



AMRITANAGAR POST, COIMBATORE 641 112

AMRITA/UO/2023/041

February 06,2023

**OFFICE ORDER**

The curriculum and syllabus to be followed for BBA Ahead programme was finalized with the approval of the Vice-Chancellor and circulated through order No. **AMRITA/UO/2021/056 dated May 7, 2021**.

However, there were problems in delivering many of the electives finalized for the programme. Therefore, the Board of Studies for the programme met and drafted a new set of electives and their syllabi. These were approved by the Dean of the Faculty of Arts, Humanities and Commerce. A new curriculum and syllabus was prescribed and circulated for BBA Ahead programme from 2021 admission onwards through Order No: **AMRITA/UO/2022/162 dated June 17, 2022**.

Now, BBA Ahead team and faculty committee has proposed a small change and shift of credit distribution between semester V and VI that is remove one three credit elective from Semester V, reducing total 3 credits of Semester V and the reduced three credits from Semester V can be added for Internship in Semester VI so that the total credits for the programme remains at 118 credits. The change in the curriculum has been recommended by the Dean of the Faculty of Arts, Humanities and Commerce and approved by the Vice Chancellor.

Hence, the new curriculum & Syllabus is hereby prescribed for BBA Ahead programme from 2021 admission onwards is given as an attachment.

REGISTRAR

Encl: Curriculum and syllabus for BBA Ahead (from 2021 admission onwards)

To

1. Dr. U. Krishnakumar, Dean, Faculty of Arts, Humanities and Commerce
2. Dr. S. Sriranjini, Chairperson, Board of Studies for Business Administration
3. Dr. Krishnasree Achuthan, Director, Amrita Ahead
4. Dr. Sanjivi Arul, Deputy Registrar, Amrita Ahead

Copy to:

1. Pro-Chancellor
2. Vice Chancellor
3. Controller of Examination
4. AUMS ADMIN
5. Shri. Ranjith Menon, Amrita Office of Communication