GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)

(Deemed to be University)
VISAKHAPATNAM * HYDERABAD * BENGALURU

Accredited by NAAC with A++ Grade

GITAM School of Business



CURRICULUM AND SYLLABUS

4 Year Undergraduate Programme
UMGMT13: Bachelor of Business Administration

w.e.f. 2023-24 admitted batch (Updated on July 2024)

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Academic Regulations

Applicable for the Undergraduate Programmes offered:

School of Humanities and Social Sciences
School of Business
and
School of Science



Vision

To become a global leader in higher education.

Mission

To impart futuristic and comprehensive education of global standards with a high sense of discipline and social relevance in a serene and invigorating environment.

Quality Policy

To achieve global standards and excellence in teaching, research, and consultancy by creating an environment in which the faculty and students share a passion for creating, sharing and applying knowledge to continuously improve the quality of education.

GITAM School of Business

Vision

To be a world class business school through transformative education, research, innovation, and entrepreneurship.

Mission

- 1. To achieve excellence in academic program design and academic delivery.
- 2. To pursue research that adds value to scholarship and improves business practice.
- 3. To undertake entrepreneurial and social initiatives to address social, economic, and environmental challenges to create societal impact and sustainability.
- 4. Build professional competencies needed to succeed in business, management and administration.

UMGMT13: Bachelor of Business Administration (w.e.f.2023-24 Admitted Batch)

Programme Educational Objectives (PEOs)

- **PEO 1:** The BBA program aims at developing a student's intellectual ability, executive personality, and management skills through an appropriate blending of business and general education.
- **PEO 2:** The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions in an organizational unit or an enterprise.
- **PEO 3:** The program also seeks to prepare students for higher education in business at home and abroad.
- **PEO 4:** The program enables the students to perform various functional management responsibilities like marketing, human resources, and finance.
- **PEO 5:** The program assists the students to become future ready entrepreneurs.
- **PEO 6:** To build research capabilities among the students. Or The program enriches the students with quality knowledge and skills in research.

PEO Articulation

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
M1	3	2	3	2	2	2
M2	1	3	2	3	1	3
М3	1	2	1	1	1	2
M4	2	3	1	2	3	2

^{3 -} High Correlation, 2 - Medium Correlation, 1 - Low Correlation

UMGMT13: Bachelor of Business Administration

Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

At the end of the Programme the students would be able to demonstrate:

PO1: Complex problem-solving:

• To solve different kinds of problems in familiar and non-familiar contexts and apply the learning to real-life situations.

PO2: Critical thinking:

- Apply analytic thought to a body of knowledge, including the analysis and evaluation
 of policies, and practices, as well as evidence, arguments, claims, beliefs, and the
 reliability and relevance of evidence.
- Identify relevant assumptions or implications and formulate coherent arguments.
- Identify logical flaws and holes in the arguments of others.
- Analyze and synthesize data from a variety of sources and draw valid conclusions and support them with evidence and examples.

PO3: Creativity:

- Create, perform, or think in different and diverse ways about the same objects or scenarios.
- Deal with problems and situations that do not have simple solutions.
- Innovate and perform tasks in a better manner.
- View a problem or a situation from multiple perspectives.
- Think 'out of the box' and generate solutions to complex problems in unfamiliar contexts.
- Adopt innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

PO4: Communication Skills:

- Listen carefully, read texts and research papers analytically and present complex information in a clear and concise manner to different groups / audiences.
- Express thoughts and ideas effectively in writing and orally and communicate with others using appropriate media.
- Confidently share views and express herself / himself.
- Construct logical arguments using correct technical language related to a field of learning, work/vocation, or an area of professional practice, and convey ideas, thoughts, and arguments using language that is respectful and sensitive to gender and other minority groups.

PO5: Analytical reasoning/thinking:

- Evaluate the reliability and relevance of evidence.
- Identify logical flaws in the arguments of others.
- Analyze and synthesize data from a variety of sources-draw valid conclusions and support them with evidence and examples, and address opposing viewpoints.

