



## **SCHOOL OF MANAGEMENT (SOM)**

### **BACHELOR OF BUSINESS ADMINISTRATION (Hons) PROGRAMME STRUCTURE-2023**

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## I Semester

| Course Code                           | Course                               | CMRU Category | CMRU Subcategory | UGC Category | School/ Dept. | Contact Hours/ Week | Credit Distribution L-T-P-C |
|---------------------------------------|--------------------------------------|---------------|------------------|--------------|---------------|---------------------|-----------------------------|
| <b>Program Core</b>                   |                                      |               |                  |              |               |                     |                             |
| 6MGMT1133                             | Management Principles and Practices  | Foundation    | FC               | CC           | SOM           | 3                   | 3-0-0-3                     |
| 6ITBS1063                             | IT for Business                      | Foundation    | FC               | CC           | SOM           | 5                   | 3-0-1-4                     |
| 6ACCT2052                             | Financial Accounting                 | Foundation    | IC               | CC           | SOM           | 4                   | 2-0-1-3                     |
| 6ECON1011                             | Business Economics                   | Foundation    | FC               | CC           | SOM           | 3                   | 3-0-0-3                     |
| 6MKTG2122                             | Marketing Management                 | Foundation    | IC               | CC           | SOM           | 3                   | 3-0-0-3                     |
| <b>Common Core</b>                    |                                      |               |                  |              |               |                     |                             |
| CPSAL1031/<br>CPSAL1041/<br>CPSAL1051 | Hindi/Kannada/English                | PS            | -                | AECC         | DCCC          | 2                   | 2-0-0-2                     |
| CPSAL2031                             | Oral and Written Communication (OWC) | PS            | -                | SEC          | DCCC          | 4                   | 4-0-0-4                     |
| GCSCD1011                             | Community Service-I (COS-I) *        | CS            | -                | -            | DCCC          | 2                   | 0-0-1-1*                    |
| <b>TOTAL</b>                          |                                      |               |                  |              |               | 26                  | <b>22 + 1*</b>              |
| <b>Audit Course:</b>                  |                                      |               |                  |              |               |                     |                             |

*\*The Community Service-I (COS-I) of 30 hours has to be carried out in the I Semester. The corresponding 1 credit and the CIE will be reflected in the VI Semester.*

## II Semester

| Course Code  | Course  | CMRU Category        | CMRU Subcategory | UGC Category | School/ Dept. | Contact Hours/ Week | Credit Distribution L-T-P-C |
|--|---|----------------------|------------------|--------------|---------------|---------------------|-----------------------------|
| <b>Program Core</b>  |   |                      |                  |              |               |                     |                             |
| 6ACCT2083  | Corporate Accounting  | Foundation           | FC               | CC           | SOM           | 5                   | 3-0-1-4                     |
| 6MATH1011  | Business Mathematics  | Foundation           | FC               | CC           | SOM           | 4                   | 2-0-1-3                     |
|  |   | Inter Disciplinary 1 | IDE              | EC           |               | 3                   | 3-0-0-3                     |
| <b>Common Core</b>   |   |                      |                  |              |               |                     |                             |
| CPSAL1061/<br>CPSAL1071/<br>CPSAL1081/<br>CPSSF1011/2<br>1/31/41 | Hindi/Kannada/English/<br>FL-French/<br>German/Korean/Spanish                         | PS                   | -                | AECC         | DCCC          | 2                   | 2-0-0-2                     |
| CPSAD1011  | Design Thinking   | PS                   | -                | AECC         | DCCC          | 2                   | 2-0-0-2                     |
| CKSAM1051  | Indian Constitution (INC)   | KSC                  |                  | AECC         | DCCC          | 2                   | 2-0-0-2                     |
| GCSCD1021  | Community Service-II (COS-II) *   | CS                   | -                | -            | DCCC          | 2                   | 0-0-1-1*                    |
| <b>TOTAL</b>   |   |                      |                  |              |               | 20                  | <b>16 + 1*</b>              |
| GPSDR1081/<br>GPSDA1051  | Career Preparedness Program-I (Personal Effectiveness + Prepare for Aptitude Tests-I) | PS                   | -                | AECC         | DCCC          | 3                   | <b>GR</b>                   |
| <b>Audit Course:</b>   |   |                      |                  |              |               |                     |                             |

