

**BACHELOR OF BUSINESS ADMINISTRATION  
(B.B.A.)  
CURRICULUM  
for 2018 admissions onwards  
GENERAL INFORMATION**

**Code Numbering:**

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3,4,5,6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects.

**ABBREVIATIONS USED IN THE CURRICULUM:**

Cat	-	Category
Cr	-	Credits
ES	-	Exam Slot
L	-	Lecture
P	-	Practical
T	-	Tutorial

**DISCIPLINES**

AVP	-	Amrita Values Programmes
BUS	-	Business Management
CHY	-	Chemistry
CMJ	-	Communication and Journalism
COM	-	Commerce
CSA	-	Computer Science and Applications
CSN	-	Computer Systems and Network
CUL	-	Cultural Education
ECO	-	Economics
ELL	-	English Language and Literature
ENG	-	English
ENV	-	Environmental Sciences
FNA	-	Fine Arts
HIN	-	Hindi
KAN	-	Kannada
LAW	-	Law
MAL	-	Malayalam
MAT	-	Mathematics
MCJ	-	Mass Communication and Journalism
OEL	-	Open Elective
PHY	-	Physics
SAN	-	Sanskrit
SSK	-	Soft Skills
SWK	-	Social Work
TAM	-	Tamil

**SEMESTER I**

Course Code	Course Title	L – T – P	Cr.	ES
18ENG101	Communicative English	2 0 2	3	A
	Language Paper I	1 0 2	2	B
18BUS101	Principles of Management	3 1 0	4	C
18COM103	Financial Accounting	3 1 0	4	E
18CSA105	Business and MIS	3 0 0	3	D
18MAT109	Basic Concepts of Mathematics	2 1 0	3	G
18CSA185	Business and MIS Lab.	0 0 3	1	L1
18CUL101	Cultural Education I	2 0 0	2	F
<b>TOTAL</b>			<b>22</b>	

**SEMESTER II**

Course Code	Course Title	L – T – P	Cr.	ES
18ENG121	Professional Communication	1 0 2	2	A
	Language Paper II	1 0 2	2	B
18BUS111	Business Organization and Systems	3 0 0	3	C
18ECO101	Business Economics	2 1 0	3	E
18ENV300	Environmental Science and Sustainability	3 0 0	3	H
18LAW111	Business Laws	2 1 0	3	D
18MAT120	Business Statistics	3 1 0	4	G
18CUL111	Cultural Education II	2 0 0	2	F
<b>TOTAL</b>			<b>22</b>	

**SEMESTER III**

Course Code	Course Title	L – T – P	Cr.	ES
18BUS202	Organisational Behaviour	3 0 0	3	A
18BUS203	Introduction to Marketing Management	3 0 0	3	B
18COM206	Banking and Insurance	3 0 0	3	C
18COM207	Cost and Management Accounting	3 1 0	4	D
18LAW201	Indian Constitution	2 0 0	2	E
18MAT228	Quantitative Techniques	2 1 0	3	H
18SSK201	Life Skills I	1 0 2	2	G
18AVP201	Amrita Values Programme I	1 0 0	1	F
<b>TOTAL</b>			<b>21</b>	

**SEMESTER IV**

Course Code	Course Title	L – T – P	Cr.	ES
18BUS211	Advanced Marketing Management	3 0 0	3	A
18BUS212	Basics of Human Resources	3 1 0	4	B

	Management			
18BUS213	Introduction to Research Methods	3 0 0	3	H
18BUS214	Leadership Management	3 0 0	3	C
18BUS215	Financial Administration	3 1 0	4	D
18BUS216	Production and Operations Management	3 0 0	3	E
	Open Elective A*	3 0 0	3	J
18SSK211	Life Skills II	1 0 2	2	G
18AVP211	Amrita Values Programme II	1 0 0	1	F
<b>TOTAL</b>			<b>26</b>	

#### SEMESTER V

Course Code	Course Title	L – T – P	Cr.	ES
18BUS301	Principles of International Business	3 0 0	3	A
18BUS302	Business Ethics and Corporate Social Responsibility	3 0 0	3	C
18BUS303	Introduction to Retail Management	2 1 0	3	B
18BUS305	Taxation - Law and Practice	3 1 0	4	D
	Elective A	3 0 0	3	E
18COM390	Live-in-Lab.@ / Open Elective B*	3 0 0	3	J
18BUS391	Minor Project		3	P1
18SSK301	Life Skills III	1 0 2	2	G
<b>TOTAL</b>			<b>24</b>	

#### SEMESTER VI

Course Code	Course Title	L – T – P	Cr.	ES
18BUS311	Entrepreneurship Development	3 0 0	3	A
18BUS313	Introduction to Strategic Management	3 1 0	4	B
18BUS315	Project Management	3 0 0	3	C
18BUS316	Sustainable Business Administration	3 0 0	3	F
	Elective B	3 0 0	3	D
	Elective C	3 0 0	3	E
18BUS399	Project		6	P
<b>TOTAL</b>			<b>25</b>	
<b>Total credits for the Programme = 140</b>				

#### ELECTIVES

Course Code	Course Title	L – T – P	Cr.	ES
<b>ELECTIVE A (Any One)</b>				
18BUS331	Financial Services and Markets	3 0 0	3	E
18BUS333	Logistics and Supply Chain Management	3 0 0	3	E

18BUS335	Rural Marketing	3 0 0	3	E
18BUS336	Sales and Distribution Management	3 0 0	3	E
<b>ELECTIVE B &amp; C (Any Two)</b>				
18BUS332	Integrated Advertising and Branding	3 0 0	3	E
18BUS351	Communication for Managers	3 0 0	3	E
18BUS352	Customer Relationship Management	3 0 0	3	E
18BUS353	Web-based Marketing	3 0 0	3	E
18BUS354	Principles of Export Management	3 0 0	3	E
18BUS355	Travel and Tourism Management	3 0 0	3	E
18BUS356	E-Commerce and ERP	3 0 0	3	E
18BUS358	Product and Brand Management	3 0 0	3	E

\* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

@ Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.