PO6: Research-related skills:

- A keen sense of observation, inquiry, and capability for asking relevant/ appropriate questions.
- The ability to problematize, synthesize, and articulate issues and design research proposals.
- The ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, test hypotheses using quantitative and qualitative data, establish hypotheses, make inferences based on the analysis and interpretation of data, and predict cause-and-effect relationships.

- The capacity to develop appropriate methodology and tools for data collection.
- The appropriate use of statistical and other analytical tools and techniques.
- The ability to plan, execute and report the results of an experiment or investigation, the ability to acquire the understanding of basic research ethics and skills in practicing/doing ethics in the field/ in personal research work, regardless of the funding authority or field of study.

PO7: Coordinating/collaborating with others:

- Work effectively and respectfully with diverse teams.
- Facilitate cooperative or coordinated effort on the part of a group.
- Act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

PO8: Leadership readiness/qualities:

- Mapping out the tasks of a team or an organization and setting direction.
- Formulating an inspiring vision and building a team that can help achieve the vision, motivating and inspiring team members to engage with that vision.
- Using management skills to guide people to the right destination.

PO9: Learning how to learn skills:

- Acquire new knowledge and skills, including 'learning how to learn skills, that are
 necessary for pursuing learning activities throughout life, through self-paced and
 self-directed learning aimed at personal development, meeting economic, social, and
 cultural objectives, and adapting to changing trades and demands of the workplace,
 including adapting to the changes in work processes in the context of the fourth
 industrial revolution, through knowledge / skill development / re-skilling.
- Work independently; identify appropriate resources required for further learning.
- Acquire organizational skills and time management to set self-defined goals and targets with timelines.
- Inculcate a healthy attitude to be a lifelong learner.

PO10: Digital and technological skills:

- Use ICT in a variety of learning and work situations.
- Access, evaluate, and use a variety of relevant information sources, and use appropriate software for analysis of data.

PO11: Multicultural competence and inclusive spirit:

- The acquisition of knowledge of the values and beliefs of multiple cultures and a global perspective to honour diversity.
- Capability to effectively engage in a multicultural group/society and interact respectfully with diverse groups.
- Capability to lead a diverse team to accomplish common group tasks and goals.
- Gender sensitivity and adopting a gender-neutral approach, as also empathy for the less advantaged and the differently-abled including those with learning disabilities.

PO12: Value inculcation:

- Embrace and practice constitutional, humanistic, ethical, and moral values in life, including universal human values of truth, righteous conduct, peace, love, non-violence, scientific temper, citizenship values.
- Practice responsible global citizenship required for responding to contemporary global challenges, enabling learners to become aware of and understand global issues and to become active promoters of more peaceful, tolerant, inclusive, secure, and sustainable societies.
- Formulate a position/argument about an ethical issue from multiple perspectives.
- Identify ethical issues related to work, and follow ethical practices, including avoiding unethical behavior such as fabrication, falsification or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights.
- Recognize environmental and sustainability issues and participate in actions to promote sustainable development.
- Adopt an objective, unbiased, and truthful actions in all aspects of work.

• Instill integrity and identify ethical issues related to work, and follow ethical practices.

PO13: Autonomy, responsibility, and accountability:

- Apply knowledge, understanding, and/or skills with an appropriate degree of independence relevant to the level of the qualification.
- Work independently, identify appropriate resources required for a project, and manage a project through to completion.
- Exercise responsibility and demonstrate accountability in applying knowledge and/or skills in work and/or learning contexts appropriate for the level of the qualification, including ensuring safety and security at workplaces.

PO14: Environmental awareness and action:

- Ability to apply the knowledge, skills, attitudes, and values required to take appropriate actions for.
- Mitigating the effects of environmental degradation, climate change, and pollution.
- Effective waste management, conservation of biological diversity, management of biological resources and biodiversity, forest and wildlife conservation, and sustainable development and living.

PO15: Community engagement and service:

 To participate in community-engaged services/ activities for promoting the wellbeing of society.

PO16: Empathy:

- To identify with or understand the perspective, experiences, or points of view of another individual or group, and to identify and understand other people's emotions.
- **PSO1:** Understand the fundamental theories and practices of management.
- **PSO2:** Identify and acquire managerial skills to analyze business problems.
- **PSO3:** Interpret and apply managerial concepts with leadership skills to lead teams to achieve the objectives.
- **PSO 4:** Evaluate the dynamic business environment and apply value-based entrepreneurial skills to overcome the challenges.

