



## **Department of Commerce**

**Manipal Academy of Higher Education,  
Manipal**

**Three Year Full Time Undergraduate Program**

**(Bachelor of Business Administration-BBA)**

**2020 Regulations**

## **1. Nature and Extent of the Program**

BBA stands for Bachelor of Business Administration. It is a Bachelor's Degree course that focuses on management and administration studies. This course designed to produce motivated, energetic, and skilled graduates to meet the challenging and growing needs of the dynamic industry. Generally, the course doesn't focus on any specific discipline or sub-field within the field of management. It covers all the basic elements of management education. The BBA course offers knowledge and training in management and leadership skills to prepare students for managerial roles and entrepreneurship. BBA course is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government to name just a few. During the tenure of the course, students learn various aspects of business administration and management through classroom lectures, case studies, and practical projects like industry internship.

The BBA Course duration is 3 years, which is divided into six semesters. This program is designed to equip students with the skills and self-confidence to stay ahead of the game and effectively manage a wide range of business environments. Students need to complete a range of compulsory courses that cover concepts relevant across the business world. Students will study topics including accounting, economics, law, marketing, strategy, and more. Students will graduate with the skills to confidently lead people and projects. During the course, students will hear from industry guest lecturers, examine real-life case studies, and undertake projects, placements, and internships with leading businesses.

Graduates of the Bachelor of Business Management are distinguished by their professional readiness, self-reliance, and integrity. Graduates from the Department of Commerce typically take leading roles in organisations across the private, public, and not-for-profit sectors, and are ready to pursue opportunities that range from small start-ups to holding top management positions in large multinational organisations. The range of ten different specializations is offered to cater to the needs of students. It enables the students to carve out a meaningful career in the field of various functional areas of management, including Finance, Marketing, HR, Logistics, Family Business, Banking, Insurance, Financial Market, Business analytics, and Economics. This program also facilitates higher studies both in India and abroad in reputed universities.

**2. Program Education Objectives (PEO)**

<b>PEO No</b>	<b>Program Education Objectives</b>
<b>PEO 1</b>	Students will be able to undertake diverse careers in global management, business analyst, and entrepreneurship.
<b>PEO 2</b>	Students would develop their expertise and domain knowledge in the field of business management
<b>PEO 3</b>	Students will develop expertise in the area of leadership, interpersonal skills, entrepreneurship, Insurance, economics, business analytics, marketing, finance, and accounting
<b>PEO 4</b>	Students will be able to develop valuable life skills of students and transform them into a total personality so that they are enabled to think independently, argue critically, solve problems and communicate effectively at a level that reflects their core competency.
<b>PEO 5</b>	Students will be able to demonstrate professional competence to do higher studies, research, lifelong learning for continuous growth and development.
<b>PEO 6</b>	Students will prove to be responsible citizens and leaders to empower business organizations through their ethical, social, and legal business solutions.

### 3. Graduate Attributes (GA):

S No.	Attribute	Description
GA1	<b>Disciplinary Knowledge</b>	Knowledge of business management theories and practices. Acquiring knowledge of different aspects of management, learning various analytical and decision-making tools related to business management
GA2	<b>Understanding different subsets of Business Management</b>	Understanding the fundamentals and practices of Banking, Financial Markets, Professional accounting, Logistics and Supply Chain Management, Marketing Management, Human Resources Management, Insurance, Family Business Management, Economic Studies, Business Analytics, Taxation, Corporate Governance and Business ethics, and creating learning and thinking.
GA3	<b>Measurable Skills and Industry-ready Professionals</b>	Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario in the domain of business management.
GA4	<b>Effective and Influencing communication</b>	Effective and Influencing communication ability to share thoughts, ideas, and applied skills of communication in its various perspectives like written communication, speech communication, etc.
GA5	<b>Leadership readiness/ Qualities</b>	Make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.

