## FOUR YEAR - B B A UNDERGRADUATE PROGRAM

(2024-28)

DEPARTMENT OF COMMERCE & Management

(FACULTY OF COMMERCE)

**COURSE CURRICULUM** 

(UNDER NEP-2020)

GOVT. OF CHHATTISGARH

DEPARTMENT OF HIGHER EDUCATION

RAIPUR

MAY - 2024

(Br. K. MOURYA)

## BBA FOUR YEAR COURSE

Semester	0 0	Subjects/Paper Titles		L	T	P	Credits	
	Paper Code	Principles of Management			_			Marks
	BBSC-01 BBSC-02	Principles of Management Business Mathematics		3	1	-	4	100
	BBSC-02	Financial Accounting		3	1	-	4	100
FIRST	BBGE-01	Computer Application or (Chose any one from Po	201	3	1	-	4	100
TIKST		in Other Faculty as per rule)	001			-		100
	BBAEC-01	Environmental Studies		1	1	-	2	50
	BBVAC-01	Social Media Marketing OR (Choose any one fron Pool Group)	n	1	1	-	2	50
		TOTAL CREDIT & TOTAL MARKS	S				20	500
	BBSC-04	Business Economics		3	1	-	4	100
	BBSC-05	Business Statistics		3	1	-	4	100
	BBSC-06	Cost Accounting		3	1	_	4	100
	BBGE-02	Chosseany one from Pool in Other Faculty as per r	ule	3	1	-	4	100
	BBAEC-02	EnglishLanguage		1	1	-	2	50
<b>SECON</b>	BBSEC-01	Soft Skill and Personality Development OR		1	1	_	2	50
D		(Choose any one from Pool Group)			-			
		TOTAL CREDIT & TOTAL MARKS	S				20	500
	Students on e	xit shall be awarded undergraduate Certificate in the F.		Multia	liccinl	inany		
	study after sec	uring the requisite 44 Credits in Sem. I & II (Extra Credit	s of Vo	c /Skil	l Cour	rse)	40	1000
	BBSC-07	Business Communication	3	1		-	4	100
	BBSC-08	Managerial Economics	3	1		-	4	100
	BBSC-09	Business Environment	3	1		-	4	100
ν,	BBSE-01	GrI-Management – Human Resource	3	1		-	4	100
		Management						
		GrII-Finance – Financial Management			-			
THIRD	OR	GrIII-Marketing– Marketing Management					,	
		(One-BBSE -Choose any one Gr. from Own						
	BBGE-03	Pool as per rule) OR						
	BBGE-03	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other						
		Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)						
	BBAEC-03	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language	1	1		-	2	50
		Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool	1 1	1 1		-	2 2	50 50
	BBAEC-03	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)	1			-	2	50
	BBAEC-03 BBVAC-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS	1	1		-	2 20	50 500
	BBAEC-03 BBVAC-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour	1 3	1		-	20 4	50 500 100
	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law	1 3 3	1 1 1		-	2 20 4 4	50 500 100 100
	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System	1 3 3 3	1 1 1 1		-	2 20 4 4 4	50 500 100 100 100
	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management	1 3 3	1 1 1		-	2 20 4 4	500 100 100
	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations &	1 3 3 3	1 1 1 1		-	2 20 4 4 4	50 500 100 100 100
	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management	1 3 3 3	1 1 1 1		-	2 20 4 4 4	50 500 100 100 100
	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  Organizational Behaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement	1 3 3 3	1 1 1 1		-	2 20 4 4 4	50 500 100 100 100
FOURT	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  Organizational Behaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management	1 3 3 3	1 1 1 1		-	2 20 4 4 4	50 500 100 100 100
FOURT	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own	1 3 3 3	1 1 1 1		-	2 20 4 4 4	50 500 100 100 100