Curriculum Structure (Flexible Credit System)

Minimum Credit Requirements to Award Degree Under Each Category

				Minir	num Credit F	Requirem	ent	
S.No.	Course Category and Category Code		3 Ye Undergra		4 Yea Undergra (Hons	duate	4 Ye. Undergra (Hons with Res	iduate s.)
			Credits	(%)	Credits	(%)	Credits	(%)
1	Multidisciplinary Core Courses	MDC	12	10	12	7.5	12	7.5
2	Major Core	MC	60	F0	02	F7 F	00	F0
3	Major Electives	ME	60	50	92	57.5	80	50
4	Minor	MI	24	20	32	20	32	20
5	Internship	INT	04	3.40	04	2.5	04	2.50
6	Ability Enhancement Courses – University Core	UC	08	6.60	08	05	08	05
7	Skill Enhancement Courses – University Core	UC	08	6.60	08	05	08	05
8	Value Added Courses – University Core	UC	04	3.40	04	2.5	04	2.50
9	Research Project / Dissertation	PROJ		00		00	12	7.50
	Total		120	100	160	100	160	100

Multi-disciplinary Core Courses (MDC)

Course Code	Level	Course Title	L	T	Р	S	J	С
HRMG1012	100	Principles of Management	2	0	0	0	0	2
VEDC1001	100	Venture Development	2	0	0	0	0	2
SOCY1031	100	Humans, Humanity and Humanities	2	0	0	0	0	2
SOCY1041	100	Humans and their World	2	0	0	0	0	2
PHYS1251	100	Introduction to Physical Sciences	2	0	0	0	0	2
BCBI1041	100	Introduction to Chemical and Life Sciences	2	0	0	0	0	2
		Total Credits						12

Major Core (MC)