<b>GA6</b>	<b>Critical/ Reflective thinking &amp; language efficiency</b>	Build critical and reflective thinking ability among the students and to create a sense of awareness of oneself and society.
<b>GA7</b>	<b>Technologically Efficient Professional</b>	Develop the capability of students to use various communication technologies and the ability to utilize multiple software for content creation, content editing for various forms of publishing platforms.
<b>GA8</b>	<b>Ethical Awareness</b>	Facilitate the students to understand the importance of ethical values and their application in professional life.
<b>GA9</b>	<b>Lifelong Learning</b>	Every student should progress into a lifelong learner and consistently update himself or herself with current knowledge, skills, and technologies. Acquiring Knowledge and creating an understanding of learners that learning will continue throughout life.
<b>GA10</b>	<b>Research-related Skills</b>	A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing, and articulating.
<b>GA11</b>	<b>Cooperation/ Teamwork</b>	Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

#### **4. Qualification Descriptors (QDs)**

1. Demonstrate a systematic, extensive and coherent knowledge and understanding in the field of business management as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles, and concepts, and many advanced and emerging issues in the field of management and commerce;
2. Procedural knowledge that creates different types of professionals related to the sectors of financial markets, professional accounting in the manufacturing sector, banking and insurance, logistics, business, and data analytics, HR and marketing consulting, including research and development, teaching and government and public service;
3. Professional and communication skills in the domain marketing, finance, and accounting communication, data analytics, including a critical understanding of the latest developments, and an ability to use established techniques in the domain of business and commerce.
4. Demonstrate comprehensive knowledge about materials, including current research, scholarly, and/or professional literature, relating to essential and advanced learning areas on the field of business and commerce, and techniques and skills required for identifying problems and issues associated.
5. Demonstrate skills in identifying information needs, collection of relevant quantitative and/or qualitative data on a wide range of sources, for the analysis and interpretation to take business decisions
6. Methodologies as appropriate to the subject(s) for formulating evidence-based solutions and arguments. Use knowledge, understanding, and skills for a critical assessment of a wide range of ideas and complex problems and issues relating to business and commerce.
7. Address one's own learning needs relating to current and emerging areas of study, making use of research, development, and professional materials as appropriate, including those related to new frontiers of knowledge.
8. Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

**Program Outcomes:** After successful completion of Bachelor of Business Administrative (BBA) Program , Students will be able to:

Program Outcome(PO)	Attribute	Competency
PO 1	Domain knowledge	Apply the fundamental knowledge of Business Management and Commerce.
PO 2	Problem analysis	Identify, formulate, and analyse business problems reaching substantiated conclusions using management principles related to marketing, finance, human resource, accounting, logistics, and Supply chain, economics and business analytics
PO 3	Design/develop solutions	Design solutions for business problems through appropriate strategies by applying the fundamentals and practices of different functional areas of management and accounting.
PO 4	Conduct investigations of complex problems	Use research techniques and contemporary business management knowledge, including the design of experiments, analysis, and interpretation of business data, and synthesis of the information to provide valid conclusions.
PO 5	Modern tool usage	Create, select, and apply appropriate analytical techniques, resources, and IT tools for better business decisions.
PO 6	Business and society	Apply reasoning and business domain knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional management practice.
PO 7	Environment and sustainability	Understand the impact of the business solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO 8	Ethics	Apply ethical principles, professional ethics, responsibilities, and norms to the business practice.
PO 9	Individual / Teamwork	Function effectively as an individual, member or leader in diverse teams, and multidisciplinary settings.
PO 10	Communication	Communicate effectively on complex business activities and solutions with the community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations
PO 11	Project management and finance	Demonstrate knowledge and understanding of financial management principles and apply these to evaluate new and existing projects for effective decision making.
PO 12	Life-long learning	Recognize the need for, and ability to engage in independent and life-long learning in the broadest context of technological change.



**Common Course Structure for BBA Program**

**FIRST YEAR:**

**Semester: 1**

**Semester: 2**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBAC1101	Principles of Management	4	0	0	4	BBAC1201	Marketing management	4	0	0	4
BBAC1102	Managerial Economics	4	0	0	4	BBAC1202	Managing People and Organizations	4	0	0	4
BBAC1103	Accounting For Managers	4	0	0	4	BBAC1203	Cost and Management Accounting	4	0	0	4
BBAC1104	Business Communication	4	0	0	4		<b>Open Elective 1#(any one)</b>	3	0	0	3
						BBA12OE1	Cultural Studies: Cultural and Communication				
						BBA12OE2	Introduction to Art Appreciation: Culture and Creativity				
						BBA12OE3	-Foreign languages BBA12OE3.1: French BBA12OE3.2: Spanish				
						BBA12OE4 BBA12OE5	-Certification program Cross Cultural Dimensions				
BBAC1105	Statistics for Managers	4	0	0	4	BBAC1204	Analytics using Computer Applications	0	0	4	2
						BBAC1205	Consumer Affairs	3	0	0	3
	<b>TOTAL</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>20</b>		<b>TOTAL</b>	<b>18</b>	<b>0</b>	<b>4</b>	<b>20</b>