*\*The Community Service-II (COS-II) of 30 hours has to be carried out in the II Semester. The corresponding 1 credit and the CIE will be reflected in the VI Semester.*

*Internship- I (CIP) of 2 credits to be carried out between II and III Semester break. The corresponding 2 credits will be reflected in the VI Semester.*

### III Semester

| Course Code         | Course                           | CMRU Category        | CMRU Subcategory | UGC Category | School/ Dept. | Contact Hours/ Week | Credit Distribution L-T-P-C |
|---------------------|----------------------------------|----------------------|------------------|--------------|---------------|---------------------|-----------------------------|
| <b>Program Core</b> |                                  |                      |                  |              |               |                     |                             |
| 6ACCT2072           | Cost and Management Accounting   | Foundation           | IC               | CC           | SOM           | 5                   | 3-0-1-4                     |
| 6STAT2011           | Business Statistics with R       | Foundation           | IC               | CC           | SOM           | 4                   | 2-0-1-3                     |
| 6HRMT1143           | Organisational Behavior          | Foundation           | FC               | CC           | SOM           | 3                   | 3-0-0-3                     |
| xxxxx               | MOOC                             | Foundation           | FC               | CC           | SOM           | 2                   | 2-0-0-2                     |
|                     |                                  | Inter Disciplinary 2 | IDE              | EC           |               | 3                   | 3-0-0-3                     |
| 6INTS2010           | Internship I <sup>†</sup> (CIP)  | Internship           | -                | CC           | SOM           | 4                   | 0-0-2-2 <sup>†</sup>        |
| <b>Common Core</b>  |                                  |                      |                  |              |               |                     |                             |
| CKSAM1011           | Critical Inquiry                 | PS                   |                  | AECC         | DCCC          | 1                   | 1-0-0-1                     |
| CCSAE1011           | Disaster Management              | PS                   |                  | AECC         | DCCC          | 2                   | 2-0-0-2                     |
| GCSCD1031           | Community Service-III(COS-III) * | CS                   | -                | -            | DCCC          | 2                   | 0-0-1-1*                    |
| <b>TOTAL</b>        |                                  |                      |                  |              |               | 26                  | 18 + 1 *+ 2 <sup>†</sup>    |

|                         |  |    |   |      |      |   |    |
|-------------------------|--|----|---|------|------|---|----|
| GPSBD1171/<br>GPSBA1061 | Career Preparedness Program-II (Career essentials + Prepare for Aptitude Tests-II) | PS | - | AECC | DCCC | 3 | GR |
| <b>Audit Course:</b>    |  |    |   |      |      |   |    |

*† Internship I - Community Internship Program (CIP) credits are reflected in the VI Semester*

*\*The Community Service - III (COS-III) of 30 hours has to be carried out in the III Semester. The corresponding 1 credit and the CIE will be reflected in the VI Semester.*

#### IV Semester

| Course Code         | Course                         | CMRU Category           | CMRU Subcategory | UGC Category | School/ Dept. | Contact Hours/ Week | Credit Distribution L-T-P-C |
|---------------------|--------------------------------|-------------------------|------------------|--------------|---------------|---------------------|-----------------------------|
| <b>Program Core</b> |                                |                         |                  |              |               |                     |                             |
| 6MGMT1041           | Business Research Methods      | Foundation              | FC               | CC           | SOM           | 4                   | 2-0-1-3                     |
| 6HRMT2021           | Human Resource Management      | Foundation              | IC               | CC           | SOM           | 3                   | 3-0-0-3                     |
| 6FINC2011           | Financial Management           | Foundation              | IC               | CC           | SOM           | 4                   | 2-0-1-3                     |
| 6ANLT1101           | Business Analytics             | Foundation              | IC               | CC           | SOM           | 4                   | 2-0-1-3                     |
| 6OPSM2011           | Operations Research            | Foundation              | IC               | CC           | SOM           | 3                   | 3-0-0-3                     |
|                     |                                | Inter Disciplinary<br>3 | IDE              | EC           |               | 3                   | 3-0-0-3                     |
| <b>Common Core</b>  |                                |                         |                  |              |               |                     |                             |
| CKSAM1021           | Environment and Sustainability | KSC                     | -                | AECC         | DCCC          | 2                   | 2-0-0-2                     |

