# - SCHEMES AND SYLLABUS

In general, a course scheme outlines the structure and content of a particular course. It provides an overview of the topics to be covered, learning objectives, teaching methods, assessment criteria, and any additional resources or materials needed. The scheme serves as a roadmap for both instructors and students, ensuring that the course is organized and covers the necessary material in a logical sequence. It helps to create a cohesive learning experience and provides a framework for evaluating student progress and achievement. A well-designed course scheme ensures that the learning goals are clearly communicated and helps students understand what to expect from the course.

# **BBA** (General)

	MANAV	RACHNA INTERNATION	ONAL II	NSTITUT	TE C	)F F	RES	EARC	I AN	D ST	JDIE	S	
		(Deemed to be Un	iversity und	er section 3	of the	UGC	Act 1	956)					
		SCHOOL OF L	EADERS	HIP AND	MA	NA	GEM	ENT					
		DEPARTMENT	r of ug	MANAGE	ME	NT S	STU	DIES					
		STUDY SCHEME	OF BBA (	GENERAL)	(BA	TCH	1 202	22-23)					
			SEME	STER- I									
Causas Turas	C C-d-	Title of Course		quisite , if any		Perio	wksbo	eek (		Marks		Duratio n of	Credits
Course Type	Course Code	Title of Course	Title	Code	L	т	Р	Total	Int	Ext	Total	Exam	Creans
			Compuls	ory Courses						'			
	BBA-DS-101	Business Mathematics			3	0	0	3	100	100	200	3 hrs	3
Foundation	BBA-DS-102	Business Organization and Management			3	0	0	3	100	100	200	3 hrs	3
roundation	BBA-DS-103	Computer Fundamentals (Theory)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-151	Computer Fundamentals (Practical)			0	0	2	2	50	50	100	2 hrs	1
	BBA-DS-104	Business Communication			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-105	Financial Accounting			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-107	Managerial Economics			3	0	0	3	100	100	200	3 hrs	3
		Total			18	0	2	20	650	650	1300		19

			SEME	STER- II									
Course Tune	Course Code	Title of Course		quisite e, if any		Perio	ods∤₩	eek/		Marks		Duratio n of	Credits
Course Type	Course Code	Title or Course	Title	Code	L	т	Р	Total	Int	Ext	Total	Exam	Creaks
			Compuls	ory Course:	3	•							
	BBA-DS-201	Business Statistics			3	0	0	3	100	100	200	3 hrs	3
Foundation	BBA-DS-202	Database Management System (Theory)			3	0	0	3	100	100	200	3 hrs	3
roundation	BBA-DS-252	Database Management System (Practical)			0	0	2	2	50	50	100	2 hrs	1
	CH-202B	Environmental Studies			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-203	Company Accounts			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-205	Human Resource Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-206	Macro Economics			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HM-205	Manav Rachna Life Skills-I			0	1	0	1	50	50	100		0
	•	Total	•	•	19	1	2	22	700	700	1400		20

			SEME	STER- III									
C	C C1	Tills of Course		quisite e, if any		Perio	⊮ksb	/eek		Marks		Duratio n of	Credits
Course Type	Lourse Lode	Title of Course	Title	Code	L	т	Р	Total	Int	Ext	Total	n or Exam	Creatts
			Compuls	ory Courses	3								
Foundation	BBA-DS-301	Organisation Behaviour and Development			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-352	Advanced Excel			0	0	4	4	100	100	200	3 hrs	2
	BBA-DS-303	Business Environment			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-304	Cost and Management Accounting			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-306	Operations Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-307	Retail Management			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	RIC-300	Research Innovation Catalyst - I			0	1	0	1	50	50	100		0
		Total			16	0	4	20	650	650	1300		18
			Elective	e Courses									
Domain Specific	BBA-DSE-001	Indian Financial Systems			3	0	0	3	100	100	200	3 hrs	3
Electives	BBA-DSE-002	Principles of Banking			3	0	0	3	100	100	200	3 hrs	3

			SEME	STER- IV									
Causas Tura	Course Code	Title of Course		quisite e, if any		Perio	yksb	eek/		Marks		Duratio n of	Credits
course rype	Course Code	Tide of Course	Title	Code	L	т	Р	Total	Int	Ext	Total	Exam	Creurs
			Compuls	ory Course:	3								
	BBA-DS-401	Business Law			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-402	Business Research Methods			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-403	Financial Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-405	Marketing Management			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HM-404	Manav Rachna Life Skills-II			0	1	0	1	50	50	100		0
Audit Pass	RIC-400	Research Innovation Catalyst - II			0	1	0	1	50	50	100		0
		Total	•	•	12	1	0	13	500	500	1000		12
			Electiv	e Courses					,				
Domain Specific	BBA-DSE-003	Sales & Distribution Management			3	0	0	3	100	100	200	3 hrs	3
Specific Electives	BBA-DSE-004	Social Media for Promotion			3	0	0	3	100	100	200	3 hrs	3