**SECOND YEAR:**

**Semester: 3**

**Semester: 4**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBAC2301	Operations Management	3	0	0	3	BBA24S1	<b>(Any ONE Option)</b> <b>Option 1.</b> Internship (16 Weeks duration)	--	--	--	12
BBAC2302	Corporate Finance	4	0	0	4						
BBAC2303	Business Law	3	0	0	3						
BBAC2304	Environmental Studies	2	1	0	3						
BBAC2305	Research Methods in Management	4	0	0	4						
	<b>Open Elective 2#(any one):</b>					BBA24S2.1	<b>Option 2.</b> Internship (08 Weeks duration)	--	--	--	6
BBA23OE1	Calculus	3	0	0	3	BBA24S2.2	Field Work	---	---	---	6
BBA23OE2	Certification Program	3	0	0	3	BBA24S3	<b>Option 3.</b> Study aboard program	--	--	--	12
BBA23OE3	Creative Problem Solving	3	0	0	3						
BBA23OE4	Managing Performance	3	0	0	3						
		3	0	0	3						
						BBA24MC1	MOOC (Strategic Management)	---	--	--	4
						BBA24MC2	MOOC (Entrepreneurship)	---	---	---	4
	<b>Total</b>	<b>23</b>	<b>1</b>	<b>0</b>	<b>20</b>		<b>Total</b>	-	-	-	<b>20</b>

**THIRD YEAR:**

**Semester: 5**

**Semester: 6**

Subject Code	Subject Title	T	L	P	C	Subject Code	Subject Title	T	L	P	C
BBAC3501	Business Taxation	4	0	0	4	BBAC3601	Corporate Governance and Business Ethics	4	0	0	4
BBA35*1	<b>Specialization Elective One</b>	4	0	0	4	BBAC3602	International Business Management	4	0	0	4
BBA35*2	<b>Specialization Elective two</b>	4	0	0	4	BBA36*1	<b>Specialization Elective four</b>	4	0	0	4
BBA35*3	<b>Specialization Elective three</b>	4	0	0	4	BBA36*2	<b>Specialization Elective five</b>	4	0	0	4
BBA35OE1	<b>Open Elective 3 #(any one):</b> Essential Skills and Personality Development	4	0	0	4	BBA36*3	<b>Specialization Elective six</b>	4	0	0	4
BBA35OE2	International Political and Economic System	4	0	0	4						
BBA35OE3	Innovation & Start-Up Management	4	0	0	4						
BBA35OE4	Principles of Hospitality And Tourism	4	0	0	4						
	<b>Total</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>20</b>		<b>Total</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>20</b>

\*Students can select a specialization from the ten options offered at Department Of Commerce, MAHE, Manipal

#Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department.

**SPECIALIZATION**

**[1] Banking**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA35BB1	Modern banking	4	0	0	4	BBA36BB1	Capital management by banks	4	0	0	4
BBA35BB2	Banking Law and Practice	4	0	0	4	BBA36BB2	Banking Technology and Products	4	0	0	4
BBA35BB3	Credit operations & Recovery	4	0	0	4	BBA36BB3	International Banking	4	0	0	4
	<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>

**[2] Financial Markets**

**Semester: 5**

**Semester: 6**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA35FM1	Investment Banking and Financial Services	4	0	0	4	BBA36FM1	Financial Risk Management	4	0	0	4
BBA35FM2	Business Valuation	4	0	0	4	BBA36FM2	Financial Derivatives	4	0	0	4
BBA35FM3	Security Analysis and Portfolio Management	4	0	0	4	BBA36FM3	International Financial Management	4	0	0	4
	<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>

**[3] Professional**

**Semester 5**

**Semester 6**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA35PR1	Strategic Financial Management	4	0	0	4	BBA36PR1	Digital strategy for Financial Transformation	4	0	0	4
BBA35PR2	Advanced Management Accounting	4	0	0	4	BBA36PR2	Corporate restructuring and Business valuation	4	0	0	4
BBA35PR3	Financial Statement Analysis	4	0	0	4	BBA36PR3	Risk Management	4	0	0	4
	<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>