FOURT H	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR	1 3 3 3	1 1 1 1		-	2 20 4 4 4	50 500 100 100 100
	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other	1 3 3 3	1 1 1 1		-	2 20 4 4 4	50 500 100 100 100
	BBAEC-03 BBVAC-02  BBSC-10 BBSC-11 BBSC-12 BBSE-02  OR BBGE-04	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrIII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)	1 3 3 3 3 3	1 1 1 1		-	2 20 4 4 4 4	500 100 100 100 100
	BBAEC-03 BBVAC-02  BBSC-10 BBSC-11 BBSC-12 BBSE-02  OR BBGE-04	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)  Communicative English/Other	1 3 3 3 3 3 3	1 1 1 1 1		-	2 20 4 4 4 4 4 4	50 500 100 100 100 100
	BBAEC-03 BBVAC-02  BBSC-10 BBSC-11 BBSC-12 BBSE-02  OR BBGE-04	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)  Communicative English/Other  Creative Writing & Content Development OR	1 3 3 3 3 3	1 1 1 1		-	2 20 4 4 4 4	500 100 100 100 100
	BBAEC-03 BBVAC-02  BBSC-10 BBSC-11 BBSC-12 BBSE-02  OR BBGE-04	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  Organizational Behaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)  Communicative English/Other  Creative Writing & Content Development OR (Choose any one from Pool Group)	1 3 3 3 3 3	1 1 1 1 1		-	2 20 4 4 4 4 2 2	50 500 100 100 100 100 50 50
	BBAEC-03 BBVAC-02  BBSC-10 BBSC-11 BBSC-12 BBSE-02  OR BBGE-04  BBAEC-03 BBSEC-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)  Communicative English/Other  Creative Writing & Content Development OR (Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS	1 3 3 3 3 3 1 1	1 1 1 1 1		-	2 20 4 4 4 4 2 2 2	50 500 100 100 100 100 50 50
	BBAEC-03 BBVAC-02  BBSC-10 BBSC-11 BBSC-12 BBSE-02  OR BBGE-04  BBAEC-03 BBSEC-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement  Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)  Communicative English/Other  Creative Writing & Content Development OR (Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  exit shall be awarded undergraduate Diploma in the Fiel	1 3 3 3 3 3 3	1	cipline	- - - -	2 20 4 4 4 4 2 2	50 500 100 100 100 100 50 50
	BBAEC-03 BBSC-10 BBSC-11 BBSC-12 BBSE-02  OR BBGE-04  BBAEC-03 BBSEC-02  Students on estudy after se BBSC-13	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)  Communicative English/Other  Creative Writing & Content Development OR (Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS	1 3 3 3 3 3 3	1	cipline	- - - -	2 20 4 4 4 4 4 2 2 2 20 80	50 500 100 100 100 100 50 50
	BBAEC-03 BBVAC-02  BBSC-10 BBSC-11 BBSC-12 BBSE-02  OR BBGE-04  BBAEC-03 BBSEC-02	Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)  Hindi Language  Digital Marketing OR(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  OrganizationalBehaviour  Business Law  Management Information System  GrI-Management -Production Management GrIII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement  Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)  Communicative English/Other  Creative Writing & Content Development OR (Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS  Exit shall be awarded undergraduate Diploma in the Fiel curing the requisite 88 Credits on completion of Semester	1 3 3 3 3 3 3 3 1 1 1 1 1 8 1 8 1 9 1 1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1 1 1 3 Credit	cipline	- - - -	2 20 4 4 4 4 2 2 2	50 500 100 100 100 100 50 50 50 2000