			SEME	STER- V									
C T	C C	Title of Course		quisite , if any		Perio	ds∤₩	/eek		Marks		Duratio n of	Credits
Course Type	Course Code	Title of Course	Title	Code	L	т	Р	Total	Int	Ext	Total	Exam	Creaks
			Compuls	ory Courses	\$								
	BBA-DS-504	Service Marketing			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-502	Summer Training Project			0	0	0	0	100	100	200	3 hrs	3
	BBA-DS-503	Taxation Law and Practices			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	RIC-500	Research Innovation Catalyst - III			0	1	0	1	50	50	100		0
		Total			6	0	0	6	350	350	700		9
			Electiv	e Courses							,		
Domain Specific	BBA-DSE-005	Business Negotiation Skills			3	0	0	3	100	100	200	3 hrs	3
Specific Electives	BBA-DSE-006	Money and Banking			3	0	0	3	100	100	200	3 hrs	3
Domain Specific	BBA-DSE-007	Computer Networking and Internet			3	0	0	3	100	100	200	3 hrs	3
Specific Electives	BBA-DSE-008	E-Commerce			3	0	0	3	100	100	200	3 hrs	3

			SEME	STER- VI									
Course Tupe	Course Code	Title of Course		quisite e, if any		Perio	ds∤₩	/eek		Marks		Duratio n of	Credits
Course Type	Course Code	Title of Course	Title	Code	L	Т	Р	Total	Int	Ext	Total	Exam	Credits
			Compuls	ory Courses	3								
Core	BBA-DS-601	Corporate Governance and Ethics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-603	Family Business Management			4	0	0	4	100	100	200	3 hrs	4
Audit Pass	HM-604	Manav Rachna Life Skills-III			0	1	0	1	50	50	100		0
		Total			7	1	0	8	250	250	500		7

<sup>\*</sup>To get BBA (General) Degree, the student has to earn minimum 120 credits. The break-up of the credits is minimum 85 credits in the Foundation and Core courses. Remaining credits are to be earned from Domain Specific, Generic and Interdisciplinary Electives.

# **BBA (BANKING AND FINANCIAL MARKETS)**

	MANAV	RACHNA INTERNATI	UNAL II	121110	IEC	JF R	(ESI	EARCE	1 ANI	אפט	JUIE	<b>5</b>	
		(Deemed to be Ur	niversity und	er section 3	of the	UGC	Act 1	956)					
		SCHOOL OF L	EADERS	HIP AND	MA	NA	GEM	ENT					
		DEPARTMENT	T OF UG	MANAGE	MEI	NT S	STU	DIES					
		STUDY SCHEME OF BBA (BA	NKING AND	FINANCIA	MAF	RKET	S) (B	ATCH 20	22-23)				
			SEMI	ESTER- I									
Course Tupe	Cauras Cada	Title of Course		equisite e, if any		Perio	ds∤₩	eek		Marks		Duratio n of	Credits
Course Type	Course Code	Title of Course	Title	Code	L	т	Р	Total	Int	Ext	Total	Exam	Credits
			Compuls	ory Course:	s								
	BBA-DS-101	Business Mathematics			3	0	0	3	100	100	200	3 hrs	3
Foundation	BBA-DS-102	Business Organization and Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-103	Computer Fundamentals (Theory)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-151	Computer Fundamentals (Practical)			0	0	2	2	50	50	100	2 hrs	1
	BBA-DS-104	Business Communication			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-105	Financial Accounting			3	0	0	3	100	100	200	3 hrs	3
Lore	BBA-DS-106A	Fundamentals of Financial Planning			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-107	Managerial Economics			3	0	0	3	100	100	200	3 hrs	3
		Total			22	0	2	24	750	750	1500		23

<sup>\*\*</sup> Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.

