

----- Program Structure -----

Bachelor of Business Administration Level 4.5 (FY BBA) Semester I									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
Subject - 1	Principles of Management	4	--	40	60	100	4	-	4
Subject - 2	Business Accounting	4	--	40	60	100	4	-	4
Subject - 3	Business Demographyand Commercial Geography	4	--	40	60	100	4	-	4
GE/OE	College Basket	2	-	50	-	50	2	-	2
SEC	Business Mathematics	2	-	50	-	50	2	-	2
AEC	Business Communication skills - I	2	-	50	-	50	2	-	2
VEC	Indian constitution and Democracy	2	-	50	-	50	2	-	2
IKS	Generic IKS	2	-	50	-	50	2	-	2
		22	0	370	180	550	22	0	22

Bachelor of Business Administration Level 4.5 (FY BBA) Semester II									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
Subject - 4	Principles of Finance	4	--	40	60	100	4	-	4
Subject - 5	Principles of Marketing	4	--	40	60	100	4	-	4
Subject - 6	Principles of Human Resource Management & Organizational Behavior	4	--	40	60	100	4	-	4
GE/OE 2	College Basket	2	-	50	-	50	2	-	2
SEC	Business Statistics	2	-	50	-	50	2	-	2
AEC	Business Communication skills - II	2	-	50	-	50	2	-	2
VEC	Environmental Science	2	-	50	-	50	2	-	2
CC	Sports/NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	2	-	50	-	50	2	-	2
		22	0	370	180	550	22	0	22

----- Program Structure -----

Bachelor of Business Administration Level 5.0 (SY BBA) Semester III									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 1	Management Accounting	4	-	40	60	100	4		4
Major Mandatory 2	Cost Accounting	2	-	20	30	50	2		2
Minor 1	Human Resource Management Functions and Practices /Consumer Behaviour and Sales Management	4	-	40	60	100	4		4
b) BBA : Marketing									
Major Mandatory 1	Consumer Behaviour and Sales Management	4	-	40	60	100	4		4
Major Mandatory 2	Legal Aspects inMarketing	2	-	20	30	50	2		2
Minor 1	HRM Functions and Practices/Management Accounting	4	-	40	60	100	4		4
c) BBA: HRM									
Major Mandatory 1	Human Resource Management Functions & Practices	4	-	40	60	100	4		4
Major Mandatory 2	Performance and Reward Management	2	-	20	30	50	2		2
Minor 1	Consumer Behaviour and Sales Management/ Management Accounting	4	-	40	60	100	4		4
Common Courses									
Open Elective 3	College Basket	2		20	30	50	2		2
VSD	Story Telling Skills	2		20	30	50	2		2
VSC	Practical								
AEC	Modern Indian Languages 1 (Marathi / Hindi / Sanskrit)	2		20	30	50	2		2
IKS	Management thoughts in ancient India	2		20	30	50	2		2
FP	Related to Major Course	-	2	20	30	50	-	2	2
CC	Sports/NSS/NCC/Yoga Education/Health and Well-ness/Fine Arts-II	-	-	-	-	-	-	2	2
Total		18	2	200	300	500	18	2	22

----- Program Structure -----

Bachelor of Business Administration Level 5.0 (SY BBA) Semester IV									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 4	Business Taxation	4	-	40	60	100	4		4
Major Mandatory 5	Financial Markets and Services	2	-	20	30	50	2		2
Minor 2	Employee Recruitment and Record Management/Advertising and Promotion Management	4	-	40	60	100	4		4
b) BBA : Marketing									
Major Mandatory 4	Advertising and Promotion Management	4	-	40	60	100	4		4
Major Mandatory 5	Retail Management	2	-	20	30	50	2		2
Minor 2	Employee Recruitment and Record Management/ Financial Markets and Services	4	-	40	60	100	4		4
c) BBA: HRM									
Major Mandatory 4	Employee Recruitment and Record Management	4	-	40	60	100	4		4
Major Mandatory 5	Cross - Cultural Human Resource and International Relations	2	-	20	30	50	2		2
Minor 2	Financial Markets and Services/Advertising and Promotion Management	4	-	40	60	100	4		4
Common Courses									
Open Elective 4	College Basket	2	-	20	30	50	2		2
VSD - II	Office Tools for Managers	2	-	20	30	50	2		2
SEC	Intellectual Property Rights (IPRs)	2	-	20	30	50	2		2
AEC	Modern Indian Languages 2 (Marathi /Hindi / Sanskrit)	2	-	20	30	50	2		2
Community Engagement and Service Project	Related to Major Subject	-	2	20	30	50	-		2
CC	Sports/NSS/NCC/YogaEducation/Health and Wellness/Fine Arts-II	-	-	-	-	-	-	2	2
Total		18	2	200	300	500	18	2	22

Exit option: Award of UG Diploma in major and minor with 80-88 credits and an additional 4 credits core NSQFcourse / Internship in industry/organization or continue with major and minor.