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	BBSE-03	0 111					
	DD3E-03	GrI-Management - Office Organization and	3	1	T	4	1
		Management		1	_	4	1
		GrII-Finance – Investment Management	- 1				
	OR	GrIII-Marketing-Agriculture& Rural Marketing					
		(One-COSE -Choose any one Gr. from Own Poo	J.				
<b>FIFTH</b>	BBGE-05	as per rule) OR		1			
		(One-GE-05-Chosse any one from Pool in Othe	-				
		Faculty as per rule)	1				
	BBVAC-03	Data Analytics using MS ExcelOR(Choose any	1				
		one from Pool Group)	1	1	-	2	
	BBSEC-03	i. Analytics Skills <b>OR</b>					
		ii. GST with ReturnFiling <b>OR</b>	1	1	-	2	
		(Choose any one from Pool Group)					
		TOTAL CREDIT & TOTAL MARKS					
	BBSC-16	Business Ethics				20	5
	BBSC-17	Entrepreneurship	3	1	-	4	1
	BBSC-18	Business Taxation	3	1	-	4	1
	BBSE-04		3	1	-	4	1
	DD3E-04	GrI-Management - Business Policy & Strategy	3	1	-	4	1
	OR	Co. H. E.					_
	UK	GrII-Finance – Financial Institutions & Markets			¥		
	DDCE 06	GrIII-Marketing- Logistics & Supply Chain					
SIXTH	BBGE-06	Management	1				-
SIAII		(One-COSE -Choose any one Gr. from Own Pool					
		as per rule) OR					
		(One-GE-06-Chosse any one from Pool in Other					
	Thirms are a second	Faculty as per rule)					
	INTERNSHIP	(2 c) computative for all	1	1	-	2	+
	BBSEC-04	i. Basic Statistics using Microsoft Excel <b>OR</b>	1	1		2	5
1			_	1	-	2	5
		ii. Web Analytics OR		1	1		
		The same of the sa					
		(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS				20	= = =
	Students on	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fig.	ld of M	ultidica	nlinow	20	50
	ocady) arter	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field) VI Semester				20 120	300
	For Av	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field) VI Semester				20 120	
	ocady) arter	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field) VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)	ot secu	ring 7.5		120	300
	For Av	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field) VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)				20 120	
	For Av	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field) VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C) Elective - 1: Human Resource Management	ot secu	ring <b>7.</b> 5	CGPA)	120	10
	For Av BBSC-19	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field) VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes	ot secu	1 1		4 4	10
	For Av BBSC-19	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field) VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social	ot secu	ring <b>7.</b> 5	CGPA)	120	10
	For Av BBSC-19 BBSE-05 BBSE-06	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field) VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility	3 3 3	1 1 1 1 1	CGPA)	4 4 4 4	10
	For Av BBSC-19 BBSE-05 BBSE-06 BBSE-07	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fie. VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management	3 3 3 3	1 1 1 1 1	CGPA)	4 4	10 10 10
	For Av BBSC-19 BBSE-05 BBSE-06	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management	3 3 3	1 1 1 1 1	CGPA)	4 4 4 4	10 10 10
EVEN	BBSE-05 BBSE-06 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance	3 3 3 3 3	1 1 1 1 1	CGPA)	4 4 4 4	10 10 10
	BBSE-05 BBSE-06 BBSE-07 BBSE-08 BBSE-05	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance	3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1	CGPA)	4 4 4 4	100 100 100 100
	BBSE-05 BBSE-07 BBSE-08 BBSE-05 BBSE-06	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field) VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management	3 3 3 3 3	1 1 1 1 1 1	CGPA)	4 4 4 4 4	100 100 100 100
	BBSE-05 BBSE-06 BBSE-05 BBSE-06 BBSE-06 BBSE-05 BBSE-07 BBSE-06 BBSE-06 BBSE-07	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	CGPA)	4 4 4 4 4 4 4	100 100 100 100 100
	BBSE-05 BBSE-05 BBSE-06 BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4	100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-05 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4	100 100 100 100 100 100
EVEN TH	BBSE-05 BBSE-06 BBSE-05 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4	100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4	100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management	ot secu 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8) From any One Group	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8) From any One Group	ot secu 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)	ot secu 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)  TOTAL CREDIT & TOTAL MARKS	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4 4 20	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)  TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management (4C)	ot secu 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)  TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management (4C) Elective - I: Human Resource Management	ot secu   3   3   3   3   3   3   3   3   3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4 4 20	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-08 BBSE-09 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)  TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management Project Management	ot secu   3   3   3   3   3   3   3   3   3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4 4 20	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-09 BBSE-09 BBSE-09	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)  TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management Project Management Compensation & Performance Management	ot secu   3   3   3   3   3   3   3   3   3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-09 BBSE-09 BBSE-09 BBSE-10 BBSE-10	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)  TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management (4C) Elective - I: Human Resource Management Project Management Compensation & Performance Management Industrial Relations	ot secu   3   3   3   3   3   3   3   3   3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-10 BBSE-10 BBSE-10 BBSE-10 BBSE-11 BBSE-12	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)  TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management (4C) Elective - I: Human Resource Management Project Management Compensation & Performance Management Industrial Relations Fraining and Development	ot secu   3   3   3   3   3   3   3   3   3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-01	(Choose any one from Pool Group)  TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students in Strategic Management (4C)  Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)  TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management (4C) Elective - I: Human Resource Management Project Management Compensation & Performance Management Industrial Relations	ot secu   3   3   3   3   3   3   3   3   3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100

