</b>
<b>Behavioural Science Basket - Minimum Credits to be earned from this basket =</b>				<b>1</b>
1	Understanding Self for Effectiveness	0	2	<b>1</b>
2	Personal Mastery	0	2	<b>1</b>
<b>Soft skill Basket - Minimum Credits to be earned from this basket =</b>				<b>3</b>
1	Reasoning and Employment Skills	0	2	<b>1</b>
2	Being Corporate Ready	0	2	<b>1</b>
3	Problem Solving through Aptitude	0	2	<b>1</b>
<b>Foreign Languages Basket - Min. credits to be earned from this basket =</b>				<b>1</b>
1	Communicative French	0	2	<b>1</b>
2	Communicative German	0	2	<b>1</b>
<b>Internships and Capstone Basket - Min. credits to be earned from this basket =</b>				<b>8</b>
1	Summer Internship - Fieldwork	-	-	<b>2</b>
2	Summer Internship - Industry	-	-	<b>2</b>
3	Business Simulation	-	-	<b>1</b>
4	BBA - Internship	-	-	<b>6</b>
5	BBA - Capstone Project	-	-	<b>6</b>
6	BBA - New Venture Creation	-	-	<b>6</b>
<b>Non-Credit Pass/ Fail Type Courses (All Courses in this basket are mandatory)</b>				<b>0</b>
1	Environmental Studies	Pass / Fail		<b>0 (P/F)</b>
2	Co-/ Extra-curricular Activities	Pass / Fail		<b>0 (P/F)</b>
3	Ethics and Social Responsibility	Pass / Fail		<b>0 (P/F)</b>

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Sl. No.	Course Name	L	P	Credits
<b>Program Core (All Courses in this basket are mandatory) =</b>				<b>45</b>
1	Introduction to Business and Management	3	0	3
2	Microeconomics	3	0	3
3	Principles of Marketing	3	0	3
4	Macroeconomics	3	0	3
5	Financial Accounting	3	0	3
6	Operations Management	3	0	3
7	Organizational Behaviour	3	0	3
8	Business Analytics	2	2	3
9	Business Ethics and Corporate Governance	3	0	3
10	Business Research Methods	3	0	3
11	Financial Management	3	0	3
12	Human Resource Management and Development	3	0	3
13	Logistics and Supply Chain Management	3	0	3
14	AI Applications in Business	2	2	3
15	Business Models and Strategy	3	0	3

<b>Discipline Electives - Minimum Credits to be earned from both Common and Specialized elective baskets =</b>				<b>45</b>
<b>Common Electives Basket - Minimum Credits to be earned from this basket =</b>				<b>27</b>
1	Advertising and Media Planning	3	0	3
2	Indian Polity and Constitution	3	0	3
3	Media and Intercultural Communication	3	0	3
4	Critical Thinking and Decision Making Skills	3	0	3
5	Computerised Accounting	0	2	1
6	Legal Aspects of Business	3	0	3
7	Decision Making with Spreadsheets	0	4	2
8	Digital Technologies and E-Commerce	2	2	3
9	Business, Government and Society	3	0	3
10	Indian Family Business	3	0	3
11	International Business	3	0	3
12	Event Management	3	0	3
13	Selling Skills	3	0	3
14	Services Operations Management	3	0	3
15	High Performance Talent Management	3	0	3

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Sl. No.	Course Name	L	P	Credits
16	Indian Labour Laws in Tech Companies	3	0	3
17	Tech Enabled Learning and Development	3	0	3
18	Design Thinking and Innovation	3	0	3
19	Leadership Dynamics	3	0	3
20	Digital Finance	3	0	3
21	Startup Experience	-	-	3
22	Concepts in Comparative Political Analysis	3	0	3
23	Introductory Psychology	3	0	3
24	Media, Culture and Society	3	0	3

Specialized Electives Baskets - Minimum Credits to be earned from these				18
<b>Business Analytics Basket - Minimum Credits to be earned from this basket =</b>				<b>9</b>
1	Big Data Analytics	2	2	3
2	Data Mining and Modeling	2	2	3
3	Data Visualisation and Storytelling	2	2	3
4	Introduction to Financial Analytics	2	2	3
5	Marketing and Social Media Analytics	2	2	3
6	Operations and Supply Chain Analytics	2	2	3
7	People Analytics	2	2	3
8	Predictive Analytics	2	2	3
9	Python for Analytics	2	2	3
<b>Artificial Intelligence Basket - Minimum Credits to be earned from this basket =</b>				<b>9</b>
1	AI Applications in Finance and Accounting	2	2	3
2	AI Applications in HR	2	2	3
3	AI Applications in Marketing and Sales	2	2	3
4	AI Automation	2	2	3
5	GenAI and Prompt Engineering	2	2	3
6	Search Engine and AI Optimization	2	2	3
7	Introduction to Digital Transformation	3	0	3
<b>Digital Marketing Basket - Minimum Credits to be earned from this basket =</b>				<b>9</b>
1	Basics of Services Marketing	3	0	3
2	Fundamentals of Customer Relationship Management	3	0	3
3	Digital Retailing and Omni Channel Marketing	3	0	3
4	Viral, Neural and Guerilla Marketing Practices	3	0	3
5	Digital Marketing	3	0	3
6	Marketing of Technology Services	3	0	3
7	Data Privacy and Technology	3	0	3
8	AI Applications in Marketing and Sales	2	2	3

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Sl. No.	Course Name	L	P	Credits
<b>Family Business and Entrepreneurship Basket - Minimum Credits to be earned from this basket =</b>				<b>9</b>
1	Entrepreneurial Marketing and Analytics	3	0	3
2	Family Business Governance and Succession Planning	3	0	3
3	Managing Paradoxes in Family Businesses	3	0	3
4	Social Entrepreneurship	3	0	3
5	Startup Creation and Business Model Innovation	3	0	3
6	Startup Finance and Venture Funding	3	0	3
<b>Financial Services Basket - Minimum Credits to be earned from this basket =</b>				<b>9</b>
1	Behavioural Finance	3	0	3
2	Financial Derivatives and Risk Management	3	0	3
3	Financial Institutions and Markets	3	0	3
4	Security Analysis and Portfolio Management	3	0	3
5	International Finance	3	0	3
6	Business Valuation and Financial Decision Making	3	0	3
7	Green and Sustainable Finance	3	0	3
<b>FinTech Basket - Minimum Credits to be earned from this basket =</b>				<b>9</b>
1	FinTech Applications	3	0	3
2	Accounting Analytics	2	2	3
3	Introduction to Financial Analytics	2	2	3
4	Cyber Risk Management	3	0	3
5	AI Applications in Finance and Accounting	2	2	3
6	Digital Finance	3	0	3

### **Open Elective basket - Minimum Credits to be earned from this basket = 6**

Any course from **another** 'eligible' curriculum

Any **unused** Discipline Elective from his/ her 'own' curriculum

Any **stand-alone** course declared as "Open Elective" by School/ Dept. for a specific 'eligible' degree program

#Bridge course in Mathematics compulsory for students who did not take mathematics in Class 11 and 12. Credit will be calculated for CGPA, but not for graduation requirements