

Programme: B.B.A. (Honours) in Marketing Management

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	Principles of Marketing (4) Human Resource 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)
	Credits	6	0	0	4	4	6	2		
	II	Marketing Mix (4) E - Marketing (2)	----	Advertising (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	
	Credits	6	0	2	4	4	4	2		
Cum Cr.		12	0	2	8	8	10	4	44	

* 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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		Mandatory (DSC 1, 2 & DSC 3)	Electives							
5.0	III	Business Economics (4) Brand Management (4)	-----	Management Concepts (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	Business Law (4) Rural Marketing (4)	-----	Logistics and Supply Chain Management (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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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	New Dimensions in Marketing (4) Marketing Automation (4)	Consumer Behaviour (4) OR Industrial Marketing (4)	Sales and Distribution Management (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	Creating Collaterals for Marketing and Branding (4) Marketing for Non-Profit Organizations (2) Events and Experiential Marketing (4)	Marketing Research (4) OR Retail Management (4)	Strategic Management (4)	-----	-----	-----	OJT: Internship/ Project Work - I (4)	22	
	Credits	10	4	4	0	0	0	4		
	Total credits in 3 rd 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]