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	BBSE-1		3	1	-	4	100
	BBSE-1		3	1	-	4	100
	BBSE-12		3	1	-	4	100
EIGHT		Elective -III Marketing					100
H	BBSE-09		3	1	-	4	10
п	BBSE-10	- Tanagement	3	1	-	4	10
	BBSE-11		3	1	_	4	10
	BBSE-12		3	1	T -	4	100
		(Choose 4- DSE (9 to 12)From any One Group			1	1	100
		from Own faculty4x4=16)			1		
		TOTAL CREDIT & TOTAL MARKS				20	500
		GRAND TOTAL CREDITS(I to VIII)				160	400
	For Aw	ard of Bachelor Degree with Honors & Research (Stu	dents Se	curing	7.5 C	CPA)	100
	BBSC-19	Strategic Management (4C)	3	1	_	4	100
		Elective - 1: Human Resource Management	-	T -		T	100
	BBSE-05	People Management & Corporate Etiquettes	3	1	_	4	100
	BBSE-06	Corporate Governance & Corporate Social	3	1		4	100
		Responsibility		1		7	100
	BBSE-07	Talent Management	3	1		4	100
		Elective - 2 :Finance		1		7	100
	BBSE-05	Microfinance	3	1		4	100
	BBSE-06	Security Analysis & Portfolio Management	3	1		4	100
SEVEN	BBSE-07	Financial Literacy & Investment Awareness	3	1		4	100
TH		Elective - 3 : Marketing		1		4	100
IП	BBSE-05	E Commerce	3	1	_	4	100
	BBSE-06	Retail Management	3	1	-	4	100
	BBSE-07	Consumer Behaviour	3	1	+1	1	20
		TOTAL CREDIT & TOTAL MARKS	3	1	-:	B to B	20
		TO THE GRAPH & TO THE MAKES				Mark	500
						eting	
	BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100
		Elective - I: Human Resource Management					100
	BBSE-09	Project Management	3	1	-	4	100
	BBSE-10	Compensation & Performance Management	3	1	_	4	100
	BBSE-11	Industrial Relations	3	1	-	4	100
		Elective - II: Finance		1			100
	BBSE-09	Financial Analytics	3	1	-	4	100
	BBSE-10	Goods & Service Tax (GST)	3	1		4	100
EIGHT	BBSE-11	Corporate Financial Management	-			T	100
· I		Elective -III Marketing			-		
	BBSE-09	Digital Marketing	3	1		4	100
	BBSE-10	Product & Brand Management		-		4	100
	BBSE-11	Services Marketing		-		- 0	200
-	4 4 4 4 6 6	TOTAL CREDIT& TOTAL MARKS				8	200
1						24	600
		GRAND TOTAL CREDIT (I TO VIII)				160/1	4100