|                         |   |     |   |      |      |    |           |
|-------------------------|---|-----|---|------|------|----|-----------|
| CKSAA1XX1               | Arts & Philosophy   | KSC | - | AECC | DCCC | 1  | 1-0-0-1   |
| <b>TOTAL</b>            |   |     |   |      |      | 24 | <b>21</b> |
| GPSBD1181/<br>GPSBA1071 | Career Preparedness<br>Program-III (Career<br>effectiveness +<br>Prepare for Aptitude<br>Tests-III) | PS  | - | AECC | DCCC | 3  | <b>GR</b> |
| <b>Audit Course:</b>    |   |     |   |      |      |    |           |

*Internship - II (SIP) of 4 credits to be carried out between IV and V Semester break. The corresponding 4 credits will be reflected in the VI Semester.*

#### V Semester

| Course Code         | Course                           | CMRU Category | CMRU Subcategory | UGC Category | School/ Dept. | Contact Hours/ Week | Credit Distribution L-T-P-C |
|---------------------|----------------------------------|---------------|------------------|--------------|---------------|---------------------|-----------------------------|
| <b>Program Core</b> |                                  |               |                  |              |               |                     |                             |
| 6TAXN2011           | Direct Taxation                  | Foundation    | IC               | CC           | SOM           | 4                   | 2-0-1-3                     |
| 6OPSM1021           | Operations Management            | Foundation    | FC               | CC           | SOM           | 3                   | 3-0-0-3                     |
| 6MGMT2031           | Legal Aspects of Business        | Foundation    | IC               | CC           | SOM           | 3                   | 3-0-0-3                     |
| Xxxxx               | MOOC                             | Foundation    | FC               | CC           | SOM           | 2                   | 2-0-0-2                     |
| XXXXX3XX1           | Elective – 1                     | Elective      | AC               | DSE          | SOM           | 3                   | 3-0-0-3                     |
| XXXXX3XX            | Elective – 2                     | Elective      | AC               | DSE          | SOM           | 3                   | 3-0-0-3                     |
| 6INTS3010           | Internship II <sup>†</sup> (SIP) | Internship    | -                | CC           | SOM           | 8                   | 0-0-4-4 <sup>†</sup>        |
| <b>Common Core</b>  |                                  |               |                  |              |               |                     |                             |
| CKSAM1031           | Ethics & Values                  | KSC           | -                | AECC         | DCCC          | 2                   | 2-0-0-2                     |
| <b>TOTAL</b>        |                                  |               |                  |              |               | 28                  | <b>19 + 4<sup>†</sup></b>   |

|                      |   |    |   |      |      |   |    |
|----------------------|---|----|---|------|------|---|----|
| GPSDL1051            | Career Preparedness Program -4 (Strategies for Self-management (SSM)) | PS | - | AECC | DCCC | 1 | GR |
| <b>Audit Course:</b> |   |    |   |      |      |   |    |

*†† Internship II - Summer Internship Program (SIP) credits are reflected in the VI Semester*

