

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. 2025-26 admitted batch
(Updated on July 2025)

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Academic Regulations

**Applicable for the Undergraduate Programmes in the
Schools of Business (except B. Com), Humanities & Social Sciences
and Science (except B.Sc. (CSCS), B. Optometry, B.C.A)**

<https://www.gitam.edu/academics/academic-regulations>

GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Vision

GITAM will be an exceptional knowledge-driven institution advancing on a culture of honesty and compassion to make a difference to the world.

Mission

- Build a dynamic application-oriented education ecosystem immersed in holistic development.
- Nurture valuable futures with global perspectives for our students by helping them find their ikigai.
- Drive impactful integrated research programmes to generate new knowledge, guided by integrity, collaboration, and entrepreneurial spirit.
- Permeate a culture of kindness within GITAM, fostering passionate contributors.

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

We aspire to shape generations of ethical and impactful leaders.

Mission

1. To enrich the academic learning experience by leveraging the dynamic ecosystem.
2. To engage in research that enriches scholarship, which enhances policy and practice.
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Programme Educational Objectives (PEOs)

- PEO 1:** Impart students with knowledge of business principles, practices and global perspective.
- PEO 2:** Develop leadership and managerial competencies for effective management
- PEO 3:** Nurture research aptitude for evidence-based decision making.
- PEO 4:** Foster ethical and socially responsible values for sustainable business practices.
- PEO 5:** Equip students with entrepreneurial skills.

PEO Articulation

	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	3	2	2	3
M2	2	2	3	2	2
M3	2	2	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:** Demonstrate a clear understanding of core business disciplines.
- PO2:** Apply relevant business tools and techniques to solve organisational problems.
- PO3:** Exhibit leadership and team management skills in dynamic settings.
- PO4:** Communicate effectively in business environments using modern communication tools.
- PO5:** Uphold ethical values and sustainable practices in decision-making processes.
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- PSO1:** Evaluate business challenges and develop optimal solutions.
- PSO2:** Identify opportunities for creating viable business proposition.
- PSO3:** Implement and manage information systems for efficiency and effectiveness.
- PSO 4:** Conduct research to improve business performance.

Transferable and Employability skills:

S.No.	Skills
1	Digital and technological skills
2	Communications skills
3	Coordinating/Collaborating with others
4	Leadership skills
5	Critical thinking/Analytical thinking
6	Complex problem solving
7	Creativity
8	Multicultural competence and inclusive spirit
9	Research-related skills
10	Community engagement and service.
11	Empathy
12	Value inculcation

Curriculum Structure *(Flexible Credit System)*

Minimum Credit Requirements to Award Degree Under Each Category

S.No.	Course Category and Category Code		Minimum Credit Requirement					
			3 Year Undergraduate		4 Year Undergraduate (Hons.)		4 Year Undergraduate (Hons.) with Research	
			Credits	(%)	Credits	(%)	Credits	(%)
1	Multidisciplinary Core Courses	MDC	12	9.83	12	7.41	12	7.41
2	Major Core	MC	36	29.51	52	32.10	52	32.10
3	Major Electives	ME	24	19.67	40	24.69	28	17.28
4	Minor	MI	24	19.67	32	19.75	32	19.75
5	Internship	INT	04	3.28	04	2.47	04	2.47
6	Ability Enhancement Courses – University Core	UC	10	8.20	10	6.17	10	6.17
7	Skill Enhancement Courses – University Core	UC	08	6.56	08	4.94	08	4.94
8	Value Added Courses – University Core	UC	04	3.28	04	2.47	04	2.47
9	Research Project / Dissertation	PROJ	--	00	--	00	12	7.41
Total			122	100	162	100	162	100