Name and Signature of Convenor & Members :

Sr.No.	Name	Designation	Signature
01	Dr. Tapesh Chandra Gupta (Convenor)	Professor	- Shatar C
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
	Dr. Susan R. Abraham (Member)	Assistant Professor	

## BBA FOUR YEAR COURCE mester | Category & Subjects / Paper Titles | 1 | 2

Semester Category & Subjects/Paper Titles L T P Credits Max.

	Paper Code			1		T	N/ I
	BBSC-01	Principles of Management	3	1		1	Mark
	BBSC-02	Business Mathematics	3	_	_	1	100
	BBSC-03	Financial Accounting		1			100
FIRST	BBGE-01	Computer Application or (Chose	3	1		-	100
	BBGE 01	any one from Pool in Other Faculty	3	1	-	4	100
			'				
	BBAEC-01	as per rule) Environmental Studies	-				
	BBVAC-01	Social Media Marketing OR (Choose	1	1	-	2	50
	DBVIIC 01	any one from Pool Group)	1	1	-	2	50
		TOTAL CREDIT & TOTAL MARKS		2 - 5-500	A PARTY AND		
	BBSC-04	Business Economics	1 2	1 1	1	20	500
	BBSC-05	Business Statistics	3	1		4	100
	BBSC-06	Cost Accounting		1	-	4	100
	BBGE-02	(Chosseany one from Pool in Other	3	1	+ -	4	100
		Faculty as per rule)	3	1	-	4	100
SECOND	BBAEC-02	EnglishLanguage	-	-			
	BBSEC-01	Soft Skill and Personality	1	1	-	2	50
	22020 01	Development <b>OR</b>	1	1	-	2	50
	1	(Choose any one from Pool Group)					
		TOTAL CREDIT & TOTAL MARKS					
	Students on	avit shall be sweeted to the MARKS				20	500
	Field of Ma	exit shall be awarded undergraduate C	ertific	ate in	the .	40	1000
	Credits	ultidisciplinary study after securing the	requ	isite 4	14		
	BBSC-07	in Sem. I & II (Extra Credits of Voc /Ski			ide Th		de la companya de la
	BBSC-08	Business Communication	3	1	-	4	100
	BBSC-09	Managerial Economics	3	1	-	4	100
	BBSE-01	Business Environment	3	1	•	4	100
	DD3E-01	GrI-Management – Human Resource	3	1	-	4	100
		Management				1	
THIRD	OR	GrII-Finance – Financial					
	OA	Management					
	BBGE-03	GrIII-Marketing- Marketing					
	DDGE-02	Management					
		(One-BBSE -Choose any one Gr.					
		from Own Pool as per rule)				1	
1		OR (One CE 02 Cl					
		(One-GE-03-Chosse any one from				1	
ŀ	BBAEC-03	Pool in Other Faculty as per rule)					
ŀ	BBVAC-02	Hindi Language	1	1	-	2	50
	DDVAC-02	Digital Marketing OR(Choose any	1	1	-	2	50
	TO BE SEED OF THE	one from Pool Group)					
	BBSC-10	TOTAL CREDIT & TOTAL MARKS				20	500
-	BBSC-11	OrganizationalBehaviour	3	1	-	4	100
-	BBSC-12	Business Law	3	1	-	4	100
F	BBSE-02	Management Information System	3	1	-	4	100
	DD3E-02	GrI-Management -Production	3	1	-	4	100
1	OB	Management					
	OR	GrII-Finance –Banking Operations &					
	BBGE-04	Management					
FOURTH		GrIII-Marketing- Sales		1			
CORTI		&Advertisement Management					
	1	(One-BBSE -Choose any one Gr.					
	1	from Own Pool as per rule) OR					1
		(One-GE-04-Chosse any one from					1 1
-	DDAEC 00	Pool in Other Faculty as per rule)					
-	BBAEC-03	Communicative English/Other	1	1	-	2	50
		Creative Writing & Content	1	1	-	2	50
		Development OR					
		(Choose any one from Pool Group)		1			
1	DEVICE THE RESIDENCE OF THE PROPERTY OF THE PARTY OF THE	AND A CONTRACT OF A CONTRACT O					1
L. Solveni		TOTAL CREDIT & TOTAL MARKS				20	500
38	Students on ex	TOTAL CREDIT & TOTAL MARKS xit shall be awarded undergraduate Di idisciplinary study after securing the r	ploma	in th	e	20 80	500 2000

tol apply the My

	Credi	ts on completion of Semester IV (8 Credi	ita ave	ma )			
	BBSC-13	Marketing Research	3	1	Ι.	4	100
1	BBSC-14	Material Management	3	1	-		100
	BBSC-15	Quantitative Techniques	3	1	-	4	100
	BBSE-03	GrI-Management – Office	-			4	100
	DD3E-03		3	1	-	4	100
		Organization and Management	1				
	O.D.	GrII-Finance – Investment		1			