			SEMI	ESTER- II									
Course Turns	Course Code	Title of Course		equisite e, if any		Perio	ods∤₩	/eek		Marks		Duratio n of	Credits
Course Type	Course Code	The of Course	Title	Code	L	т	Р	Total	Int	Ext	Total	Exam	Credits
			Compuls	sory Course	s							'	
	BBA-DS-201	Business Statistics			3	0	0	3	100	100	200	3 hrs	3
Foundation	BBA-DS-202	Database Management System (Theory)			3	0	0	3	100	100	200	3 hrs	3
roundation	BBA-DS-252	Database Management System (Practical)			0	0	2	2	50	50	100	2 hrs	1
	CH-202B	Environmental Studies			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-203	Company Accounts			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-204A	Equity and Derivatives Markets			4	0	0	4	100	100	200	3 hrs	4
Core	BBA-DS-205	Human Resource Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-206	Macro Economics			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HM-205	Manav Rachna Life Skills-I			0	1	0	1	50	50	100		0
		Total			23	1	2	26	800	800	1600		24

			OF LIE										
			SEME	STER- III									
Cauraa Tuna	Cauraa Cada	Title of Course	Pre-re	quisite		Perio	ods∤₩	/eek		Marks		Duratio	Credits
Course Type	Course Coue	Title of Course	Title	Code	L	T	Р	Total	Int	Ext	Total	n of	Credits
			Compuls	ory Courses	3								
Farmadation	BBA-DS-301	Organisation Behaviour and			3	0	n	3	100	100	200	3 hrs	3
Foundation	BBA-D5-301	Development			3	٠ ا	٠ ا	3	100	100	200	J nrs	3
	BBA-DS-352	Advanced Excel			0	0	4	4	100	100	200	3 hrs	2
	BBA-DS-303	Business Environment			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-304	Cost and Management Accounting			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-305A	Fundamental and Technical			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-306	Operations Management			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	RIC-300	Research Innovation Catalyst - I			0	1	0	1	50	50	100		0
		Total			17	0	4	21	650	650	1300		19
			Elective	e Courses									
Domain	BBA-DSE-001	Indian Financial Systems			3	0	0	3	100	100	200	3 hrs	3
Specific	BBA-DSE-002	Principles of Banking			3	0	0	3	100	100	200	3 hrs	3

			SEMES	STER- IV									
Course Tune	Cauras Cada	Title of Course	Рге-ге	quisite		Perio	oqs <u>i</u> ,∧	/eek		Marks		Duratio	Credits
Course Type	Course Coue	Title of Course	Title	Code	L	T	Р	Total	Int	Ext	Total	n of	Credits
			Compuls	ory Courses	3								
	BBA-DS-401	Business Law			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-402	Business Research Methods			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-403	Financial Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-408	Investment Products and Wealth Management			4	0	0	4	100	100	200	3 hrs	4
		Marketing Management			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HM-404	Manav Rachna Life Skills-II			0	1	0	1	50	50	100		0
Audit Pass	RIC-400	Research Innovation Catalyst - II			0	1	0	1	50	50	100		0
		Total			16	1	0	17	600	600	1200		16
			Elective	e Courses									
Domain	BBA-DSE-003	Sales & Distribution Management			3	0	0	3	100	100	200	3 hrs	3
Specific	BBA-DSE-004	Social Media for Promotion			3	0	0	3	100	100	200	3 hrs	3

			SEME	STER- V									
Course Tupe	Course Code	Title of Course	Рге-ге	quisite		Perio	ds∤₩	eek/		Marks		Duratio	Credits
Course Type	Course Coue	Title of Course	Title	Code	L	T	Р	Total	Int	Ext	Total	n of	Cicuita
			Compuls	ory Course:	\$								
Core	BBA-DS-506	Information Technology in Banking and Finance			4	0	0	4	100	100	200	3 hrs	4
Core	BBA-DS-502	Summer Training Project			0	0	0	0	100	100	200	3 hrs	3
	BBA-DS-503	Taxation Law and Practices			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	RIC-500	Research Innovation Catalyst - III			0	1	0	1	50	50	100		0
		Total			7	0	0	7	350	350	700		10
			Elective	e Courses									
Domain	BBA-DSE-005	Business Negotiation Skills			3	0	0	3	100	100	200	3 hrs	3
Specific	BBA-DSE-006	Money and Banking			3	0	0	3	100	100	200	3 hrs	3
Domain	BBA-DSE-007	Computer Networking and Internet			3	0	0	3	100	100	200	3 hrs	3
Specific	BBA-DSE-008	E-Commerce			3	0	0	3	100	100	200	3 hrs	3

			SEME:	STER- VI									
Cauras Tuna	Cauraa Cada	Title of Course	Pre-re	quisite		Perio	odsl,#	eek		Marks		Duratio	Cradita
Course Type	Course Code	Title of Course	Title	Code	۲	T	Р	Total	Int	Ext	Total	n of	Credits
	Compulsory Courses												
Core	BBA-DS-601	Corporate Governance and Ethics			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-602A	Project - Report and Presentation			4	0	0	4	100	100	200	3 hrs	4
Audit Pass	HM-604		0	1	0	1	50	50	100		0		
	•	Total		7	1	Ō	8	250	250	500		7	