Course Code	Level	Course Title	L	Т	Р	S	J	С
HRMG1041	1	Organizational Behavior	3	0	0	0	0	3
OPTS1002	1	Business Mathematics	3	0	0	0	0	3
MKTG2011	2	Marketing Management	3	0	0	0	0	3
HRMG2031	2	Human Resource Management	3	0	0	0	0	3
FINA1091	1	Accounting for Managers	3	0	0	0	0	3
IENT1031	1	Managerial Economics	3	0	0	0	0	3
FINA2002	2	Essentials of Financial Management	3	0	0	0	0	3
IENT2002	2	<u>Entrepreneurship</u>	3	0	0	0	0	3
HRMG3051	3	Business Laws	3	0	0	0	0	3
BUAN3051	3	Business Analytics	3	0	0	0	0	3
OPTS3161	3	Operations and Supply Chain Management	3	0	0	0	0	3
IENT3082	3	Business Strategy	3	0	0	0	0	3
		Total Credits	;					36
Bachelor of Bus	iness Ad	ministration (Management Accounting) – Credit	s to be	earn	ed is	09		
Course Code	Level	Course Title	L	Т	Р	S	J	С
HRMG1041	1	Organizational Behavior	3	0	0	0	0	3
HRMG2031	2	Human Resource Management	3	0	0	0	0	3
MKTG2011	2	Marketing Management	3	0	0	0	0	3
		Total Credits	;					09
Bachelor of Bu	usiness <i>E</i>	Administration (Financial Markets) - Credits	to be	earn	ed is	s 36		
Course Code	Level	Course Title	L	Т	Р	S	J	С
HRMG1041	1	Organizational Behavior	3	0	0	0	0	3
OPTS1002	1	Business Mathematics	3	0	0	0	0	3
MKTG2011	2	Marketing Management	3	0	0	0	0	3
HRMG2031	2	Human Resource Management	3	0	0	0	0	3
FINA1091	1	Accounting for Managers	3	0	0	0	0	3
IENT1031	1	Managerial Economics	3	0	0	0	0	3
FINA2002	2	Essentials of Financial Management	3	0	0	0	0	3
IENT2002	2	<u>Entrepreneurship</u>	3	0	0	0	0	3
HRMG3051	3	Business Laws	3	0	0	0	0	3
BUAN3051	2	Business Analytics	_	0	0	0	0	3
DOWINDOOT	3	<u>Dusiness Analytics</u>	3	J 0	-		_	3
FINA3361	3	Indian Financial System	3	0	0	0	0	3
			_	_		0	0	3
FINA3361	3	Indian Financial System	3	0	0		-	3
FINA3361 IENT3082	3	Indian Financial System Business Strategy	3 3	0	0	0	0	3
FINA3361 IENT3082	3	Indian Financial System Business Strategy Total Credits	3 3	0	0	0	0	3 36
FINA3361 IENT3082 Bachelor of Bu	3 3 usiness A	Indian Financial System Business Strategy Total Credits Administration (Business Analytics) - Credits	3 3 5 to be	0 0	0 0 ned	0 is 33	0	3 36
FINA3361 IENT3082 Bachelor of Bu Course Code	3 3 usiness A Level	Indian Financial System Business Strategy Total Credits Administration (Business Analytics) - Credits Course Title	3 3 5 to be	0 0 eear	0 0 ned	0 is 33	J	3 36 C
FINA3361 IENT3082 Bachelor of Be Course Code HRMG1041 OPTS1002	3 3 usiness A Level 1 1	Indian Financial System Business Strategy Total Credits Administration (Business Analytics) - Credits Course Title Organizational Behavior Business Mathematics	3 3 5 to be L 3	0 0 eear T 0	0 0 ned i	0 is 33 S	J 0	3 36 C
FINA3361 IENT3082 Bachelor of Bu Course Code HRMG1041 OPTS1002 MKTG2011	3 3 usiness A Level 1 1 2	Indian Financial System Business Strategy Total Credits Administration (Business Analytics) - Credits Course Title Organizational Behavior Business Mathematics Marketing Management	3 3 3 5 L 3 3 3 3	0 0 0 ear T 0 0	0 0 ned i P 0 0	0 is 33 S 0 0	0 J 0 0	3 36 3 3 3
FINA3361 IENT3082 Bachelor of Buchelor Course Code HRMG1041 OPTS1002 MKTG2011 HRMG2031	3 3 usiness A Level 1 1 2 2	Indian Financial System Business Strategy Total Credits Administration (Business Analytics) - Credits Course Title Organizational Behavior Business Mathematics Marketing Management Human Resource Management	3 3 3 5 L 3 3 3 3 3 3	0 0 0 E ear T 0 0 0	0 0 ned i P 0 0 0	0 is 33 S 0 0 0 0 0	0 0 0 0 0	3 3 3 3 3 3
FINA3361 IENT3082 Bachelor of Buchelor Course Code HRMG1041 OPTS1002 MKTG2011 HRMG2031 FINA1091	3 3 Jsiness A Level 1 2 2 1	Indian Financial System Business Strategy Total Credits Administration (Business Analytics) - Credits Course Title Organizational Behavior Business Mathematics Marketing Management Human Resource Management Accounting for Managers	3 3 3 5 L 3 3 3 3 3 3 3 3	0 0 0 E ear T 0 0 0 0	0 0 ned 1 P 0 0 0 0	0 is 33 S 0 0 0 0	0 0 0 0 0	3 36 3 3 3 3
FINA3361 IENT3082 Bachelor of Buchelor Course Code HRMG1041 OPTS1002 MKTG2011 HRMG2031 FINA1091 IENT1031	3 3 usiness A Level 1 1 2 2 1 1	Indian Financial System Business Strategy Total Credits Administration (Business Analytics) - Credits Course Title Organizational Behavior Business Mathematics Marketing Management Human Resource Management Accounting for Managers Managerial Economics	3 3 3 3 3 3 3 3 3	0 0 0 T 0 0 0 0	0 0 ned i 0 0 0 0	0 S S O O O O O O	0 0 0 0 0 0	3 36 3 3 3 3 3
FINA3361 IENT3082 Bachelor of Buchelor Course Code HRMG1041 OPTS1002 MKTG2011 HRMG2031 FINA1091	3 3 Jsiness A Level 1 2 2 1	Indian Financial System Business Strategy Total Credits Administration (Business Analytics) - Credits Course Title Organizational Behavior Business Mathematics Marketing Management Human Resource Management Accounting for Managers	3 3 3 5 L 3 3 3 3 3 3 3 3	0 0 0 E ear T 0 0 0 0	0 0 ned 1 P 0 0 0 0	0 is 33 S 0 0 0 0	0 0 0 0 0	3 36 3 3 3 3 3