	OR	Management					
PIPTI	22222	GrIII-Marketing-Agriculture& Rural					
FIFTH	BBGE-05	Marketing	1				1
		(One-COSE -Choose any one Gr.			1		1
		from Own Pool as per rule) OR					
		(One-GE-05-Chosse any one from					
		Pool in Other Faculty as per rule)					
	BBVAC-03	Data Analytics using MS	1	1	- 1	2	50
		ExcelOR(Choose any one from Pool	-	1		2	30
		Group)					
	BBSEC-03	iii. Analytics Skills <b>OR</b>	1	1			
			1	1	-	2	50
		iv. GST with ReturnFiling OR (Choose any one from Pool Group)					
		TOTAL CREDIT & TOTAL MADIZ		0101114	2000		AZAS II PROGRAMANA AMERIKAN A
	BBSC-16	TOTAL CREDIT & TOTAL MARKS Business Ethics				20	500
	BBSC-17	Entrepreneurship	3	1	-	4	100
	BBSC-18	Business Taxation	3	1	-	4	100
	BBSE-04		3	1	-	4	100
	DD3E-04	GrI-Management – Business Policy &	3	1	-	4	100
		Strategy			1		
		GrII-Finance – Financial Institutions					
		& Markets					1
OWN	OR	GrIII-Marketing– Logistics & Supply		1			
SIXTH		Chain Management		1			
	BBGE-06	(One-COSE -Choose any one Gr.		i	1		
		from Own Pool as per rule)					
		OR					
		(One-GE-06-Chosse any one from	1				
		Pool in Other Faculty as per rule)					
	INTERNSHIP	(2 c) Compulsory for all	1	1	-	2	
	BBSEC-04	iii. Basic Statistics using	1	1	-	2	50
		Microsoft Excel <b>OR</b>	1	1		2	50
		iv. Web Analytics OR					
		(Choose any one from Pool Group)					1
		TOTAL CREDIT & TOTAL MARKS			6.00.00	20	<b>F</b> 00
	Students on	exit shall be awarded Bachelor degree	of in (	Field	o f	20 120	500
	M	ultidisciplinary Study) after VI Semest	er er	rieiu	01	120	3000
	For Award of I	Bachelor degree with Honors (Students	note	ecuri	na 7 5	CCDA)	
	BBSC-19	Strategic Management (4C)	3	1	ig /.3	4	100
		Elective - 1: Human Resource	3	1		4	100
		Management				1	1
l	BBSE-05	People Management & Corporate	-	+-	-		
	DDOL 03		3	1	-	4	100
	PPCE 06	Etiquettes		1 00			
	BBSE-06	Corporate Governance & Corporate	3	1	-	4	100
		Corporate Governance & Corporate Social Responsibility		1	•	4	100
EVENTH	BBSE-07	Corporate Governance & Corporate Social Responsibility Talent Management	3	1	-	4	100
SEVENTH		Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management			-		100
SEVENTH	BBSE-07 BBSE-08	Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2:Finance	3	1	-	4	
SEVENTH	BBSE-07 BBSE-08	Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management	3	1	-	4 4	100
SEVENTH	BBSE-07 BBSE-08	Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2:Finance Microfinance Security Analysis & Portfolio	3	1 1 1	-	4 4	100 100 100
SEVENTH	BBSE-07 BBSE-08	Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2:Finance Microfinance Security Analysis & Portfolio	3 3	1 1		4 4	100
SEVENTH	BBSE-07 BBSE-08	Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2 :Finance Microfinance Security Analysis & Portfolio Management	3 3 3 3	1 1 1 1	-	4 4 4	100 100 100 100
SEVENTH	BBSE-07 BBSE-08 BBSE-05 BBSE-06	Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2 :Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment	3 3	1 1 1	-	4 4	100 100 100
SEVENTH	BBSE-07 BBSE-05 BBSE-06 BBSE-07	Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2 :Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness	3 3 3 3	1 1 1 1	-	4 4 4	100 100 100 100 100
EVENTH	BBSE-07 BBSE-08 BBSE-05 BBSE-06	Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2 :Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management	3 3 3 3	1 1 1 1	-	4 4 4	100 100 100 100
EVENTH	BBSE-07 BBSE-05 BBSE-06 BBSE-07	Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2 :Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness	3 3 3 3	1 1 1 1	-	4 4 4	100 100 100 100 100