# **BBA (DIGITAL MARKETING)**

		MANAV RACHNA INTERNATIO	NAL INSTI	TUTE OF R	ESEA	RCH A	AND S	TUDIES					
		(Deemed to be University	under see	tion 3 of	the (	JGC A	ct 19	56)					
		SCHOOL OF LEA	DERSHIP A	ND MAN	AGEM	ENT							
		DEPARTMENT (	OF UG MAN	AGEMENT	STUD	IES							
		STUDY SCHEME OF BBA (D	IGITAL MA	RKETING)	(BA	ГСН 2	021-	24)					
			SEMESTER	- I									
		Title of Course		quisite , if any		Perio	ds/W	/eek		Marks		Duration	Credits
Course Type	Course Code	Title of Course	Title	Code	L	т	P	Total	Int	Ext	Total	of Exam	Credits
		Con	pulsory Co	ourses									
	BBA-DS-101	Business Mathematics			3	0	0	3	100	100	200	3 hrs	3
Foundation	BBA-DS-102	Business Organization and Management			3	0	0	3	100	100	200	3 hrs	3
Poulidation	BBA-DS-109	Business Computing (Theory)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-152	Business Computing(Practical)			0	0	2	2	50	50	100	2 hrs	1
	BBA-DS-104	Business Communication			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-112	Accounting for Managers			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-111	Marketing Management			4	0	0	4	100	100	200	3 hrs	4
		Total			19	0	2	21	650	650	1300		20

<sup>\*</sup>To get BBA (Banking and Financial Markets) Degree, the student has to earn minimum 140 credits. The break-up of the credits is minimum 99 credits in the Foundation and Core courses. Remaining credits are to be earned from Domain Specific, Generic and Interdisciplinary Electives.

\*\*\* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MODCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.

		5	SEMESTER	- п									
Course Tune	Course	Title of Course		quisite e, if any	ı	Perio	ds/W	/eek		Marks		Duration	Credits
Course Type	Code	Tide of Course	Title	Code	L	т	Р	Total	Int	Ext	Total	of Exam	credits
		Com	pulsory C	ourses				'				'	
	BBA-DS-201	Business Statistics			3	0	0	3	100	100	200	3 hrs	3
Foundation	CH-202B	Environmental Studies			4	0	0	4	100	100	200	3 hrs	4
Foundation	BBA-DS-209	Internet and Web Technologies(Theory)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-253	Internet and Web Technologies(Practical)			0	0	2	2	50	50	100	2 hrs	1
	BBA-DS-205	Human Resource Management			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-210	Sales and Distribution Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-GE-001	Digital Marketing and Design Thinking			2	0	1	3	100	100	200	3 hrs	3
Audit Pass	HM-205	Manav Rachna Life Skills-I			0	1	0	1					0
		Total			18	1	3	22	650	650	1300		20
		El	ective Co	ırses									
Domain Specific	BBA-DSE-009	Media Photography			3	0	0	3	100	100	200	3 hrs	3
Electives	BBA-DSE-014	Business Analytics			3	0	0	3	100	100	200	3 hrs	3

		5	EMESTER	- Ш									
Course Type	Course	Title of Course		equisite e, if any	ı	Perio	ds/W	/eek		Marks		Duration	
course type	Code	Title of Course	Title	Code	L	т	P	Total	Int	Ext	Total	of Exam	
		Com	pulsory (	ourses								<u>'</u>	İ
Foundation	BBA-DS-301	Organization Behavior & development			3	0	0	3	100	100	200	3 hrs	I
Core	BBA-DS-352	Advanced Excel			0	0	4	4	100	100	200	3 hrs	T
	BBA-DS-304	Cost and Management Accounting			4	0	0	4	100	100	200	3 hrs	Ī
	BBA-DS-309	Business Economics for Managers			3	0	0	3	100	100	200	3 hrs	Ī
	BBA-DS-310	Summer Internship I			3	0	0	3	100	100	200	3 hrs	
	BBA-GE-002	Web Design & Search Engine Optimisation			2	0	1	3	100	100	200	3 hrs	
Audit Pass	RIC 300	Research Innovation Catalyst - I			0	1	0	1					
		Total			16	0	6	22	700	700	1400		T
		El	ective Co	urses									
Domain	BBA-DSE-001	Indian Financial Systems			3	0	0	3	100	100	200	3 hrs	Ī
Specific Electives	BBA-DSE-002	Principles of Banking			3	0	0	3	100	100	200	3 hrs	Ī
Electives	BBA-DSE-013	Entrepreneurship Development and Practices			3	0	0	3	100	100	200	3 Hrs	T