HRMG3051	3	Business Laws	3	0	0	0	0	3
OPTS3161	3	Operations and Supply Chain Management	3	0	0	0	0	3
IENT3082	3	Business Strategy	3	0	0	0	0	3
		Total Credits						33

Major Electives (ME)

Basket 1: Fina	nce							
Course Code	Level	Course Title	L	T	Р	S	J	С
FINA3361	3	Indian Financial System	3	0	0	0	0	3
FINA3102	3	Stock Market Operations	3	0	0	0	0	3
FINA3371	3	<u>Insurance Management</u>	3	0	0	0	0	3
FINA3351	3	Income Tax Law and Practice	3	0	0	0	0	3
		Total Credi	its					12
Basket 2: Hun	ıan Reso	urce						
Course Code	Level	Course Title	L	T	Р	S	J	С
HRMG3061	3	Compensation Management	3	0	0	0	0	3
HRMG3071	3	<u>Learning and Development</u>	3	0	0	0	0	3
HRMG3081	3	Performance Management	3	0	0	0	0	3
HRMG3042	3	Employment Laws	3	0	0	0	0	3
		Total Credi	its					12
Basket 3: Mar				1	1	1		1
Course Code	Level	Course Title	L	Т	Р	S	J	С
MKTG3012	3	Sales and Distribution Management	3	0	0	0	0	3
MKTG3051	3	B2B Marketing	3	0	0	0	0	3
MKTG3071	3	<u>Integrated Marketing Communications</u>	3	0	0	0	0	3
MKTG3061	3	<u>Digital Marketing</u>	3	0	0	0	0	3
		Total Credi	its					12
Basket 4: Ope			<u> </u>	1 _	1 _	1 _		I _
Course Code	Level	Course Title	L	T	Р	S	J	С
	3	<u>Materials Management</u>	3	0	0	0	0	3
OPTS3151		I Droject Management		0	0	0	0	3
OPTS3171	3	<u>Project Management</u>	3	<u> </u>				
OPTS3171 OPTS3181	3	Quality Management	3	0	0	0	0	3
OPTS3171	3	Quality Management Service Operations Management	3	<u> </u>	0	0	0	3
OPTS3171 OPTS3181 OPTS3191	3 3 3	Quality Management Service Operations Management Total Credi	3	0	<u> </u>	- -		3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr	3 3 3 repreneu	Quality Management Service Operations Management Total Credi	3 3 its	0	0	0	0	3 12
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code	3 3 3 repreneu Level	Quality Management Service Operations Management Total Credi rship Course Title	3 3 its L	0 0 T	0 P	0 S	J	3 12 C
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002	3 3 3 repreneu Level 3	Quality Management Service Operations Management Total Credi rship Course Title Social Entrepreneurship	3 3 3 its L 3	0 0 T 0	P 0	0 S 0	J	3 12 C 3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012	3 3 3 repreneu Level 3 3	Quality Management Service Operations Management Total Credi rship Course Title Social Entrepreneurship Family Business Management	3 3 3 its L 3 3	0 0 T 0	0 P 0 0	0 S 0 0	0 J 0 0	3 12 C 3 3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002	3 3 3 repreneu Level 3	Quality Management Service Operations Management Total Credi rship Course Title Social Entrepreneurship	3 3 3 its L 3	0 0 T 0	P 0	0 S 0	J	3 12 C 3