Multi-disciplinary Core Courses (MDC): 12 credits

Course Code	Level	Course Title	L	T	P	S	J	C
Basket - Business (Minimum 4 credits)								
ODHR1011	100	Principles of Management*	2	0	0	0	0	2
IENT1061	100	Introduction to Business Environment	2	0	0	0	0	2
INFS1011	100	Technology and Business	2	0	0	0	0	2
STGM1011	100	Introduction to Business Organization	2	0	0	0	0	2
Basket - Humanities and Social Sciences (Minimum 4 Credits)								
SOCY1071	100	Introduction to the Humanities	2	0	0	0	0	2
SOCY1081	100	Foundations of Social Sciences	2	0	0	0	0	2
MSTU1081	100	Media and Communication (Offered in Hyderabad Campus alone)	2	0	0	0	0	2
FPEA1221	100	Performing Arts in Indian Cinema	2	0	0	0	0	2
LANG1261	100	The Art of Storytelling	2	0	0	0	0	2
Basket - Science (Minimum 4 Credits)								
PHYS1371	100	Introduction to Astronomy and Astrophysics	2	0	0	0	0	2
LFSC1001	100	Essentials of Life Processes	2	0	0	0	0	2
LFSC1011	100	Fundamentals of Natural and Chemical Sciences	2	0	0	0	0	2
MATH1371	100	Conceptual Mathematics	2	0	0	0	0	2
CSCI1341	100	Fundamentals of Computer Science	2	0	0	0	0	2
Total Credits			12					

* Mandatory Course in Basket

Major Core (MC)

Bachelor of Business Administration - Credits to be earned is 36								
Course Code	Level	Course Title	L	T	P	S	J	C
ENTP1001	100	Managerial Economics	3	0	0	0	0	3
OPSC1011	100	Business Statistics	3	0	0	0	0	3
ACFN1031	100	Accounting for Managers	3	0	0	0	0	3
INFS1021	200	Decision Making with Spreadsheets	3	0	0	0	0	3
MKTG2041	200	Marketing Management	3	0	0	0	0	3
ODHR2021	200	People Management	3	0	0	0	0	3
ACFN2031	200	Essentials of Financial Management	3	0	0	0	0	3
INFS2011	200	Introduction to Business Analytics	3	0	0	0	0	3
ENTP2001	200	Introduction to Design Thinking	3	0	0	0	0	3
OPSC3071	300	Production and Operations Management	3	0	0	0	0	3
ODHR3041	300	Legal and Ethical Aspects of Business	3	0	0	0	0	3
ENTP3081	300	Business Strategy	3	0	0	0	0	3
Total Credits			36					

Major Electives (ME)

Bachelor of Business Administration (General) - Choose any TWO Baskets from the following SIX Baskets and earn 24 Credits(Each 12 Credits)									
Basket 1: Accounting and Finance									
Course Code	Level	Course Title	L	T	P	S	J	C	
ACFN3012	300	Cost and Management Accounting	3	0	0	0	0	3	
ACFN3071	300	Securities Market and Operations	3	0	0	0	0	3	
ACFN3091	300	Principles of Insurance and Risk Management	3	0	0	0	0	3	
ACFN3101	300	Investment Analysis and Portfolio Management	3	0	0	0	0	3	
ACFN3111	300	Direct Tax Law and Practice	3	0	0	0	0	3	
ACFN3121	300	Quantitative Finance	3	0	0	0	0	3	
Basket 2: Organisational Development and Human Resource									
Course Code	Level	Course Title	L	T	P	S	J	C	
ODHR3001	300	Talent Management	3	0	0	0	0	3	
ODHR3011	300	Change Management	3	0	0	0	0	3	
ODHR3021	300	People Analytics	3	0	0	0	0	3	
ODHR3051	300	Workplace Law and Employee Rights	3	0	0	0	0	3	
HRMG3061	300	Compensation Management	3	0	0	0	0	3	
HRMG3081	300	Performance Management	3	0	0	0	0	3	
Basket 3: Marketing									
Course Code	Level	Course Title	L	T	P	S	J	C	
MKTG3012	300	Sales and Distribution Management	3	0	0	0	0	3	
MKTG3051	300	B2B Marketing	3	0	0	0	0	3	
MKTG3072	300	Marketing Communication	3	0	0	0	0	3	
MKTG3081	300	Marketing of Services	3	0	0	0	0	3	
MKTG3091	300	Data Analytics for Marketing	3	0	0	0	0	3	
MKTG3101	300	Digital Marketing Management	3	0	0	0	0	3	
Basket 4: Operations and Supply Chain									
Course Code	Level	Course Title	L	T	P	S	J	C	
OPSC3002	300	Logistics and Supply Chain Management	3	0	0	0	0	3	
OPSC3011	300	Decision Science	3	0	0	0	0	3	
OPSC3021	300	Supply Chain Planning and Analytics	3	0	0	0	0	3	
OPSC3061	300	Managing Port Operations	3	0	0	0	0	3	
OPTS3171	300	Project Management	3	0	0	0	0	3	
OPTS3181	300	Quality Management	3	0	0	0	0	3	
Basket 5: Entrepreneurship									
Course Code	Level	Course Title	L	T	P	S	J	C	
ENTP3001	300	Digital Entrepreneurship	3	0	0	0	0	3	
ENTP3011	300	Managing Family Enterprises	3	0	0	0	0	3	
ENTP3021	300	New Venture Creation	3	0	0	0	0	3	
ENTP3051	300	Business Model Evolution	3	0	0	0	0	3	
ENTP3061	300	Entrepreneurship for Creators and Influencers	3	0	0	0	0	3	
ENTP3071	300	Venture Capital and Private Equity	3	0	0	0	0	3	

