



Sri Balaji Society's
Sri Balaji University, Pune
UNIVERSITY FOR OPPORTUNITIES

• Discipline • Dedication • Determination

SCHOOL OF COMMERCE AND MANAGEMENT

BBA – MBA INTEGRATED

Five Year Degree Programme

COURSE STRUCTURE

**Course Structure
Annexure A**

**Semester-I
Generic Core Courses**

Sr . No.	Course Code	Course Title	Nature of the Course	Credit	Internal Marks	External Marks	Total Marks
1	IBB230101	Business Management	Generic	3	30	70	100
2	IBB230102	Financial Accounting	Generic	3	30	70	100
3	IBB230103	Managerial Mathematics	Generic	3	30	70	100
4	IBB230104	Micro Economics	Generic	3	30	70	100
5	IBB230105	Environmental Studies	Value Education Course (VEC)	2	30	70	100
6	IBB230106	Computer Basics	Value Education Course (VEC)	2	30	70	100
7	IBB230107	English Language	Ability Enhancement Course (AEC)	4	30	70	100
Total				20	210	490	700

**Semester-II
Generic Core Courses**

Sr . No.	Course Code	Course Title	Nature of the Course	Credit	Internal Marks	External Marks	Total Marks
1	IBB230201	Management Accounting	Generic	3	30	70	100
2	IBB230202	Quantitative Techniques for Managers	Generic	3	30	70	100
3	IBB230203	Human Resource Management	Generic	3	30	70	100
4	IBB230204	Macro Economics	Generic	3	30	70	100
5	IBB230205	Introduction to MS-Excel	Skill Enhancement Course (SEC)	4	30	70	100
6	IBB230206	Indian Constitution and Human Rights	Indian Knowledge System (IKS)	2	30	70	100
7	IBB230207	Business Communication	Vocational and Skill Enhancement Course – (VSC)	2	30	70	100
Total				20	210	490	700

Semester-III
Generic Core Courses

Sr . No.	Course Code	Course Title	Nature of the Course	Credit	Internal Marks	External Marks	Total Marks
1	IBB230301	Financial Management	Generic	3	30	70	100
2	IBB230302	Fundamentals of Marketing	Generic	3	30	70	100
3	IBB230303	Organizational Behaviour	Generic	3	30	70	100
4	IBB230304	Indian Economy	Generic	3	30	70	100
5	IBB230305	Banking & Insurance	Vocational and Skill Enhancement Course (VSC)	2	30	70	100
6	IBB230306	Legal Aspects of Business	Skill Enhancement Course (SEC)	2	30	70	100
7	IBB230307	Health & Wellness	Co-Curricular Course (CC)	4	30	70	100
Total				20	210	490	700

Semester-IV
Generic Core Courses

Sr . No.	Course Code	Course Title	Nature of the Course	Credit	Internal Marks	External Marks	Total Marks
1	IBB230401	Cost Accounting	Generic	3	30	70	100
2	IBB230402	Entrepreneurship Development	Generic	3	30	70	100
3	IBB230403	Introduction to Business Analytics	Generic	3	30	70	100
4	IBB230404	Operations Management	Generic	3	30	70	100
5	IBB230405	Basics of E-Commerce	Vocational and Skill Enhancement Course II (VSC)	2	30	70	100
6	IBB230406	Indian Modern Language	Ability Enhancement Course (AEC)	4	30	70	100
7	IBB230407	Sports and Fitness	Co-Curricular Course (CC)	4	30	70	100
Total				22	210	490	700

Semester : V**Generic Core Courses**

Sr. No.	Course Title	Nature of the Course	Credit	Internal Marks	External Marks	Total Marks
1	Project Management	Generic	4	30	70	100
2	Strategic Management	Generic	4	30	70	100
3	Office Automation	Vocational and Skill Enhancement Course (VSC)	2	30	70	100
Total			10	90	210	300

Semester : V
Specialisation Elective Courses Group

Sr. No.	Credits	1	2	3	4	5	6	7
		<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resource Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>	<u>Logistic & Supply Chain Management</u>
1	4	Marketing Research	Introduction to Corporate Accounting	Organizational Development	Introduction to Emerging Technology	International Business Management	Entrepreneurship Mindset	Basics of Materials Management
2	4	Consumer Behaviour & Insights	Taxation	HR and Knowledge Management	Introduction to Programming Using Python	International Business Environment	Ideation and Business Plan	Fundamentals of Logistics
3	4	Fundamentals of Services Marketing	Indian Financial System	Workforce Planning	Database Management System	International Relations	Business Strategies	Procurement, Storage & Warehouse Management

Semester : VI
Generic Core Courses

Sr. No.	Course Title	Nature of the Course	Credit	Internal Marks	External Marks	Total Marks
1	Operations Research	Generic	4	30	70	100
2	Intellectual Property Rights	Generic	4	30	70	100
3	Basics of Stock Market Trading	Vocational and Skill Enhancement Course (VSC)	2	30	70	100
Total			10	90	210	300