Minimum nun	iber of C	Credits to be earned is 51						
Course Code	Level	Course Title	L	Т	Р	S	J	С
FINA1101	1	Introduction to Financial Accounting	3	0	0	0	0	3
FINA1002	1	Managing Finance in a Digital World	3	0	0	0	0	3
IENT1022	1	Fundamentals of Business Economics	3	0	0	0	0	3
FINA2121	2	Management Accounting	4	0	0	0	0	4
FINA2131	2	Financial Reporting	4	0	0	0	0	4
FINA2321	2	Operational Case Study Analysis	4	0	0	0	0	4
FINA3321	3	Advanced Financial Reporting	4	0	0	0	0	4
FINA3331	3	Advanced Management Accounting	4	0	0	0	0	4
FINA3391	3	Managing Performance	3	0	0	0	0	3
FINA3381	3	Management Case Study Analysis	4	0	0	0	0	4
IENT3091	3	Strategic Management	3	0	0	0	0	3
FINA3341	3	<u>Financial Strategy</u>	4	0	0	0	0	4
FINA3401	3	Risk Management	4	0	0	0	0	4
FINA3072	3	Strategic Case Study Analysis	4	0	0	0	0	4
Minimum nun	iber of C	Administration (Financial Markets) – Credits to be earned is 24						_
Course Code	Level	Course Title	L	T	P	S	J	С
FINA1022	1	Introduction to Financial Markets	3	0	0	0	0	3
FINA1052	1	Introduction to Mutual Funds	3	0	0	0	0	3
FINA2311	2	<u>Derivatives Market Operations</u>	3	0	0	0	0	3
FINA2331	2	Simulation of Equity Shares	3	0	0	0	0	3
FINA2301	2	Commodities Market Analysis	3	0	0	0	0	3
FINA2091	2	<u>Capital Market Operations</u>	3	0	0	0	0	3
FINA3132	3	<u>Fundamental Analysis</u>	3	0	0	0	0	3
FINA3152	3	<u>Technical Analysis</u>	3	0	0	0	0	3
Minimum nun	nber of C	Administration (Business Analytics) — Credits to be earned is 27						
Course Code	Level	Course Title	L	Т	P	S	J	С
BUAN2101	2	Data Analysis with Python	3	0	0	0	0	3
BUAN2121	2	Programming with Java	3	0	0	0	0	3
BUAN2111	2	Data Visualization	3	0	0	0	0	3
BUAN3081	3	Predictive Analytics	3	0	0	0	0	3
BUAN2091	2	Artificial Intelligence and Machine Learning	3	0	0	0	0	3
BUAN3042	3	Big Data Analytics	3	0	0	0	0	3
BUAN3071	3	Functional Analytics with R	3	0	0	0	0	3
OPTS3141	3	<u>Decision Science</u>	3	0	0	0	0	3
BUAN3061	3	Database Systems	3	0	0	0	0	3

Internship (INT)

Course code	Level	Course Title	L	T	P	S	J	С	
MGMT3444	300	Internship	0	0	0	0	8	4	1

University Core (UC)