----- Program Structure -----

Bachelor of Business Administration | Level 5.5 (TY BBA) Semester V

Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 6	Research Methodology	4	-	40	60	100	4		4
Major Mandatory 7	Legal Aspects in Finance	4	-	40	60	100	4		4
Major Mandatory 8	Cases in Finance	2		20	30	50	2		2
Major Elective 3	Analysis of Financial Statements	4		40	60	100	4		4
Minor	Legal Aspects in HRM/ Digital Marketing	4	-	40	60	100	4		4
b) BBA : Marketing									
Major Mandatory 6	Research Methodology	4	-	40	60	100	4		4
Major Mandatory 7	Digital Marketing	4	-	40	60	100	4		4
Major Mandatory 8	Cases in Marketing	2		20	30	50	2		2
Major Elective 3	Marketing Environment Analysis and Strategies	4		40	60	100	4		4
Minor	Legal Aspects in HRM/ Legal Aspects in Finance and Security Laws	4	-	40	60	100	4		4
c) BBA: HRM									
Major Mandatory 6	Research Methodology	4	-	40	60	100	4		4
Major Mandatory 7	Legal Aspects in HRM	4	-	40	60	100	4		4
Major Mandatory 8	Cases in HRM	2		20	30	50	2		2
Major Elective 3	Organizational Change Management	4		40	60	100	4		4
Minor	Legal Aspects in Finance / Digital Marketing	4	-	40	60	100	4		4
Common Courses									
VSC	Design Thinking and Innovation	2	-	20	30	50	2	-	2
FP	Related to Major Subject	-	2	20	30	50	-	2	2
Total		20	2	220	330	550	20	2	22

----- Program Structure -----

Bachelor of Business Administration Level 5.5 (TY BBA) Semester VI									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 10	Security Analysis and Portfolio Management	4	-	40	60	100	4		4
Major Elective 2	International Financial Management	4		40	60	100	4		4
b) BBA : Marketing									
Major Mandatory 10	International Marketing Management	4	-	40	60	100	4		4
Major Elective 2	Brand Management	4		40	60	100	4		4
c) BBA: HRM									
Major Mandatory 10	International Human Resource Management	4	-	40	60	100	4		4
Major Mandatory 2	Industrial Relations Management	4	-	40	60	100	4		4
Common Courses									
Major Mandatory 9	Start – Up Innovation & Entrepreneurship Development	4	-	40	60	100	4	-	4
Major Mandatory 11	Business Law	2	-	20	30	50	2	-	2
VSC	Setting up an enterprise	2	-	20	30	50	2	-	2
OJT	Internship (After the final exams of Sem V)	-	2	40	60	100	-	4	4
Total		06	2	220	330	550	18	4	22

Note: Students shall complete on-job training/Internship in industry/organization/on-campus for 120 hours during winter vacations after Semester V examinations and before commencement of Semester VI.

Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major or Minor.

Bachelor of Business Administration Level 5.5 (TY BBA) Semester VI									
Course Type	Course Name	Teaching Scheme Hrs/Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 10	Security Analysis and Portfolio Management (Online)	2	-	20	30	50	2	-	2
Major Elective 2	International Financial Management	2		20	30	50	2	-	2
b) BBA : Marketing									
Major Mandatory 10	International Marketing Management (Online)	2	-	20	30	50	2		2
Major Elective 2	Brand Management	2		20	30	50	2		2
c) BBA: HRM									
Major Mandatory 10	International Human Resource Management (Online)	4	-	20	30	50	2		2
Major Mandatory 2	Industrial Relations Management	4	-	20	30	50	2		2
Common Courses									
Major Mandatory 9	Start Up Innovation & Entrepreneurship Development (O)	2	-	20	30	50	2	-	2
Major Mandatory 11	Business Law (Online)	2	-	20	30	50	2	-	2
VSC	Setting up an enterprise	2	-	20	30	50	2	-	2
Semester Long Internship		-	2	120	180	300	-	12	12
Total		10	2	220	330	550	10	12	22

Note: Students shall undergo for on-job training/Internship in industry/organization for 360 hours during Semester VI.

Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major or Minor.

----- Program Structure -----

Bachelor of Business Administration Level 6.0 (FY BBA) Semester VII									
Course Type	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 13	Financial Planning and Wealth Management	4	-	40	60	100	4		4
Major Mandatory 14	Mergers, Acquisitions & Corporate Restructuring	4	-	40	60	100	4		4
Major Mandatory 15	Project Finance	2		20	30	50	2		2
Major Elective 2	FinancialAnalytics	4		40	60	100	4		4
b) BBA : Marketing									
Major Mandatory 13	Marketing Analytics	4	-	40	60	100	4		4
Major Mandatory 14	Rural Agricultural Marketing	4	-	40	60	100	4		4
Major Mandatory 15	Demand Analysis &Forecasting	2		20	30	50	2		2
Major Elective 2	Tourism and Hospitality Marketing	4		40	60	100	4		4
c) BBA: HRM									
Major Mandatory 13	Compensation Management	4	-	40	60	100	4		4
Major Mandatory 14	Talent Management	4	-	40	60	100	4		4
Major Mandatory 15	Leadership, Influence &Power	2		20	30	50	2		2
Major Elective 2	Community Connect	4		40	60	100	4		4
Common Courses									
Major Mandatory 12	Business Ethics & Corporate Governance	4	-	40	60	100	4	-	4
Minor 6	Advanced Research Methodology	4	-	40	60	100	4	-	4
Total		22	0	220	330	550	22	0	22