Basket 6: Information Systems								
INFS3051	300	Foundations of AI and Information Systems	3	0	0	0	0	3
INFS3061	300	Business Intelligence	3	0	0	0	0	3
INFS3071	300	Software Project Management	3	0	0	0	0	3
INFS3081	300	Enterprise Applications	3	0	0	0	0	3
INFS3091	300	Emerging Technologies for Business	3	0	0	0	0	3
INFS3101	300	Cloud Computing for Business Transformation	3	0	0	0	0	3

Internship (INT)								
Course code	Level	Course Title	L	T	P	S	J	C
MGMT3444	300	Internship	0	0	0	0	8	4

University Core (UC): 22 credits

Course code	Level	Course Title	L	T	P	S	J	C
Ability Enhancement Courses								
LANG1042	100	Academic Writing	2	0	0	0	0	2
LANG1201	100	Critical Thinking	2	0	0	0	0	2
IENT1051	100	Fundamentals of Entrepreneurship	2	0	0	0	0	2
LANG1242	100	Communicative English - I	0	0	4	0	0	2
LANG1252	100	Communicative English - II	0	0	4	0	0	2
Skill Enhancement Courses								
CSCI1302	100	Introduction to Programming	0	0	4	0	0	2
CSCI1312	100	Introduction to Data Science	0	0	4	0	0	2
GCGC1041	100	Introduction to Core Competencies	0	0	2	0	0	1
GCGC1051	100	Professional Communication and Analytical Skills Development	0	0	2	0	0	1
GCGC1061	100	Applied Communication and Aptitude Skills	0	0	2	0	0	1
GCGC1071	100	Preparation for Campus Placements	0	0	2	0	0	1
Value Added Courses								
ENVS1003	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	1
PHPY1011	100	Gandhi and the Contemporary World * / UHV	1	0	0	0	0	1
Pass / Fail Courses (Any one course to be chosen)								
DOSP1181	100	Yogasana	0	0	0	2	0	1
MFST1002	100	Health and Wellbeing *	0	0	2	0	0	1
DOSL1081	100	Student Life Activities (Participant)	0	0	0	2	0	1
DOSL1091	100	Student Life Activities (Organizer)	0	0	0	2	0	1
DOSL1101	100	Student Life Activities (Competitor)	0	0	0	2	0	1
DOSL1111	100	Foundations of Student (Leadership)	0	0	0	2	0	1
DOSL1042	100	Community Services – Volunteer	0	0	2	0	0	1
DOSL1052	100	Community Services – Mobilizer	0	0	2	0	0	1
DOSP1003	100	Badminton	0	0	0	2	0	1
DOSP1033	100	Football	0	0	0	2	0	1
DOSP1043	100	Volleyball	0	0	0	2	0	1
DOSP1053	100	Kabaddi	0	0	0	2	0	1
DOSP1073	100	Table Tennis	0	0	0	2	0	1
DOSP1083	100	Handball	0	0	0	2	0	1
DOSP1093	100	Basketball	0	0	0	2	0	1
DOSP1113	100	Throw ball	0	0	0	2	0	1
DOSP1142	100	Cricket	0	0	0	2	0	1
DOSP1132	100	Functional Fitness	0	0	0	2	0	1
DOSP1171	100	Martial Arts/Self Defence	0	0	0	2	0	1