		s	EMESTER	- <b>IV</b>									
	Course	Title of Course		quisite , if any	ı	Perio	ds/W	/eek		Marks		Duration	Credits
Course Type	Code	little of Course	Title	Code	L	т	P	Total	Int	Ext	Total	of Exam	Credits
		Com	pulsory C	ourses									
	BBA-DS-402	Business Research Methods			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-403	Financial Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-412	Customer Relationship Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-413	Business and Digital Media Laws			3	0	0	3	100	100	200	3 hrs	3
	BBA-GE-003	Digital Advertising and Web Analytics			2	0	1	3	100	100	200	3 hrs	3
	BBA-GE-004	Online & Social Media Marketing			2	0	1	3	100	100	200	3 hrs	3
Audit Pass	HM-404	Manav Rachna Life Skills-II			0	1	0	1					0
Audit Pass	RIC 400	Research Innovation Catalyst - II			0	1	0	1					0
		Total			16	1	2	19	600	600	1200		18
		Ele	ctive Cou	irses									
Domain Specific	BBA-DSE-011	Service Marketing			3	0	0	3	100	100	200	3 hrs	3
Electives	BBA-DSE-012	Business Content Writing			2	0	0	2	100	100	200	3hrs	3

		S	EMESTER	R- V									
Course Type	Course	Title of Course		quisite e, if any		Perio	ds/V	<b>Veek</b>		Marks		Duration	Credits
Course Type	Code	Title of Course	Title	Code	L	Т	p	Total	Int	Ext	Total	of Exam	Credits
		Comp	pulsory C	ourses									
	BBA-DS-507	Consumer Behaviour			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-508	Brand Management in Digital Marketing			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-509	Global Business Environment			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-510	Summer Internship II			3	0	0	3	100	100	200	3 hrs	3
	BBA-GE-005	Mobile App Designing and E-Commerce			2	0	1	3	100	100	200	3 hrs	3
Audit Pass	RIC 500	Research Innovation Catalyst - III			0	1	0	1					0
		Total	•		8	0	1	9	300	300	600		15
		Ele	ctive Cou	rses									
Domain Specific	BBA-DSE-005	Business Negotiation Skills			3	0	0	3	100	100	200	3 hrs	3
Electives	BBA-DSE-006	Money and Banking			3	0	0	3	100	100	200	3 hrs	3

		Si	EMESTER	- VI									
Course Type	Course	Title of Course		quisite e, if any		Perio	ds/V	/eek		Marks		Duration	Credits
Course Type	Code	Title of Course	Title	Code	L	Т	p	Total	Int	Ext	Total	of Exam	Credits
		Com	pulsory C	ourses									
	BBA-DS-601	Corporate Governance and Ethics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-604	Management Information System			3	0	0	3	100	100	200	3 Hrs	3
Core	BBA-DS-603	Family Business Management			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-606	Practical Aspects of Taxation			3	0	0	3	100	100	200	3 Hrs	3
	BBA-GE-006	Integrating Marketing Strategies			2	0	1	3	100	100	200	3 hrs	3
Audit Pass	HM-604	Manav Rachna Life Skills-III			0	1	0	1					0
		Total	•		15	1	1	17	500	500	1000		16

<sup>\*</sup>To get BBA Digital Marketing Degree, the student has to earn minimum 140 credits. The break-up of the credits is minimum 107 credits in the Foundation and Core courses. Remaining credits are to be earned from Domain Specific, Generic and Interdisciplinary Electives.

<sup>\*\*</sup> Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.

# BBA (GLOBAL)- INTERNATIONAL BUSINESS

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

### SCHOOL OF LEADERSHIP AND MANAGEMENT

#### **DEPARTMENT OF UG MANAGEMENT STUDIES**

STUDY SCHEME OF BBA (GLOBAL) INTERNATIONAL BUSINESS (BATCH 2022-23)