Semester-VI
Specialisation Elective Courses Group

Sr. No.	Credits	1	2	3	4	5	6	7
		<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resources Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>	<u>Logistics & Supply Chain Management</u>
1	4	Digital Marketing	Advance Corporate Accounting	Recruitment and Selection	Spreadsheet Modelling & Decision Analysis	International Business Laws	Building Lean StartUp	Inventory Control
2	4	Integrated Marketing Communication	Mutual Funds Management	Training and Development	Python For Analytics	Export Import Documentation & Logistics	Technology Entrepreneurship	Introduction to Shipping
3	4	Advertising and Sales Promotion	Investment Analysis & Risk Management	Leadership and Team Management	Introduction to Big Data	India's Foreign Trade and International Institutions	Corporate Entrepreneurship	Supply Chain Management

Semester : VII
Generic Core Courses

Sr. No.	Course Title	Nature of the Course	Credit	Internal Marks	External Marks	Total Marks
1	Internship/Apprenticeship	Internship	8	50	150	200
2	Personality Development	Generic	2	30	70	100
Total			10	80	220	300

Semester : VII

Specialisation Elective Courses Group

Sr. No.	Credits	1	2	3	4	5	6	7
		<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resources Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>	<u>Logistics & Supply Chain Management</u>
1	4	Sales & Distribution Management	Business Tax Assessment and Planning	Performance, Compensation & Rewards Management	Data Mining and Data Warehousing	International Marketing Management	Social Entrepreneurship and Impact Investing	Strategic Operations in Supply Chain Management
2	4	Business to Business Marketing	International Financial Management	Managerial Competencies and Career Development	Information Security and Risk Management	International Banking Operations	MSME and Family managed Business	Logistics Information Systems
3	4	Introduction to Brand Management	Financial Planning & Wealth Management	Emotional Intelligence & Personal Growth	Research Techniques Using SPSS	Global Supply chain Management	Entrepreneurship Finance	Containerization and Multimodal Transport

Semester : VIII
Generic Core Courses

Sr. No.	Course Title	Nature of the Course	Credits	Internal Marks	External Marks	Total Marks
1	Research Methodology	Generic	4	30	70	100
2	Field Project/Community engagement and Service	Field Project	4	30	70	100
Total			8	60	140	200

Semester : VIII
Specialisation Elective Courses Group

Sr. No.	Credits	1	2	3	4	5	6	7
		<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resources Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>	<u>Logistics & Supply Chain Management</u>
1	4	Applied Strategic Marketing	Corporate Banking	Human Resource Auditing	Basics of R Programming	Global Human Resource Management	Government Subsidies / Schemes for encouraging Entrepreneurship	Lean Management
2	4	Emerging Trends in Marketing	Portfolio Management	Strategic Human Resource Management	Data Visualization Using Tableau	International Service Marketing	Entrepreneurship Sustainability	Total Quality Management
3	4	Retail Marketing	Financial Modelling	Industrial Relations	Introduction to AI	International Business Strategy	Entrepreneurial Risk Management	Project Management

Note: University reserves right to make changes in the above structure as & when required.

Semester : IX
Generic Core Courses

Sr. No.	Course Title	Nature of the Course	Credits	Internal Marks	External Marks	Total Marks
1	Cyber Security	Generic	4	30	70	100
2	Design Thinking for Managers	Generic	4	30	70	100
Total			8	60	140	200

Semester : IX
Specialisation Elective Courses Group

Credits	1	2	3	4	5	6	7
	<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resources Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>	<u>Logistics & Supply Chain Management</u>
4	Green Marketing	Derivatives Market	Labour Laws	Data Visualization Tools- MS Power BI	Global Sourcing and Business Development	Entrepreneurial Law and Ethics	Strategic Logistics Management
4	Customer Relationship Management	Financial Technologies	Labor Welfare and Security	Machine Learning	Cross Cultural Management	Global Entrepreneurship and International Business	Supply Chain Logistics Design & Administration
4	Rural & Inclusive Marketing	Behavioural Finance	Global Human Resource Management	Introduction to Cloud Computing	Global Business Leadership	Entrepreneurship and Innovation in Digital Era	Supply Chain Risk Modelling and Management

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Semester : X
Generic Core Courses

Sr. No.	Course Title	Nature of the Course	Credits	Internal Marks	External Marks	Total Marks
1	Research Project	Research Project	12	100	200	300
Total			12	100	200	300

Semester : X
Specialisation Elective Courses Group

Credits	1	2	3	4	5	6	7
	<u>Marketing Management</u>	<u>Accounting & Finance</u>	<u>Human Resources Management</u>	<u>Business Analytics</u>	<u>International Business</u>	<u>Entrepreneurship</u>	<u>Logistics & Supply Chain Management</u>
4	Marketing Management: Global Perspectives	Financial Econometrics	HR Analytics	Deep Learning and Model Optimization	International Business Intelligence and Analytics	Entrepreneurial Marketing	Digitalization of Supply Chain and Logistics
4	Advance Selling Skills and Sales Management	Sustainability Accounting	Ethics and Social Responsibility in HRM	Business Intelligence	Ethics and Sustainability in Global Business	Entrepreneurial Operations and Supply Chain Management	International Logistics and Supply Chain Management

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