#### LANGUAGE – PAPER I

Course Code	Course Title	L – T – P	Cr.	ES
18HIN101	Hindi I	1 0 2	2	B
185KAN101	Kannada I	1 0 2	2	B
18MAL101	Malayalam I	1 0 2	2	B
18TAM101	Tamil I	1 0 2	2	B
18SAN101	Sanskrit I	1 0 2	2	B

#### LANGUAGE – PAPER II

Course Code	Course Title	L – T – P	Cr.	ES
18HIN111	Hindi II	1 0 2	2	B
18KAN111	Kannada II	1 0 2	2	B
18MAL111	Malayalam II	1 0 2	2	B
18TAM111	Tamil II	1 0 2	2	B
18SAN111	Sanskrit II	1 0 2	2	B

#### OPEN ELECTIVES

Course Code	Course Title	L – T – P	Cr.	ES
18OEL231	Advertising	3 0 0	3	J
18OEL232	Basic Statistics	3 0 0	3	J
18OEL233	Citizen Journalismh	3 0 0	3	J
18OEL234	Creative Writing for Beginners	3 0 0	3	J
18OEL235	Desktop Support and Services	3 0 0	3	J

18OEL236	Development Journalism	3 0 0	3	J
18OEL237	Digital Photography	3 0 0	3	J
18OEL238	Emotional Intelligence	3 0 0	3	J
18OEL239	Essence of Spiritual Literature	3 0 0	3	J
18OEL240	Film Theory	3 0 0	3	J
18OEL241	Fundamentals of Network Administration	3 0 0	3	J
18OEL242	Gender Studies	3 0 0	3	J
18OEL243	Glimpses of Indian Economy and Polity	3 0 0	3	J
18OEL244	Graphics and Web-designing Tools	3 0 0	3	J
18OEL245	Green Marketing	3 0 0	3	J
18OEL246	Healthcare and Technology	3 0 0	3	J
18OEL247	History of English Literature	3 0 0	3	J
18OEL248	Indian Writing in English	3 0 0	3	J
18OEL249	Industrial Relations and Labour Welfare	3 0 0	3	J
18OEL250	Introduction to Ancient Indian Yogic and Vedic Wisdom	3 0 0	3	J
18OEL251	Introduction to Computer Hardware	3 0 0	3	J
18OEL252	Introduction to Event Management	3 0 0	3	J
18OEL253	Introduction to Media	3 0 0	3	J
18OEL254	Introduction to Right to Information Act	3 0 0	3	J
18OEL255	Introduction to Translation	3 0 0	3	J
18OEL256	Linguistic Abilities	3 0 0	3	J
18OEL257	Literary Criticism and Theory	3 0 0	3	J
18OEL258	Macro Economics	3 0 0	3	J
18OEL259	Managing Failure	3 0 0	3	J
18OEL260	Media Management	3 0 0	3	J
18OEL261	Micro Economics	3 0 0	3	J
18OEL262	Micro Finance, Small Group Management and Cooperatives	3 0 0	3	J
18OEL263	Negotiation and Counselling	3 0 0	3	J
18OEL264	New Literatures	3 0 0	3	J
18OEL265	Non-Profit Organisation	3 0 0	3	J
18OEL266	Personal Effectiveness	3 0 0	3	J
18OEL267	Perspectives in Astrophysics and Cosmology	3 0 0	3	J
18OEL268	Principles of Marketing	3 0 0	3	J
18OEL269	Principles of Public Relations	3 0 0	3	J
18OEL270	Science, Society and Culture	3 0 0	3	J
18OEL271	Statistical Analysis	3 0 0	3	J
18OEL272	Teamwork and Collaboration	3 0 0	3	J
18OEL273	The Message of Bhagwad Gita	3 0 0	3	J
18OEL274	Understanding Travel and Tourism	3 0 0	3	J
18OEL275	Videography	3 0 0	3	J
18OEL276	Vistas of English Literature	3 0 0	3	J

18OEL277	Web-Designing Techniques	3 0 0	3	J
18OEL278	Organic Farming	3 0 0	3	J
18OEL279	Basic Legal Awareness on Protection of Women and Rights	3 0 0	3	J
18OEL280	Ritual Performances of Kerala	3 0 0	3	J
18OEL281	Documenting Social Issues	3 0 0	3	J
18OEL282	Fabrication of Advanced Solar Cell	3 0 0	3	J
18OEL283	Basic Concepts of X-ray Diffraction	3 0 0	3	J
18OEL284	Introduction to FORTRAN and GNU PLOT	3 0 0	3	J
18OEL285	Introduction to Porous Materials	3 0 0	3	J
18OEL286	Forensic Science	3 0 0	3	J
18OEL287	Introduction to solar Physics	3 0 0	3	J
18OEL288	Recycling Recovery and Treatment Methods for Wastes	3 0 0	3	J
18OEL289	Acting and Dramatic Presentation	2 0 2	3	J
18OEL290	Computerised Accounting	2 0 2	3	J
18OEL291	Kerala Mural Art and Painting	2 0 2	3	J
18OEL292	Painting	2 0 2	3	J
18OEL293	Reporting Rural Issues	3 0 0	3	J