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1	BBSE-06	Retail Manageme		-					
	BBSE-07		nt our	+	3	_1_	-	4	10
	BBGE-08	Bellavi	our		3	1	-	4	10
	DDGE-00	The state of the s	ledia Management		3	_1_	-	4	10
		Choose 4- DSE(	5 to 8)From any One	•					
		Group from	n Own 4x4=16)						
	DDCC 20	TOTAL CRED	T & TOTAL MARKS					20	500
	BBSC-20	Advanced Strategic	Management (4C)	3	1		-	4	100
		Elective - I: Human	Resource						100
	DDGD 00	Management				1		1	
	BBSE-09	Project Management		3	1		-	4	100
	BBSE-10	Compensation & Perf	ormance	3	1		_	4	100
		Management						1	100
	BBSE-11	Industrial Relations		3	1			4	100
	BBSE-12	Training and Develor	oment	3	1	+-		4	
		Elective - II: Finance			1	+		4	100
	BBSE-09	Financial Analytics		3	1	+-			
EIGHTH	BBSE-10	Goods & Service Tax (	(CCT)	3	-	-	-	4	100
EIGHIH	BBSE-11	Corporate Financial	Aanagamant	3	1	+-	-	4	100
	BBSE-12	Artificial Intelligence	for Pusinger 0		1	-	-	4	100
		Society	Tor business &	3	1		-	4	100
		Elective -III Marketin				4			
	BBSE-09	Digital Marketing	ıg						
	BBSE-10	Product & Dec. 114		3	1		-	4	100
	BBSE-10	Product & Brand Man	agement	3	1		-	4	100
		Services Marketing		3	1		-	4	100
	BBSE-12	Tourism Management		3	1		-	4	100
		(Choose 4- DSE (9	to 12)From any						100
	TO COMP THE CONTRACT OF THE CO	One Group from Own	n faculty4x4=16)						1
		TOTAL CREDIT	& TOTAL MARKS		1			20	500
		GRAND TOTAL	CREDITS(I to VIII)					SENSEVE STATE	4000
Fo	r Award of Ba	chelor Degree with Ho	nore & Decorreb (Co	ndo				100	4000
		J	mora & Meacar CII 131	uuc	nts S	ecur	ing 7	5 CCPA)	
	BBSC-19	Strategic Managem	ent (4C)	3		ecur	ing 7.		100
	BBSC-19	Elective - 1: Human	ent (4C)	3	nts S	ecur -	ing 7.	4	100
	<i>DB00</i> 17	Elective - 1: Human Management	Resource	3		ecur -	ing 7.		100
	BBSC-19	Elective - 1: Human Management	Resource	3	1_	ecur -	ing 7.	4	
	BBSE-05	Elective - 1: Human	Resource	3		ecur - -	ing 7.		100
	<i>DB00</i> 17	Elective - 1: Human Management People Management Etiquettes Corporate Governance	Resource & Corporate	3	1	-	ring 7.	4	100
	BBSE-05	Elective - 1: Human Management People Management Etiquettes Corporate Governance	Resource & Corporate	3	1_	-	ing 7,	4	
	BBSE-05	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility	& Corporate	3 3	1 1	-	ing 7.	4 4	100
	BBSE-05	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management	& Corporate  ee & Corporate	3	1	-	ang 7.	4	100
	BBSE-05 BBSE-06 BBSE-07	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance	& Corporate  ee & Corporate	3 3 3 3	1 1 1	-	ing 7.	4 4 4	100 100 100
	BBSE-05 BBSE-06 BBSE-07 BBSE-05	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance	& Corporate  See & Corporate	3 3 3 3 3	1 1 1 1	-	ing 7.	4 4 4	100 100 100
	BBSE-05 BBSE-06 BBSE-07	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P	& Corporate  See & Corporate	3 3 3 3	1 1 1	-	ing 7.	4 4 4	100 100 100
EVENTH -	BBSE-05 BBSE-07 BBSE-05 BBSE-06	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management	& Corporate  ee & Corporate  cortfolio	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1	-	ing 7.	4 4 4 4	100 100 100
	BBSE-05 BBSE-06 BBSE-07 BBSE-05	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In	& Corporate  ee & Corporate  cortfolio	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1	-	ing 7.	4 4 4	100 100 100
	BBSE-05 BBSE-07 BBSE-05 BBSE-06	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness	Resource  & Corporate  ee & Corporate  cortfolio  avestment  3	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1	-	ing 7.	4 4 4 4	100 100 100 100 100
	BBSE-05 BBSE-07 BBSE-05 BBSE-06 BBSE-07	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market	Resource  & Corporate  ee & Corporate  cortfolio  avestment  ing	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1	-	ing 7.	4 4 4 4	100 100 100 100 100
	BBSE-05 BBSE-05 BBSE-06 BBSE-07 BBSE-07 BBSE-07	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce	Resource  & Corporate  ee & Corporate  cortfolio  avestment  3	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1	-	ing 7.	4 4 4 4	100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-07 BBSE-07 BBSE-05 BBSE-05 BBSE-05 BBSE-05	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management	Resource  & Corporate  ee & Corporate  cortfolio  avestment  ing	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1	-	ing 7.	4 4 4 4	100 100 100 100 100
	BBSE-05 BBSE-05 BBSE-06 BBSE-07 BBSE-07 BBSE-07	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce	Resource  & Corporate  ee & Corporate  cortfolio  avestment  ing	33 33 33 33 33 33 33 33 33 33 33 33 33	1 1 1 1 1 1	-	ing 7.	4 4 4 4	100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-07 BBSE-07 BBSE-05 BBSE-05 BBSE-05 BBSE-05	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour	Resource  & Corporate  ee & Corporate  cortfolio  nivestment  ing  3  3	33 33 33 33 33 33 33 33 33 33 33 33 33	1 1 1 1 1 1 1		ing 7.	4 4 4 4	100 100 100 100 100