* 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	P	S	J	C
OPSC4091	400	Business Research Methods	4	0	0	0	0	4
STGM4021	400	Business Transformation	4	0	0	0	0	4
BUSS4999	400	Capstone Project	0	0	0	0	16	8
XXXXXXXX	400	Major Elective Basket (Any Four courses)	x	x	x	x	x	16

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	C
OPSC4101	400	Research Methodology	4	0	0	0	0	4
XXXXXXXX	400	Major Elective Basket (Any Four courses)	x	x	x	x	x	16
Research Project / Dissertation (PROJ)								
RSPJ7888	400	Research Dissertation – I	0	0	0	0	8	4
RSdT7999	400	Research Dissertation – II	0	0	0	0	16	8

Honors and Honors with Research - Elective Baskets

Choose any ONE Baskets from the following Baskets

Basket 1: Operations and Supply Chain

Course Code	Level	Course Title	L	T	P	S	J	C
OPSC4021	400	Procurement and Global Sourcing	4	0	0	0	0	4
OPSC4031	400	Technology and Innovation in Supply Chain Management	4	0	0	0	0	4
OPSC4041	400	Circular Economy and Practices	4	0	0	0	0	4
OPSC4061	400	Advanced Decision Science	4	0	0	0	0	4
OPSC4071	400	Warehouse and Distribution	4	0	0	0	0	4
OPSC4081	400	Supply Chain Resilience	4	0	0	0	0	4

Basket 2: Organisational Development and Human Resource

Course Code	Level	Course Title	L	T	P	S	J	C
HRMG4011	400	Human Resource Development	4	0	0	0	0	4
ODHR4011	400	Gig Economy and Global Workforce Management	4	0	0	0	0	4
ODHR4021	400	Human Resource Value Proposition	4	0	0	0	0	4
ODHR4031	400	Sustainable Human Resource Management	4	0	0	0	0	4
ODHR4041	400	Agile HR practices	4	0	0	0	0	4
ODHR4051	400	Reinventing HR with AI	4	0	0	0	0	4

Basket 3: Marketing								
Course Code	Level	Course Title	L	T	P	S	J	C
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
MKTG4071	400	Consumer Attitude and Behaviour	4	0	0	0	0	4
MKTG4081	400	Product and Brand Management	4	0	0	0	0	4
Basket 4: Accounting and Finance								
Course Code	Level	Course Title	L	T	P	S	J	C
ACFN4001	400	Strategic Financial Management	4	0	0	0	0	4
ACFN4051	400	Corporate Taxation	4	0	0	0	0	4
ACFN4161	400	Financial Modelling	4	0	0	0	0	4
ACFN4171	400	International Finance and Forex Management	4	0	0	0	0	4
ACFN4181	400	Investment Banking	4	0	0	0	0	4
ACFN4191	400	Responsibility Accounting and Performance Management	4	0	0	0	0	4
Basket 5: Entrepreneurship								
Course Code	Level	Course Title	L	T	P	S	J	C
ENTP4001	400	Innovation Management	4	0	0	0	0	4
ENTP4021	400	Entrepreneurial Leadership	4	0	0	0	0	4
ENTP4041	400	Corporate Entrepreneurship	4	0	0	0	0	4
ENTP4051	400	Social Innovation and Entrepreneurship	4	0	0	0	0	4
ENTP4061	400	Entrepreneurship across Regional and Global Context	4	0	0	0	0	4
ENTP4071	400	Scaling Entrepreneurial Ventures	4	0	0	0	0	4
Basket 6: Information Systems								
INFS4041	400	Managing Digitalization in Business	4	0	0	0	0	4
INFS4051	400	Cyber Security and Privacy	3	1	0	0	0	4
INFS4061	400	Enterprise Agility	4	0	0	0	0	4
INFS4071	400	Data Mining and Storytelling with Data	4	0	0	0	0	4
INFS4081	400	Digital Product Management	4	0	0	0	0	4
INFS4091	400	LCNC and Digital Enablement of MSME	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: [Click here](#)



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