Course code	Level	Course Title	L	т	Р	S	J	С
		Ability Enhancement Courses						
LANG1042	100	Academic Writing	2	0	0	0	0	2
LANG1201	100	Critical Thinking	2	0	0	0	0	2
LANG1012	100	Communication Skills in English – Intermediate	0	0	4	0	0	2
LANG1022	100	Communication Skills in English – Advanced	0	0	4	0	0	2
		Skill Enhancement Courses						
CSCI1301	100	Introduction to Programming	0	0	4	0	0	2
CSCI1311	100	Introduction to Data Science	0	0	4	0	0	2
CLAD1002	100	Emotional Intelligence & Reasoning Skills	0	0	2	0	0	1
CLAD1012	100	Leadership Skills & Quantitative Aptitude	0	0	2	0	0	1
CLAD1022	100	Verbal Ability & Quantitative Ability	0	0	2	0	0	1
CLAD1022	100	Practicing Verbal Ability & Quantitative	0	0	2	0	0	1
CLAD1032		<u>Aptitude</u>						
		Value Added Courses						
ENVS1002	100	Environmental Studies *	3	0	0	0	0	3
POLS1051	100	The Indian Constitution *	1	0	0	0	0	1
		Pass / Fail Courses (Mandatory)						
FINA1081	100	Personal Financial Planning *	1	0	0	0	0	0
PHPY1011	100	Gandhi and the Contemporary World * / UHV	1	0	0	0	0	0
	P	eass / Fail Courses (Any one course to be cho	sen)					
DOSP1122	100	<u>Yoga</u>	0	0	2	0	0	0
MFST1002	100	Health and Wellbeing *	0	0	2	0	0	0
		Club Activities						
DOSL1002	100	Club Activity (Participant)	0	0	2	0	0	0
DOSL1012	100	Club Activity (Member of the Club)	0	0	2	0	0	0
DOSL1022	100	Club Activity (Leader of the Club)	0	0	2	0	0	0
DOSL1032	100	Club Activity (Competitor)	0	0	2	0	0	0
		Community Service						
DOSL1042	100	<u>Community Services – Volunteer</u>	0	0	2	0	0	0
DOSL1052	100	Community Services – Mobilizer	0	0	2	0	0	0
		Sports						
DOSP1002	100	<u>Badminton</u>	0	0	2	0	0	0
DOSP1012	100	<u>Chess</u>	0	0	2	0	0	0
DOSP1022	100	Carrom	0	0	2	0	0	0
DOSP1032	100	<u>Football</u>	0	0	2	0	0	0
DOSP1042	100	<u>Volleyball</u>	0	0	2	0	0	0
DOSP1052	100	<u>Kabaddi</u>	0	0	2	0	0	0
DOSP1062	100	Kho- Kho	0	0	2	0	0	0
DOSP1072	100	<u>Table Tennis</u>	0	0	2	0	0	0
DOSP1082	100	<u>Handball</u>	0	0	2	0	0	0
DOSP1092	100	<u>Basketball</u>	0	0	2	0	0	0
DOSP1102	100	<u>Tennis</u>	0	0	2	0	0	0
DOSP1112	100	Throw ball	0	0	2	0	0	0

^{*} Massive Open Online Course (MOOC)

Students pursuing 4th year of the Programme need to choose the courses from the respective basket of Honours or Honours with Research

Honours Courses

Minimum number of credits to be earned: 32.

Course Code	Level	Course Title	L	T	Р	S	J	С
OPTS4031	400	Research Methodology	4	0	0	0	0	4
STGM4001	400	Business Simulation	4	0	0	0	0	4
STGM4011	400	Business Ethics	4	0	0	0	0	4
STGM4021	400	Business Transformation	4	0	0	0	0	4
		Major Elective Basket- I (Any two courses)	Х	Х	Х	Х	Х	8
		Major Elective Basket- II (Any two courses)	Х	Х	Х	Х	Х	8

Honours with Research Courses

Minimum number of credits to be earned is 32 out of which 12 credits must be earned through Research Project / Dissertation

Course Code	Level	Course Title	L	T	P	S	J	С
OPTS4031	400	Research Methodology	4	0	0	0	0	4
OPTS4021	400	Research and Publication Ethics	4	0	0	0	0	4
STGM4001	400	Business Simulation	4	0	0	0	0	4
STGM4021	400	Business Transformation	4	0	0	0	0	4
		Major Elective Basket – I (Any one Course)	4	0	0	0	0	4
Research Proj	ect / Dis	sertation (PROJ)						
RSPJ7888	400	Research Project	0	0	0	0	8	4
RSDT7999	400	Research Dissertation	0	0	0	0	16	8

		Research - Elective Baskets s from the following FIVE Baskets						
Basket 1: Ope	rations							
Course Code	Level	Course Title	L	T	Р	S	J	С
OPSC4001	400	Lean and Six Sigma	4	0	0	0	0	4
OPSC4011	400	Decision Science (Advanced)	4	0	0	0	0	4
OPSC4021	400	Procurement and Global Sourcing	4	0	0	0	0	4
OPSC4031	400	Technology and Innovation in Supply Chain	4	0	0	0	0	4
OPSC4041	400	Circular Economy & Practices	4	0	0	0	0	4
OPSC4051	400	Port Management	4	0	0	0	0	4
						•	•	
Basket 2: Orga	anisation	al Development and Human Resource						
Course Code	Level	Course Title	L	T	Р	S	J	С
LIDMC4011	400	Human Resource Development	-					_
HRMG4011	400	numan Resource Development	4	0	0	0	0	4
ODHR4001	400	Stress, Happiness and Well Being	4	0	0	0	0	
				_	L.	_	_	4
ODHR4001	400	Stress, Happiness and Well Being Gig Economy and Global Workforce	4	0	0	0	0	4
ODHR4001 ODHR4011	400	Stress, Happiness and Well Being Gig Economy and Global Workforce Management	4	0	0	0	0	4 4 4

