

**Programme: B.B.A. (Honours) in Business Administration**

**Academic year 2025-2026**

**Curriculum Framework of First Year under NEP**

Level	Sem	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulative Credits
		Mandatory (DSC 1, 2 & DSC 3)	Electives							
4.5	I	Introduction to Accounts and Finance (4)  Principles of Management (2)	-----	-----	World Cultures - I (2)  OR International Sports Management - I (2) ----- Indian Socio Political Economic System and Current Affairs (2)  OR Business Mathematics and Statistics - I (2)	VSC: IT in Business - I (2)  SEC: Effective Presentation Skills (2)	AEC: Functional English - I (2)  VEC: Environmental Studies (2)  IKS: Indian Knowledge System (2)	CC: Basics of Yoga - I / NSS /NCC/ Sports/ Cultural (2)	22	44 (UG Certificate)
	<b>Credits</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>2</b>		
	II	Principles of Marketing (4)  Human Resource Management (2)	-----	Organisational Behaviour - I (2)	World Cultures - II (2)  OR International Sports Management - II (2) ----- Indian Economy (2)  OR Business Mathematics and Statistics - II (2)	VSC: IT in Business - II (2)  SEC: Selling and Negotiation Skills (2)	AEC: Functional English - II (2)  VEC: Personal Effectiveness at Workplace (2)	CC: Basics of Yoga - II / NSS / NCC/Sports / Cultural (2)	22	
<b>Credits</b>		<b>6</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>		
<b>Cum Cr.</b>		<b>12</b>	<b>0</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>4</b>	<b>44</b>	

\* Exit Option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF Course/Internship or Continue with Major and Minor

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Level	Sem	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulative Credits
		Mandatory (DSC 1, 2 & DSC 3)	Electives							
5.0	III	Marketing Mix (4)  Direct and Indirect Tax (4)	-----	Micro Economics (4)	Corporate Communication and Public Relations - I (2)  OR Quantitative Techniques - I (2)	VSC: Introduction to Analysis of Spreadsheets (2)	AEC: Hindi - I (2)	FP: Field Project (2)  CC: Lifestyle Pillars - I (2)	22	88 (UG Diploma)
	Credits	8	0	4	2	2	2	4		
	IV	Financial Management - I (4)  Management Accounting (4)	-----	Macro Economics (4)	Corporate Communication and Public Relations - II (2)  OR Quantitative Techniques - II (2)	SEC: Digital Marketing (2)	AEC: Hindi - II (2)	CEP: Community Engagement and Services (2)  CC: Lifestyle Pillars - II (2)	22	
	Credits	8	0	4	2	2	2	4		
Total credits in 2nd year		16	0	8	4	4	4	8	44	
Cum Cr.		28	0	10	12	12	14	12	88	

\* Exit Option: Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF Course/Internship or Continue with Major and Minor

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**Academic year 2025-2026**

**Curriculum Framework of Third Year under NEP**

Level	Sem	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulative Credits
		Mandatory (DSC 1, 2 & DSC 3)	Electives							
5.5	V	Strategic Management (4)  Operations Research and Management (4)	International Business (4)  OR  Industrial Relation and Labour Laws (4)	Consumer Behaviour (4)	-----	VSC: Entrepreneurship Development (4)	-----	FP/CEP: Holistic Skill Development for Career Readiness (2)	22	132 UG Degree
	Credits	8	4	4	0	4	0	2		
	VI	Wealth Management and Financial Planning (4)  Decision Science (4)  Business Development and Networking (2)	Logistics & Supply Chain Management (4)  OR  Business Regulatory Framework (4)	International Marketing (4)	-----	-----	-----	OJT: Internship/Project Work - I (4)	22	
	Credits	10	4	4	0	0	0	4		
	Total credits in 3 <sup>rd</sup> year	18	8	8	0	4	0	6	44	
	Cum Cr.	46	8	18	12	16	14	18	132	

**\*Exit Option: Award of UG Degree in Major with 120-132 credits or Continue with Major and Minor**

[FP = Field Project; CEP = Community Engagement and Service; OJT = On Job Training – Internship/Apprenticeship]