### VI Semester

| Course Code         | Course                            | CMRU Category | CMRU Subcategory | UGC Category | School /Dept. | Contact Hours/ Week | Credit Distribution L-T-P-C |
|---------------------|-----------------------------------|---------------|------------------|--------------|---------------|---------------------|-----------------------------|
| <b>Program Core</b> |                                   |               |                  |              |               |                     |                             |
| 6MGMT1051           | Entrepreneurship Development      | Foundation    | FC               | CC           | SOM           | 3                   | 3-0-0-3                     |
| XXXXX3XX1           | Elective -3                       | Elective      | AC               | DSE          | SOM           | 3                   | 3-0-0-3                     |
| XXXXX3XX1           | Elective -4                       | Elective      | AC               | DSE          | SOM           | 3                   | 3-0-0-3                     |
| 6INTS2010           | Internship I <sup>†</sup> (CIP)   | Internship    | IC               | CC           | SOM           | -                   | 0-0-2-2 <sup>†</sup>        |
| 6INTS3010           | Internship II <sup>†</sup> (SIP)  | Internship    | IC               | CC           | SOM           | -                   | 0-0-4-4 <sup>†</sup>        |
| 6CAPS4010           | Capstone                          | Project       | Project          | DSE          | SOM           | 12                  | 0-0-6-6                     |
| GCSCD1011           | Community Service -I (COS-I) *    | CS            | -                | -            | DCCC          | -                   | 0-0-1-1*                    |
| GCSCD1021           | Community Service - II (COS-II) * | CS            | -                | -            | DCCC          | -                   | 0-0-1-1*                    |

|                      |                                     |    |   |   |      |    |           |
|----------------------|-------------------------------------|----|---|---|------|----|-----------|
| GCSCD1031            | Community Service - III (COS-III) * | CS | - | - | DCCC | -  | 0-0-1-1*  |
| <b>TOTAL</b>         |                                     |    |   |   |      | 21 | <b>24</b> |
| <b>Audit Course:</b> |                                     |    |   |   |      |    |           |

† The credits of Internship I - Community Internship Program (CIP) taken up after the II Semester is reflected in the VI Semester

†† The credits of Internship II - Summer Internship Program (SIP) taken up after the IV Semester is reflected in the VI Semester

\* The credit of Community Service - I (COS-I) / Community Service - II (COS-II) / Community Service - III (COS-III) of 30 hours each that was carried out in the I / II and III Semesters respectively is reflected in the VI Semester.

## DISCIPLINE SPECIFIC ELECTIVE COURSES

### V Semester

| Code      | Elective Course – Finance                    | Code      | Elective Course – Marketing       |
|-----------|--|-----------|-----------------------------------|
| 6FINC3021 | International Finance                        | 6MKTG3021 | Sales and Distribution Management |
| 6FINC3031 | Financial Institution and Markets            | 6MKTG3031 | Advertising and Brand Management  |
| 6FINC3041 | Investment Analysis and Portfolio Management | 6MKTG3041 | Rural Marketing                   |

| Code      | Elective Course – HRM                 | Code      | Elective Course - Supply Chain Management |
|-----------|---------------------------------------|-----------|---|
| 6HRMT3031 | HRD: Systems and Strategies           | 6SCMT3011 | Supply Chain Management                   |
| 6HRMT3041 | Organizational Change and Development | 6SCMT3021 | Supply Chain Information System           |
| 6HRMT3051 | Competency Mapping                    | 6SCMT3031 | Supply Chain Planning                     |

### VI semester

| Code      | Elective Course – Finance | Code      | Elective Course – Marketing |
|-----------|---------------------------|-----------|-----------------------------|
| 6TAXN3021 | GST                       | 6MKTG3051 | Retail Management           |



|           |                                   |           |                       |
|-----------|-----------------------------------|-----------|-----------------------|
| 6BNKI3011 | Banking Operation and Innovations | 6MKTG3061 | Marketing of Services |
| 6FINC3051 | Advanced Financial Management     | 6MKTG3071 | Consumer Behaviour    |

| Code      | Elective Course – HRM                   | Code      | Elective Course - Supply Chain Management |
|-----------|---|-----------|---|
| 6HRMT3061 | Compensation and Performance Management | 6SCMT3041 | Materials Management                      |
| 6HRMT3071 | Labour Laws                             | 6SCMT3051 | Logistics Management                      |
| 6HRMT3081 | Employee Relationship Management        | 6SCMT3061 | Inventory Management                      |