#### SEMESTER- I

Course Tune	Course Code	Title of Course		te Course, if ny	F	erio	ds/W	eek		Mark	s	Duration	C 4"b
Course Type	course code	little of Course	Title	Code	L	Т	P	Total	Int	Ext	Total	of Exam	Credits
			Compulso	ory Courses									
	2.115	Business Mathematics and Statistics			4	1	0	5	100	100	200	3 hrs	5
Foundation	BBA-DS-108	English for Academic Purpose-IIA			3	0	0	3	100	100	200	3 hrs	3
	2.102	Management Principles			3	0	0	3	100	100	200	3 hrs	3
	2.101	Accounting Principles			4	0	0	4	100	100	200	3 hrs	4
Core	2.111	Business Communication			3	0	0	3	100	100	200	3 hrs	3
Core	2.113	Business Economics			3	0	0	3	100	100	200	3 hrs	3
	2.231	Introduction to International Business			3	0	0	3	100	100	200	3 hrs	3
		Total			23	1	0	24	700	700	1400		24

			SEMI	ESTER- II									
Course Type	Course Code	Title of Course		ite Course, if ny	F	erio	ds/W	eek		Mark	s	Duration	Credits
course type	course code	Title of Course	Title	Code	L	т	P	Total	Int	Ext	Total	of Exam	credits
			Compuls	ory Courses									
Foundation	2.120	English: Study Writing			3	0	0	3	100	100	200	3 hrs	3
roundation	CH-202B	Environmental Studies			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-207	English for Academic Purpose-IIB			3	0	0	3	100	100	200	3 hrs	3
	2.226	Human Resource Management			3	0	0	3	100	100	200	3 hrs	3
C	2.112	Information Technology Concepts			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-208	International Business Environment			3	0	0	3	100	100	200	3 hrs	3
	2.103	Marketing Principles			3	0	0	3	100	100	200	3 hrs	3
	2.218	Organisational Behaviour			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HM-205	Manav Rachna Life Skills-I			0	1	0	1	50	50	100		0
		Total	•		25	1	0	26	850	850	1700		25
Audit Pass	HM-205				_	1	_						_

			SEME	STER- III									
Course Type	Course Code	Title of Course		te Course, if ny	P	erio	ds/W	eek		Mark	s	Duration	Credits
course type	Course code	nue or course	Title	Code	L	т	P	Total	Int	Ext	Total	of Exam	credits
			Compuls	ory Courses									
	BBA-DS-352	Advanced Excel			0	0	4	4	100	100	200	3 hrs	2
	2.350	Business and Social Ethics			3	0	0	3	100	100	200	3 hrs	3
Core	2.224	Marketing Management	Marketing Principles	2.103	4	0	0	4	100	100	200	3 hrs	4
	2.225	Operations Management			4	0	0	4	100	100	200	3 hrs	4
	2.355	Service Marketing			4	0	0	4	100	100	200	3 hrs	4
Audit Pass	RIC-300	Research Innovation Catalyst - I			0	1	0	1	50	50	100		0
		Total			15	0	4	19	550	550	1100		17
			Electiv	e Courses									•
Domain Specific	BBA-DSE-009	Foreign Exchange Management			3	0	0	3	100	100	200	3 hrs	3
Electives	BBA-DSE-010	International Advertising and Promotions			3	0	0	3	100	100	200	3 hrs	3

			SEME	STER- IV									
Course Type	Course Code	Title of Course		ite Course, if ny	P	erio	ds/W	eek		Mark	(S	Duration	Credits
course type	Course couc	nice of course	Title	Code	L	т	P	Total	Int	Ext	Total	of Exam	Credita
			Compuls	ory Courses								'	
	2.232	Consumer Behaviour			3	0	0	3	100	100	200	3 hrs	3
	2.366	E-Marketing			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-406	Export and Import Management, Policy, Procedures and Documentation			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-403	Financial Management	Accounting Principles	2.101	4	0	0	4	100	100	200	3 hrs	4
Audit Pass	HM-404	Manav Rachna Life Skills-II			0	1	0	1	50	50	100		0
Audit Pass	RIC-400	Research Innovation Catalyst			0	1	0	1	50	50	100		0
		Total	•		14	1	0	15	500	500	1000		14
			Electiv	e Courses									
Domain Specific	2.227	Retail Management			3	0	0	3	100	100	200	3 hrs	3
Electives	BBA-DSE-004	Social Media for Promotion			3	0	0	3	100	100	200	3 hrs	3