Abbreviations:

MJC – Major Core MJE- Major Elective MNR-Minor | VSC- Vocational Skill Course

IKS - Indian Knowledge System FPR– Field Project OJT – On Job Training

CEP – Community Engagement Program GOE –Generic Elective / Open Elective

SEC- Skill Enhancement Course | AEC- Ability Enhancement Course | VEC –Value Education course CCC- Co-curricular Course

RM – Research Methodology T- Theory | P-Practical | FP - Field Project

----- Program Structure -----

Bachelor of Business Administration Level 6.0 (FY BBA) Semester VIII									
Course Type	Course Name	Teaching Scheme Hrs/Week		Examination Scheme & Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 16	Strategic Financial Management	4	-	40	60	100	4	-	4
Major Mandatory 17	Financial Risk Management	4	-	40	60	100	4	-	4
Major Mandatory 18	Investment Banking	4	-	40	60	100	4	-	4
Major Mandatory 19	AI and ML in Finance	2	-	20	30	50	2	-	2
Major Elective	FOREX and Treasury Management	4	-	40	60	100	4	-	4
b) BBA : Marketing									
Major Mandatory 16	Tourism and Hospitality Marketing	4	-	40	60	100	4	-	4
Major Mandatory 17	Retailing Analytics	4	-	40	60	100	4	-	4
Major Mandatory 18	Marketing to Emerging Markets and Business	4	-	40	60	100	4	-	4
Major Mandatory 19	Artificial Intelligence & Machine Learning in Business	2	-	20	30	50	2	-	2
Major Elective	Industrial Marketing	4	-	40	60	100	4	-	4
c) BBA: HRM									
Major Mandatory 16	Industrial Psychology	4	-	40	60	100	4	-	4
Major Mandatory 17	HR Analytics	4	-	40	60	100	4	-	4
Major Mandatory 18	Industrial Relations &LabourLaw	2		20	30	50	2	-	2
Major Mandatory 19	Negotiation Skills for HR	4		40	60	100	4	-	4
Major Elective	Employee Training & Development								
Common Courses									
OJT	Internship (After the final examsof Sem VII	4	-	40	60	100	4	-	4
Total		22	0	220	330	550	22	0	22

Award of Four years UG Honors with Research Degree in Major & Minor with 176 credits. Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major or Minor.

Bachelor of Business Administration Level 6.0 (FY BBA) Semester VIII									
Course Type	Course Name	Teaching Scheme Hrs/Week		Examination Scheme & Marks			Credits		
		TH	P	CCE	EE	Total	TH	P	Total
a) BBA : Finance									
Major Mandatory 16	Strategic Financial Management (Online)	2	-	20	30	50	4	-	4
Major Mandatory 17	Financial Risk Management (Online)	2	-	20	30	50	4	-	4
Major Mandatory 18	Investment Banking (Online)	2	-	20	30	50	4	-	4
Major Mandatory 19	AI and ML in Finance (Online)	2	-	20	30	50	2	-	2
Major Elective	FOREX and Treasury Management	2	-	20	30	50	4	-	4
b) BBA : Marketing									
Major Mandatory 16	Tourism and Hospitality Marketing (Online)	2	-	20	30	50	4	-	4
Major Mandatory 17	Retailing Analytics (Online)	2	-	20	30	50	4	-	4
Major Mandatory 18	Marketing to Emerging Markets and Business (Online)	2	-	20	30	50	4	-	4
Major Mandatory 19	AI & MLin Business (Online)	2	-	20	30	50	2	-	2
Major Elective	Industrial Marketing	2	-	20	30	50	4	-	4
c) BBA: HRM									
Major Mandatory 16	Industrial Psychology (Online)	2	-	20	30	50	4	-	4
Major Mandatory 17	HR Analytics (Online)	2	-	20	30	50	4	-	4
Major Mandatory 18	Industrial Relations & Labour Law (Online)	2		20	30	50	2	-	2
Major Mandatory 19	Negotiation Skills for HR (Online)	2		20	30	50	4	-	4
Major Elective	Employee Training & Development	2		20	30	50			
Common Courses									
Semester Long Internship		-	2	120	180	300	-	12	12
Total		10	2	220	330	550	10	12	22

Award of Four years UG Honors with Research Degree in Major and Minor with 176 credits. Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major or Minor.