**[4] Logistics and Supply Chain Management**

**Semester: 5**

**Semester: 6**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA35LS1	Inventory and Warehouse Management	4	0	0	4	BBA36LS1	Supply Chain Planning	4	0	0	4
BBA35LS2	Logistics and Supply Chain Management	4	0	0	4	BBA36LS2	Global Transportation Systems	4	0	0	4
BBA35LS3	Procurement and Purchasing Management	4	0	0	4	BBA36LS3	Export and Import Logistics	4	0	0	4
	<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>

**[5] Human Resources Management**

**Semester 5**

**Semester 6**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA35HM1	Human Resource Practices	4	0	0	4	BBA36HM1	Global Human Resource Management	4	0	0	4
BBA35HM2	Labour Legislation	4	0	0	4	BBA36HM2	Performance Management	4	0	0	4
BBA35HM3	Interpersonal Effectiveness and Leadership Excellence	4	0	0	4	BBA36HM3	Human Resource Development	4	0	0	4
	<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>

**[6] Marketing Management**

**Semester 5**

**Semester 6**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA35MM1	Sales Management	4	0	0	4	BBA36MM1	Advertising and Branding	4	0	0	4
BBA35MM2	Digital Marketing	4	0	0	4	BBA36MM2	Services Marketing	4	0	0	4
BBA35MM3	Consumer Behaviour	4	0	0	4	BBA36MM3	Marketing Analytics	4	0	0	4
	<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>

**[7] Insurance**

**Semester 5**

**Semester 6**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA35IN1	Practice of Life Insurance	4	0	0	4	BBA36IN1	Insurance Risk Management	4	0	0	4
BBA35IN2	Health Insurance	4	0	0	4	BBA36IN2	Life Assurance Underwriting	4	0	0	4
BBA35IN3	Practice of General Insurance	4	0	0	4	BBA36IN3	Reinsurance	4	0	0	4
	<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>

**[8] Family Business Management**

**Semester 5**

**Semester 6**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA35FB1	Entrepreneurial Finance	4	0	0	4	BBA36FB1	New Venture Creation	4	0	0	4
BBA35FB2	Entrepreneurial Marketing And Negotiation	4	0	0	4	BBA36FB2	Quantitative Techniques and Business Decision Making	4	0	0	4
BBA35FB3	Managing Family Business	4	0	0	4	BBA36FB3	Technology Selection and Management	4	0	0	4
	<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>

**[9] Economic Studies**

**Semester 5**

**Semester 6**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA35ES1	Urban Economics	4	0	0	4	BBA36ES1	Health Economics	4	0	0	4
BBA35ES2	Macro Economics	4	0	0	4	BBA36ES2	International Economics	4	0	0	4
BBA35ES3	Econometrics	4	0	0	4	BBA36ES3	Public Finance	4	0	0	4
	<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>		<b>TOTAL</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>

**[10] Business Analytics**

**Semester 5**

**Semester 6**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA35BA1	Econometrics	4	0	0	4	BBA36BA1	Visual Analytics	1	1	4	4
BBA35BA2	Analytics for Business	4	0	0	4	BBA36BA2	Optimization and Quality Control Techniques	4	0	0	4
BBA35BA3	Database Management System	1	1	4	4	BBA36BA3	Programming for Analytics	1	1	4	4
	<b>TOTAL</b>	<b>9</b>	<b>1</b>	<b>4</b>	<b>12</b>		<b>TOTAL</b>	<b>6</b>	<b>2</b>	<b>8</b>	<b>12</b>

**11. Sports Management**

<b>Semester 5</b>						
<b>Subject Code</b>	<b>Subject Title</b>	<b>T</b>	<b>L</b>	<b>P</b>	<b>C</b>	
BBA35SM1	Sport Media and Revenue Generation	3	0	2	4	
BBA35SM2	Sports Marketing and Sponsorship	3	0	2	4	
BBA35SM3	Sports Psychology	4	0	0	4	
<b>Semester 6</b>						
<b>Subject Code</b>	<b>Subject Title</b>	<b>T</b>	<b>L</b>	<b>P</b>	<b>C</b>	
BBA36SM1	Sports Event & Facility Management	2	0	4	4	
BBA36SM2	Sports Analytics	2	0	4	4	
BBA36SM3	Sports Coaching & Mentoring	2	0	4	4	