

## - 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 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 (GENERAL) (BATCH 2022-23)													
SEMESTER- I													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-101	Business Mathematics			3	0	0	3	100	100	200	3 hrs	3
	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
Core	BBA-DS-104	Business Communication			3	0	0	3	100	100	200	3 hrs	3
	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

SEMESTER- II													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-201	Business Statistics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-202	Database Management System (Theory)			3	0	0	3	100	100	200	3 hrs	3
	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
Core	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
	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

SEMESTER- III													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-301	Organisation Behaviour and Development			3	0	0	3	100	100	200	3 hrs	3
Core	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
	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 Courses													
Domain Specific Electives	BBA-DSE-001	Indian Financial Systems			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-002	Principles of Banking			3	0	0	3	100	100	200	3 hrs	3

SEMESTER- IV													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory 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			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
Elective Courses													
Domain Specific Electives	BBA-DSE-003	Sales & Distribution Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-004	Social Media for Promotion			3	0	0	3	100	100	200	3 hrs	3

SEMESTER- V													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory 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
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
Elective Courses													
Domain Specific Electives	BBA-DSE-005	Business Negotiation Skills			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-006	Money and Banking			3	0	0	3	100	100	200	3 hrs	3
Domain Specific Electives	BBA-DSE-007	Computer Networking and Internet			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-008	E-Commerce			3	0	0	3	100	100	200	3 hrs	3

SEMESTER- VI													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory 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
Audit Pass	HIM-604	Manav Rachna Life Skills-III			0	1	0	1	50	50	100		0
Total					7	1	0	8	250	250	500		7
*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.													
** 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 (BANKING AND FINANCIAL MARKETS)

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 (BANKING AND FINANCIAL MARKETS) (BATCH 2022-23)														
SEMESTER- I														
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits	
			Title	Code	L	T	P	Total	Int	Ext	Total			
Compulsory Courses														
Foundation	BBA-DS-101	Business Mathematics			3	0	0	3	100	100	200	3 hrs	3	
	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	
Core	BBA-DS-104	Business Communication			3	0	0	3	100	100	200	3 hrs	3	
	BBA-DS-105	Financial Accounting			3	0	0	3	100	100	200	3 hrs	3	
	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	

SEMESTER- II													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-201	Business Statistics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-202	Database Management System (Theory)			3	0	0	3	100	100	200	3 hrs	3
	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
Core	BBA-DS-203	Company Accounts			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-204A	Equity and Derivatives Markets			4	0	0	4	100	100	200	3 hrs	4
	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	HIM-205	Manav Rachna Life Skills-I			0	1	0	1	50	50	100		0
Total					23	1	2	26	800	800	1600		24

SEMESTER- III													
Course Type	Course Code	Title of Course	Pre-requisite		Periods/Week				Marks			Duration of	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-301	Organisation Behaviour and Development			3	0	0	3	100	100	200	3 hrs	3
Core	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
	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 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

SEMESTER- IV													
Course Type	Course Code	Title of Course	Pre-requisite		Periods/Week				Marks			Duration of	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory 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			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
	BBA-DS-405	Marketing Management			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HIM-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 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

SEMESTER- V													
Course Type	Course Code	Title of Course	Pre-requisite		Periods/Week				Marks			Duration of	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Core	BBA-DS-506	Information Technology in Banking and Finance			4	0	0	4	100	100	200	3 hrs	4
	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 Courses													
Domain Specific	BBA-DSE-005	Business Negotiation Skills			3	0	0	3	100	100	200	3 hrs	3
	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
	BBA-DSE-008	E-Commerce			3	0	0	3	100	100	200	3 hrs	3
SEMESTER- VI													
Course Type	Course Code	Title of Course	Pre-requisite		Periods/Week				Marks			Duration of	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Core	BBA-DS-601	Corporate Governance and Ethics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-602A	Project - Report and Presentation			4	0	0	4	100	100	200	3 hrs	4
Audit Pass	HIM-604	Manav Rachna Life Skills-III			0	1	0	1	50	50	100		0
Total					7	1	0	8	250	250	500		7
*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 (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 (DIGITAL MARKETING)

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 (DIGITAL MARKETING) (BATCH 2021-24)													
SEMESTER- I													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-101	Business Mathematics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-102	Business Organization and Management			3	0	0	3	100	100	200	3 hrs	3
	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
Core	BBA-DS-104	Business Communication			3	0	0	3	100	100	200	3 hrs	3
	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