		SEME	STER- ¥									
Course Code	Title of Course			F	erio	ds/¥	eek		Mark	ıs	Duration	Credits
Course Code	Title of Course	Title	Code	L	т	Р	Total	Int	Ezt	Total	of Exam	Credits
		Compuls	ory Course	s								
BBA-DS-502	Summer Training Project			0	0	0	0	100	100	200	3 hrs	3
2.361	Applied Marketing Management	Marketing Management	2.224	4	0	0	4	100	100	200	3 hrs	4
2.222	Strategic Management			4	0	0	4	100	100	200	3 hrs	4
BBA-DS-505	International Logistics Management			4	0	0	4	100	100	200	3 hrs	4
RIC-500	Research Innovation Catalyst - III			0	1	0	1	50	50	100		0
	Total			12	0	0	12	450	450	900		15
	2.361 2.222 BBA-DS-505	BBA-DS-502 Summer Training Project 2.361 Applied Marketing Management 2.222 Strategic Management BBA-DS-505 International Logistics Management RIC-500 Research Innovation Catalyst - III	Course Code         Title of Course         Pre-recourse           Title           Compulse           BBA-DS-502         Summer Training Project           2.361         Applied Marketing Management         Marketing Management           2.222         Strategic Management           BBA-DS-505         International Logistics Management           BIC-500         Research Innovation Catalyst - III	BBA-DS-502   Summer Training Project	Course Code         Title of Course         Pre-requisite Course, if any Title         F           Compulsory Courses           BBA-DS-502         Summer Training Project         0           2.361         Applied Marketing Management Management         2.224         4           2.222         Strategic Management         4           BBA-DS-505         International Logistics Management         4           RiC-500         Research Innovation Catalyst - III         0	Pre-requisite   Course   Fre-requisite   Course   Fre-requisite   Course   Fre-requisite   Course   Fre-requisite   Course   Fre-requisite   Fre-requisite	Pre-requisite   Course   Fre-requisite   Course, if any   Periods/W	Pre-requisite   Course   Fre-requisite   Course, if any   Fre-requisite   Course, if any   Title   Code   L   T   P   Total	Pre-requisite Course, if any         Periods/∀eek           Title of Course, if any         Periods/∀eek           Title Code L T P P Total Int           Compulsory Courses           BBA-DS-502         Summer Training Project         0 0 0 0 0 0 0 0 0 0         0 0 0 0 0 0         100           2.361         Applied Marketing Management Management         2.224 4 0 0 0 4 100         4 0 0 4 100           2.222         Strategic Management Managem	Pre-requisite Course   Pre-requisite Course, if any   Periods/Yeek   Mark Course, if any   Title   Code   L   T   P   Total   Int   Ext	Pre-requisite Course   Pre-requisite Course, if any   Periods/Veek   Marks	Pre-requisite Course, if any Title of Course, if any Title   Code   L   T   P   Total   Int   Ext   Total

#### SEMESTER- VI

Course Tan	Course Code	Title of Course		quisite e, if any	F	erio	ds/¥	eek		Mark	ıs	Duration	Credits
Course 13pt	Course Coue	Title of Course	Title	Code	L	т	Р	Total	Int	Ezt	Total	of Exam	Circuits
			Compuls	ory Course:	5								
Core	2.342	Business Industry Practice			4	0	0	4	100	100	200	3 hrs	4
Audit Pass	HM-604	Manav Rachna Life Skills-III			0	1	0	1	50	50	100		0
		Total			4	1	0	5	150	150	300	0	4

In addition, the student will attend 4 weeks Business Program at AIS, New Zealand in Semester - VI.

"To get BBA (Global) International Business Degree, the student has to earn minimum 140 credits. The break-up of the credits is minimum 99 credits in the Foundation and Core courses. Remaining credits are to be earned from Domain Specific, Generic, Interdisciplinary Electives and stay at AIS, New Zealand.

<sup>&</sup>quot;Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.

# **BUSINESS INTELLIGENCE AND ANALYTICS**

#### MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES (Deemed to be University under section 3 of the UGC Act 1956) SCHOOL OF LEADERSHIP AND MANAGEMENT **DEPARTMENT OF UG MANAGEMENT STUDIES** STUDY SCHEME OF BBA (BUSINESS INTELLIGENCE & ANALYTICS) SEMESTER- I Pre-requisite Course, Periods/Week Marks Duratio Course Type Course Code Title of Course n of Exam Credits Title Т Р Total Ext Total Compulsory Courses BBA-DS-101 Business Mathematics 3 hrs Business Organization and Management BBA-DS-102 3 hrs Foundation BBA-DS-103 Computer Fundamentals (Theory) 3 hrs Computer Fundamentals (Practical) BBA-DS-151 2 hrs BBA-DS-104 Business Communication 3 hrs BBA-DS-105 Financial Accounting 3 hrs Core Advanced Excel for Analytics (Practical) BBA-DS-122 3 hrs BBA-DS-107 Managerial Economics Total