Basket 3: Mar	keting							
Course Code	Level	Course Title	L	Т	Р	S	J	С
		Consumer Attitude and Behaviour	4	0	0	0	0	4
		Product and Brand Management	4	0	0	0	0	4
MKTG4021	400	Marketing Research	4	0	0	0	0	4
MKTG4031	400	Retail Marketing	4	0	0	0	0	4
MKTG4041	400	Marketing Ethics and Sustainability	4	0	0	0	0	4
MKTG4051	400	Meta Social Media Marketing and Analytics	4	0	0	0	0	4
Basket 4: Fina		T =				I _	_	
Course Code	Level	Course Title	L	T	P	S	J	С
ACFN4001	400	Strategic Financial Management	4	0	0	0	0	4
ACFN4011	400	Merchant Banking and Financial Services	4	0	0	0	0	4
ACFN4021	400	Global Financial Management	4	0	0	0	0	4
ACFN4031	400	Advanced Financial Management	4	0	0	0	0	4
ACFN4041	400	Advanced Performance Management	4	0	0	0	0	4
ACFN4051	400	Corporate Taxation	4	0	0	0	0	4
Dooleat F. Ente								
Basket 5: Entr	Level	Course Title		т	Р	S	-	
			L	0	0	0	J	C
ENTP4001	400	Innovation Management	4	0	0	0	0	4
ENTP4011	400	Entrepreneurship in Emerging Markets	4	0	0	0	0	4
ENTP4021	400	Entrepreneurial Leadership						4
ENTP4031	400	Managing Growth in Startups	4	0	0	0	0	
ENTP4041	400	Corporate Entrepreneurship	4	0	0	0	0	4
ENTP4051	400	Social Innovation & Entrepreneurship	4	0	0	0	0	4
Basket 6: Bus	iness Ana	alvtics						
	Level	Course Title	L	Т	Р	S	J	С
BUAN4001	400	Emerging Technologies	4	0	0	0	0	4
INFS4001	400	Business Analysis	4	0	0	0	0	4
INFS4011	400	Text Analytics	4	0	0	0	0	4
INFS4021	400	Cloud Computing for Business	4	0	0	0	0	4

Minor Courses

One Minor is to be chosen from the following list of Minors.

The minimum number of credits to be earned up to 3 years of the programme is 24.

The minimum number of credits to be earned for the 4 year programme is 32.

Minors List

6 N		Credi	Credits Required			
S. No.	Minor	3-Year UG	4-Year UG			
1	Biochemistry	24	32			
2	<u>Bioinformatics</u>	24	32			
3	Biotechnology	24	32			
4	Chemistry	24	32			
5	Environmental Science	24	32			
6	<u>Mathematics</u>	24	32			
7	<u>Statistics</u>	24	32			
8	<u>Microbiology</u>	24	32			
9	Food Science and Technology	24	32			
10	<u>Physics</u>	24	32			
11	<u>Electronics</u>	24	32			
12	<u>Data Science</u>	24	32			
13	<u>English</u>	24	32			
14	<u>History</u>	24	32			
15	Political Science	24	32			
16	<u>Psychology</u>	24	32			
17	Sociology	24	32			
18	<u>Economics</u>	24	32			
19	Mass communication	24	32			
20	Visual Communication	24	32			
21	<u>Bharatanatyam</u>	24	32			
22	Carnatic Vocal	24	32			
23	<u>Kuchipudi</u>	24	32			
26	<u>Mohiniyattam</u>	24	32			
25	<u>Mridangam</u>	24	32			
26	Theatre Arts	24	32			
27	Business Administration	24	32			



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