SEMESTER- II													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/ Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-201	Business Statistics			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-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
Core	BBA-DS-205	Human Resource Management			3	0	0	3	100	100	200	3 hrs	3
	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
Elective Courses													
Domain Specific Electives	BBA-DSE-009	Media Photography			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-014	Business Analytics			3	0	0	3	100	100	200	3 hrs	3
SEMESTER- III													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/ Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-301	Organization Behavior & development			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-352	Advanced Excel			0	0	4	4	100	100	200	3 hrs	2
	BBA-DS-304	Cost and Management Accounting			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-309	Business Economics for Managers			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-310	Summer Internship I			3	0	0	3	100	100	200	3 hrs	3
	BBA-GE-002	Web Design & Search Engine Optimisation			2	0	1	3	100	100	200	3 hrs	3
Audit Pass	RIC 300	Research Innovation Catalyst - I			0	1	0	1					0
Total					16	0	6	22	700	700	1400		18
Elective Courses													
Domain Specific Electives	BBA-DSE-001	Indian Financial Systems			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-002	Principles of Banking			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-013	Entrepreneurship Development and Practices			3	0	0	3	100	100	200	3 Hrs	3

**SEMESTER- IV**

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
	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
Elective Courses													
Domain Specific Electives	BBA-DSE-011	Service Marketing			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-012	Business Content Writing			2	0	0	2	100	100	200	3hrs	3

**SEMESTER- V**

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Core	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
	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
Elective Courses													
Domain Specific Electives	BBA-DSE-005	Business Negotiation Skills			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-006	Money and Banking			3	0	0	3	100	100	200	3 hrs	3



SEMESTER- VI														
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits	
			Title	Code	L	T	P	Total	Int	Ext	Total			
Compulsory Courses														
Core	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	
	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	
*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.														
** 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 Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits	
			Title	Code	L	T	P	Total	Int	Ext	Total			
Compulsory Courses														
Foundation	2.115	Business Mathematics and Statistics			4	1	0	5	100	100	200	3 hrs	5	
	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	
Core	2.101	Accounting Principles			4	0	0	4	100	100	200	3 hrs	4	
	2.111	Business Communication			3	0	0	3	100	100	200	3 hrs	3	
	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	
SEMESTER- II														
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits	
			Title	Code	L	T	P	Total	Int	Ext	Total			
Compulsory Courses														
Foundation	2.120	English: Study Writing			3	0	0	3	100	100	200	3 hrs	3	
	CH-202B	Environmental Studies			4	0	0	4	100	100	200	3 hrs	4	
Core	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	
	2.112	Information Technology Concepts			3	0	0	3	100	100	200	3 hrs	3	
	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	

SEMESTER- III													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Core	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
	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
Elective Courses													
Domain Specific Electives	BBA-DSE-009	Foreign Exchange Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-010	International Advertising and Promotions			3	0	0	3	100	100	200	3 hrs	3

SEMESTER- IV													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Core	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
	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 - II			0	1	0	1	50	50	100		0
Total					14	1	0	15	500	500	1000		14
Elective Courses													
Domain Specific Electives	2.227	Retail Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-004	Social Media for Promotion			3	0	0	3	100	100	200	3 hrs	3

SEMESTER- V													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Core	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
Audit Pass	RIC-500	Research Innovation Catalyst - III			0	1	0	1	50	50	100		0
Total					12	0	0	12	450	450	900		15
SEMESTER- VI													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
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.													
<p><b>**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.</b></p> <p><b>** 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.</b></p>													

## 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														
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits	
			Title	Code	L	T	P	Total	Int	Ext	Total			
Compulsory Courses														
Foundation	BBA-DS-101	Business Mathematics			3	0	0	3	100	100	200	3 hrs	3	
	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	
Core	BBA-DS-104	Business Communication			3	0	0	3	100	100	200	3 hrs	3	
	BBA-DS-105	Financial Accounting			3	0	0	3	100	100	200	3 hrs	3	
	BBA-DS-122	Advanced Excel for Analytics (Practical)			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					21	0	2	23	750	750	1500		22	

SEMESTER- II													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation													
	BBA-DS-202	Database Management System (Theory)			3	0	0	3	100	100	200	3 hrs	3
	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
Core	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
	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

SEMESTER- III													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
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					16	0	0	16	650	650	1300		19
Elective Courses													
Domain Specific Electives	BBA-DSE-001	Indian Financial Systems			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-002	Principles of Banking			3	0	0	3	100	100	200	3 hrs	3

SEMESTER- IV													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory 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
Elective Courses													
Domain Specific Electives	BBA-DSE-003	Sales & Distribution Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-004	Social Media for Promotion			3	0	0	3	100	100	200	3 hrs	3

SEMESTER- V													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory 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
Elective Courses													
Domain Specific Electives	BBA-DSE-005	Business Negotiation Skills			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-006	Money and Banking			3	0	0	3	100	100	200	3 hrs	3
Domain Specific Electives	BBA-DSE-007	Computer Networking and Internet			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-008	E-Commerce			3	0	0	3	100	100	200	3 hrs	3

SEMESTER- VI													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory 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

\*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.

\*\* 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.