SEMESTER- II													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration	0 - 11
			Title	Code	L	т	Р	Total	Int	Ext	Total	of Exam	Credits
	Compulsory Courses												
	BBA-DS-202	Database Management System (Theory)			3	0	0	3	100	100	200	3 hrs	3
Foundation	BBA-DS-252	Database Management System - SQL (Practical)			0	0	2	2	50	50	100	2 hrs	1
	BBA-DS-201	Business Statistics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-203	Company Accounts			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-205	Human Resource Management			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-206	Macro Economics	Managerial Economics	BBA-DS-107	3	0	0	3	100	100	200	3 hrs	3
	CH-202B	Environmental Studies			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-221	Data Mining for Business Analytics (Practical)			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HM-205	Manav Rachna Life Skills-I			0	1	0	1	50	50	100		0
Total					22	1	2	25	800	800	1600		23

			SEME	STER- III									
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration	0
			Title	Code	L	т	P	Total	Int	Ext	Total	of Exam	Credits
Compulsory Courses													
Foundation	BBA-DS-301	Organisation Behaviour and Development	Business Organization and Management	BBA-DS-102	3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-303	Business Environment			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-304	Cost and Management Accounting			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-306	Operations Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-307	Retail Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-321	Data analytics using R (Practical)			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	RIC-300	Research Innovation Catalyst - I			0	1	0	1	50	50	100		0
Total						0	0	16	650	650	1300		19
			Electiv	e Courses									
Domain Specific	BBA-DSE-001	Indian Financial Systems			3	0	0	3	100	100	200	3 hrs	3
Electives	BBA-DSE-002	Principles of Banking			3	0	0	3	100	100	200	3 hrs	3

			SEME	STER- IV									
Course Type		Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration	0
	Course Code		Title	Code	L	т	Р	Total	Int	Ext	Total	of Exam	Credits
			Compuls	ory Courses									
Core	BBA-DS-401	Business Law			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-402	Business Research Methods			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-403	Financial Management	Financial Accounting	BBA-DS-105	3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-405	Marketing Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-421	Business Data Analytics Using Python (Practical)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-422	Data Visualization (Practical)			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HM-404	Manav Rachna Life Skills-II			0	1	0	1	50	50	100		0
Audit Pass	RIC-400	Research Innovation Catalyst - II			0	1	0	1	50	50	100		0
		Total			18	2	0	20	700	700	1400		18
			Electiv	e Courses									
Domain Specific	BBA-DSE-003	Sales & Distribution Management			3	0	0	3	100	100	200	3 hrs	3
Electives	BBA-DSE-004	Social Media for Promotion			3	0	0	3	100	100	200	3 hrs	3

			SEME	STER- V									
Course Type		Title of Course	Pre-requisite Course, if any			Perio	ds/W	eek	Marks			Duration	0 - 111
	Course Code		Title	Code	L	т	Р	Total	Int	Ext	Total	of Exam	Credits
			Compuls	ory Courses									
Core	BBA-DS-504	Service Marketing			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-502	Summer Training Project			0	0	0	0	100	100	200	3 hrs	3
	BBA-DS-503	Taxation Law and Practices			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-521	Advanced Analytics (Practical)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-522	Business Strategy and Analytics (Theory)			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	RIC-500	Research Innovation Catalyst - III			0	1	0	1	50	50	100		0
		Total			12	1	0	13	550	550	1100	0	15
			Electiv	e Courses									
Domain Specific	BBA-DSE-005	Business Negotiation Skills			3	0	0	3	100	100	200	3 hrs	3
Electives	BBA-DSE-006	Money and Banking			3	0	0	3	100	100	200	3 hrs	3
Domain Specific	BBA-DSE-007	Computer Networking and Internet			3	0	0	3	100	100	200	3 hrs	3
Electives	BBA-DSE-008	E-Commerce			3	0	0	3	100	100	200	3 hrs	3

			SEM	ESTER- VI									
Course Type	Course Code	Title of Course		Pre-requisite Course, if any		Perio	ds/W	eek		Marks		Duration	Constitution of the
			Title	Code	L	т	P	Total	Int	Ext	Total	of Exam	Credits
			Compul	sory Courses									
Core	BBA-DS-601	Corporate Governance and Ethics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-603	Family Business Management			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-621	Analytics for Marketing (Practical)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-622	Digital Advertising & Analytics (Practical)			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HM-604	Manav Rachna Life Skills-III			0	1	0	1	50	50	100		0
Total					13	1	0	14	450	450	900		13

<sup>\*</sup>To get BBA (General) Degree, the student has to earn minimum 140 credits. The break-up of the credits is minimum 110 credits in the Foundation and Core courses. Remaining credits are to be earned from Domain Specific, Generic and Interdisciplinary Electives.

<sup>\*\*</sup> Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.