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	BBSE-05 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-07	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour	Resource  & Corporate  ee & Corporate  cortfolio  avestment  ing  3  TOTAL MARKS	33 33 33 33 33 33 33 33 33 33 33 33 33	1 1 1 1 1 1 1		B to B	4 4 4 4 4 4	100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-07 BBSE-07 BBSE-05 BBSE-05 BBSE-05 BBSE-05	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour  TOTAL CREDIT &	Resource  & Corporate  ee & Corporate  cortfolio  avestment  ing  3  TOTAL MARKS	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1			4 4 4 4 4 4 ting	100 100 100 100 100 100 20 500
	BBSE-05 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-07	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour  TOTAL CREDIT & Advanced Strategic M (4C)	Resource  & Corporate  & Corporate  e & Corporate  ortfolio  ovestment  ing  3  TOTAL MARKS  Management  3	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1		B to B	4 4 4 4 4 4	100 100 100 100 100 100
	BBSE-05 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-07	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour  TOTAL CREDIT &  Advanced Strategic M (4C) Elective - I: Human R	Resource  & Corporate  & Corporate  e & Corporate  ortfolio  ovestment  ing  3  TOTAL MARKS  Management  3	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1		B to B	4 4 4 4 4 4 ting	100 100 100 100 100 100 20 500
	BBSE-05 BBSE-06 BBSE-06 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-05 BBSE-06 BBSE-07	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour  TOTAL CREDIT &  Advanced Strategic M (4C) Elective - I: Human R Management	Resource  & Corporate  & Corporate  e & Corporate  ortfolio  ovestment  ing  3  TOTAL MARKS  Management  3	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1		B to B	4 4 4 4 4 4 ting	100 100 100 100 100 100 20 500
	BBSE-05 BBSE-06 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-09	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour  TOTAL CREDIT & Advanced Strategic M (4C) Elective - I: Human R Management Project Management	Resource  & Corporate  & Corporate  ee & Corporate  ortfolio  ortfolio  ortfolio  avestment  ing  3  FOTAL MARKS  Ianagement  assource  3	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1		B to B Marke	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 20 500
	BBSE-05 BBSE-06 BBSE-06 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-05 BBSE-06 BBSE-07	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour  TOTAL CREDIT & Advanced Strategic M (4C) Elective - I: Human R Management Project Management	Resource  & Corporate  & Corporate  ee & Corporate  ortfolio  nivestment  ing  3  TOTAL MARKS  Management  3  esource  3	33 33 33 33 33 33 33 33 33 33 33 33 33	1 1 1 1 1 1 1		B to B Marke	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 20 500 100
	BBSE-05 BBSE-06 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-09	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour  TOTAL CREDIT &  Advanced Strategic M (4C) Elective - I: Human R Management	Resource  & Corporate  & Corporate  ee & Corporate  ortfolio  ortfolio  ortfolio  avestment  ing  3  FOTAL MARKS  Ianagement  assource  3	33 33 33 33 33 33 33 33 33 33 33 33 33	1 1 1 1 1 1 1		B to B Marke	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 20 500
	BBSE-05 BBSE-06 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-09	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & P Management Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour  TOTAL CREDIT & Advanced Strategic M(4C) Elective - I: Human R Management Project Management Compensation & Perfo Management	Resource  & Corporate  & Corporate  & Corporate  Second Se	33 33 33 33 33 33 33 33 33 33 33 33 33	1 1 1 1 1 1 1		B to B Marke	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-05 BBSE-05 BBSE-05 BBSE-06 BBSE-07 BBSE-07 BBSE-07 BBSE-06 BBSE-09 BBSE-09 BBSE-10	Elective - 1: Human Management People Management Etiquettes Corporate Governance Social Responsibility Talent Management Elective - 2: Finance Microfinance Security Analysis & PManagement Financial Literacy & In Awareness Elective - 3: Market E Commerce Retail Management Consumer Behaviour  TOTAL CREDIT & Management  Advanced Strategic M (4C) Elective - I: Human R Management Project Management Compensation & Perfo	Resource  & Corporate  & Corporate  ee & Corporate  ortfolio  nivestment  ing  3  TOTAL MARKS  Management  3  esource  3	33 33 33 33 33 33 33 33 33 33 33 33 33	1 1 1 1 1 1 1		B to B Marke	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 20 500 100

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GRAND TOTAL CREDIT (I TO VIII)					160/164	4100	
						24	600
		TOTAL CREDIT& TOTAL MARKS	Aberes essenti	29234965000	GOOD CALLSON AND	0	200
	BBSE-11	Services Marketing				0	200
	BBSE-10	Product & Brand Management	_	-			100
	BBSE-09	Digital Marketing	3	1	-	4	100
		Elective -III Marketing					1
<b>EIGHTH</b>	BBSE-11	Corporate Financial Management				-	100
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100

Awarded Bachelor of(in the Field of Multidisciplinary Study) (Honors (160/164) or Honors with Academic Research (164)) after securing the requisite Credits on Completion of Semester VIII

Name and Signature of Convenor & Members:

Sr.No.	Name	Designation	Signature
01	Dr. Tapesh Chandra Gupta (Convenor)	Professor	Signature
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
	Dr. Susan R. Abraham (Member)	Assistant Professor	

