

BACHELOR OF BUSINESS ADMINISTRATION

CURRICULUM

for 2015 admissions onwards

CURRICULUM

BBA

2015 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	-	Practicals
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

CURRICULUM**SEMESTER I**

Course Code	Course Title	L-T-P	Cr	ES
15ENG101	Communicative English	2 0 2	3	A
	Language Paper I	1 0 2	2	B
15BUS101	Principles of Management	3 0 0	3	C
15COM103	Financial Accounting	3 1 0	4	E
15CSA105	Business and MIS	3 0 0	3	D
15MAT102	Basic Concepts of Mathematics	2 1 0	3	G
15CSA185	Business and MIS Lab.	0 0 3	1	L1
15CUL101	Cultural Education I	2 0 0	2	F
TOTAL			21	

SEMESTER II

Course Code	Course Title	L-T-P	Cr	ES
15ENG121	Professional Communication	1 0 2	2	A
	Language Paper II	1 0 2	2	B
15BUS111	Business Organization and Systems	3 0 0	3	C
15ECO101	Business Economics	2 1 0	3	E
15ENV300	Environmental Science and Sustainability	3 0 0	3	H
15LAW111	Business Laws	3 1 0	4	D
15MAT112	Business Statistics	3 1 0	4	G
15CUL111	Cultural Education II	2 0 0	2	F
TOTAL			23	

SEMESTER III

Course Code	Course Title	L-T-P	Cr	ES
15BUS202	Organisational Behaviour	3 0 0	3	A
15BUS203	Introduction to Marketing Management	3 0 0	3	B
15COM206	Banking and Insurance	3 0 0	3	C
15COM207	Cost and Management Accounting	3 1 0	4	D
15LAW201	Indian Constitution	2 0 0	2	E
15MAT228	Quantitative Techniques	2 1 0	3	H
15SSK201	Life Skills I	1 0 2	2	G
15AVP201	Amrita Values Programme I	1 0 0	1	F
TOTAL			21	

SEMESTER IV

Course Code	Course Title	L-T-P	Cr	ES
15BUS211	Advanced Marketing Management	3 0 0	3	A
15BUS212	Basics of Human Resources Management	3 0 0	3	B
15BUS213	Introduction to Research Methods	3 0 0	3	H
15BUS214	Leadership Management	3 0 0	3	C
15BUS215	Financial Administration	3 1 0	4	D
15BUS216	Production and Operations Management	3 0 0	3	E
	Open Elective A*	3 0 0	3	J
15SSK211	Life Skills II	1 0 2	2	G
15AVP211	Amrita Values Programme II	1 0 0	1	F
TOTAL			25	

SEMESTER V

Course Code	Course Title	L-T-P	Cr	ES
15BUS301	Principles of International Business	3 0 0	3	A
15BUS302	Business Ethics and Corporate Social Responsibility	3 0 0	3	C
15BUS303	Introduction to Retail Management	2 1 0	3	B
15BUS305	Introduction to Income Tax Law and Practice	3 1 0	4	D
	Elective A	3 0 0	3	E
15BUS390	Live-in-Lab. [®] / Open Elective B*	3 0 0	3	J
15BUS391	Minor Project		3	P1
15SSK301	Life Skills III	1 0 2	2	G
TOTAL			24	

SEMESTER VI

Course Code	Course Title	L-T-P	Cr	ES
15BUS311	Entrepreneurship Development	2 1 0	3	A
15BUS313	Introduction to Strategic Management	3 1 0	4	B
15BUS315	Project Management	3 0 0	3	C
15BUS316	Sustainable Business Administration	3 0 0	3	F
	Elective B	3 0 0	3	D
	Elective C	3 0 0	3	E
15BUS399	Project		6	P
TOTAL			25	

Total credits for the programme = 139

LANGUAGE - Paper I

Course Code	Course Title	L-T-P	Cr	ES
15HIN101	Hindi I	1 0 2	2	B
15KAN101	Kannada I	1 0 2	2	B
15MAL101	Malayalam I	1 0 2	2	B
15SAN101	Sanskrit I	1 0 2	2	B
15TAM101	Tamil I	1 0 2	2	B

LANGUAGE - Paper II

Course Code	Course Title	L-T-P	Cr	ES
15HIN111	Hindi II	1 0 2	2	B
15KAN111	Kannada II	1 0 2	2	B
15MAL111	Malayalam II	1 0 2	2	B
15SAN111	Sanskrit II	1 0 2	2	B
15TAM111	Tamil II	1 0 2	2	B

ELECTIVES

Course Code	Course Title	L-T-P	Cr	ES
ELECTIVE A (any one)				
15BUS331	Financial Services and Markets	3 0 0	3	E
15BUS333	Logistics and Supply Chain Management	3 0 0	3	E
15BUS335	Rural Marketing	3 0 0	3	E
15BUS336	Sales and Distribution Management	3 0 0	3	E
ELECTIVES B & C (any two)				
15BUS332	Integrated Advertising and Branding	3 0 0	3	D/E
15BUS351	Communication for Managers	3 0 0	3	D/E
15BUS352	Customer Relationship Management	3 0 0	3	D/E
15BUS353	Web-based Marketing	3 0 0	3	D/E
15BUS354	Principles of Export Management	3 0 0	3	D/E
15BUS355	Travel and Tourism Management	3 0 0	3	D/E
15BUS356	E-Commerce and ERP	3 0 0	3	D/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.

OPEN ELECTIVES (3 0 3)

Code	Title
15OEL231	Advertising
15OEL232	Basic Statistics
15OEL233	Citizen Journalism
15OEL234	Creative Writing for Beginners
15OEL235	Desktop Support and Services
15OEL236	Development Journalism
15OEL237	Digital Photography
15OEL238	Emotional Intelligence
15OEL239	Essence of Spiritual Literature
15OEL240	Film Theory
15OEL241	Fundamentals of Network Administration

Code	Title
15OEL242	Gender Studies
15OEL243	Glimpses of Indian Economy and Polity
15OEL244	Graphics and Web-designing Tools
15OEL245	Green Marketing
15OEL246	Healthcare and Technology
15OEL247	History of English Literature
15OEL248	Indian Writing in English
15OEL249	Industrial Relations and Labour Welfare
15OEL250	Introduction to Ancient Indian Yogic and Vedic Wisdom
15OEL251	Introduction to Computer Hardware
15OEL252	Introduction to Event Management
15OEL253	Introduction to Media
15OEL254	Introduction to Right to Information Act
15OEL255	Introduction to Translation
15OEL256	Linguistic Abilities
15OEL257	Literary Criticism and Theory
15OEL258	Macro Economics
15OEL259	Managing Failure
15OEL260	Media Management
15OEL261	Micro Economics
15OEL262	Micro Finance, Small Group Management and Cooperatives
15OEL263	Negotiation and Counselling
15OEL264	New Literatures
15OEL265	Non-Profit Organisation
15OEL266	Personal Effectiveness
15OEL267	Perspectives in Astrophysics and Cosmology
15OEL268	Principles of Marketing
15OEL269	Principles of Public Relations
15OEL270	Science, Society and Culture
15OEL271	Statistical Analysis
15OEL272	Teamwork and Collaboration
15OEL273	The Message of Bhagwad Gita
15OEL274	Understanding Travel and Tourism
15OEL275	Videography
15OEL276	Vistas of English Literature
15OEL277	Web-Designing Techniques