### VII semester

| Course Code         | Course                                  | CMRU Category | CMRU Subcategory | UGC Category | School/ Dept. | Contact Hours/ Week | Credit Distribution L-T-P-C |
|---------------------|---|---------------|------------------|--------------|---------------|---------------------|-----------------------------|
| <b>Program Core</b> |   |               |                  |              |               |                     |                             |
| xxxxx               | Research Paper Presentation             | Foundation    | FC               | SEC          | SOM           | 4                   | 0-0-2-2                     |
| xxxxx               | Elective- 5                             | Foundation    | AC               | DSE          | SOM           | 3                   | 3-0-0-3                     |
| xxxxx               | General Elective- 1                     | Elective      | FC               | GE           | SOM           | 3                   | 3-0-0-3                     |
| XXXX                | MOOC                                    | Foundation    | FC               | CC           | SOM           | 2                   | 2-0-0-2                     |
| 6MGMT3151           | Advanced Research Methodology           | Foundation    | AC               | CC           | SOM           | 4                   | 2-0-1-3                     |
| 6STAT3021           | Data Analysis Using Statistical Package | Foundation    | AC               | CC           | SOM           | 4                   | 2-0-1-3                     |
| 6CAPS5010           | Thesis Phase - I                        | Project       | Project          | DSE          | SOM           | 12                  | 0-0-6-6                     |
|                     | Total                                   |               |                  |              |               | 32                  | 22                          |

## DISCIPLINE SPECIFIC ELECTIVE COURSES

### VII semester

| Code      | Elective Course – Finance    | Code      | Elective Course – Marketing |
|-----------|------------------------------|-----------|-----------------------------|
| 6FINC3081 | Financial Project Management | 6MKTG3111 | International Marketing     |
| 6FINC3071 | Working Capital Management   | 6MKTG3101 | Neuro Marketing             |

| Code      | Elective Course – HRM               | Code      | Elective Course - Supply Chain Management |
|-----------|-------------------------------------|-----------|---|
| 6HRMT3121 | Strategic Human Resource Management | 6SCMT3101 | International Logistics                   |
| 6HRMT3111 | International HRM                   | 6SCMT3091 | Purchasing and Vendor Management          |

### GENERAL ELECTIVE COURSES:

| Semester | Course Code | Course            |
|----------|-------------|-------------------|
| VII      | 6MKTG1131   | B2B Marketing     |
|          | 6DMKG1101   | Digital Marketing |

### VIII semester

| Course Code         | Course                                | CMRU Category | CMRU Subcategory | UGC Category | School/ Dept. | Contact Hours/ Week | Credit Distribution L-T-P-C |
|---------------------|---------------------------------------|---------------|------------------|--------------|---------------|---------------------|-----------------------------|
| <b>Program Core</b> |                                       |               |                  |              |               |                     |                             |
| 6DMKG2111           | Digital Innovation and Transformation | Foundation    | IC               | CC           | SOM           | 3                   | 3-0-0-3                     |
| 6MGMT2141           | International Business Management     | Foundation    | IC               | CC           | SOM           | 3                   | 3-0-0-3                     |
| 6ITBS3071           | Application of R Tool                 | Foundation    | AC               | SEC          | SOM           | 4                   | 2-0-1-3                     |
| Xxxxxx              | General Elective-2                    | Foundation    | FC               | GE           | SOM           | 3                   | 3-0-0-3                     |

|           |                   |         |         |     |     |    |         |
|-----------|-------------------|---------|---------|-----|-----|----|---------|
| 6CAPS5020 | Thesis Phase - II | Project | Project | DSE | SOM | 12 | 0-0-6-6 |
| Total     |                   |         |         |     |     | 25 | 18      |

**GENERAL ELECTIVE COURSES:**

| Semester    | Course Code | Course                |
|-------------|-------------|-----------------------|
| <b>VIII</b> | 6MGMT1161   | Ecosystem of startups |
|             | 6ITBS2081   | E-Commerce            |