

# B.R.C.M. College of Business Administration

## Four Year BBA (Hons.) Program

As per FYUGP Guidelines of NEP, 2020

w.e.f. academic year 2023-24

Semester 1			Semester 2			Community engagement and service/ Vocational Training/ Field based project (Optional)*	Semester 3			Semester 4			Community engagement and service/ Vocational Training/ Field based project
Subject	Type	Credit	Subject	Type	Credit		Subject	Type	Credit	Subject	Type	Credit	
Principles of Economics	Major	4	Management Accounting	Major	4		Business Environment	Major	4	Financial Management	Major	4	
Principles of Management	Major	4	Organisational Behaviour	Major	4		Marketing Management	Major	4	Production & Operations Management	Major	4	
Financial Accounting	Minor	4	Managerial Economics	Minor	4		Human Resource Management	Major	4	Indian Ethics and CSR	Major / IKS	4	
IT skills	Multi	4	Multi 1	Multi	4		Multi 2	Multi	4	Statistics for Business Decisions	Minor	4	
Communication and Soft Skills - 1	AEC	2	Business Communication	AEC	2		Communication and Soft Skills - 2	AEC	2	English Language and Literature	AEC	2	
Emotional skills for Workplace	SEC	2	Managerial Skills	SEC	2		Negotiation and Team Management	SEC	2	Digital Marketing	SEC	2	
Indian Health, Wellness and Yoga	VAC/ IKS	2	Environment and Sustainability	VAC	2		Indian Art and Culture	VAC/IKS	2	Constitutional Values, Fundamental Rights and Duties	VAC	2	
<b>Total Credits</b>		<b>22</b>	<b>Total Credits</b>		<b>22</b>		<b>Total Credits</b>		<b>22</b>	<b>Total Credits</b>		<b>22</b>	
<b>Total No. of electives</b>			<b>Total No. of electives</b>		<b>1</b>	<b>Total No. of electives</b>		<b>1</b>	<b>Total No. of electives</b>				
Semester 5			Semester 6			Community engagement and service/ Vocational Training/ Field based project (Optional)*	Semester 7			Semester 8			
Subject	Type	Credit	Subject	Type	Credit		Subject	Type	Credit	Subject	Type	Credit	
Service Management	Major	4	B-Start-up and Project Management	Major	4		Business Research Methods	Major	4	Applied Strategic Management	Major	4	
SP 1	Major	4	SP 3	Major	4		Business Analytics for Decision Making	Major	4	Purchasing & Supply Chain Management	Major	4	
SP 2	Major	4	SP 4	Major	4		SP 5	Major	4	SP 6	Major	4	
MSP 1	Minor	4	MSP 3	Minor	4		Elements of Strategic Management	Minor	4	MSP 4	Minor	4	
MSP 2	Minor	4	Academic Writing	AEC	2		Research Project/ OJT	Dissertation	6	Research Project/ OJT	Dissertation	6	
Career Management	SEC	2	Internship/ Vocational Training	Major	4								
<b>Total Credits</b>		<b>22</b>	<b>Total Credits</b>		<b>22</b>		<b>Total Credits</b>		<b>22</b>	<b>Total Credits</b>		<b>22</b>	
<b>Total No. of electives</b>		<b>2</b>	<b>Total No. of electives</b>				<b>Total No. of electives</b>			<b>Total No. of electives</b>			
Multi 1	Cyber Security/ Emerging Technologies for effective Management/ Literature and Society/ Event Planning and Hospitality												
Multi 2	Quantitative Techniques/ Introduction to Mass Communication/ Indian Society/ IT and GST/ French/ Spanish												
			<b>Finance</b>				<b>Marketing</b>				<b>HR</b>		
SP 1 (4)			Behavioural Finance				Consumer Behaviour				Human Resource Development		
SP 2 (4)			Strategic Financial Management				Integrated Marketing Communication				Contemporary Issues in HRM		
SP 3 (4)			Advance Financial Management				Retail Management				Employee Relations		
SP 4 (4)			Portfolio Management and Financial Derivati				Brand Management				Advance Human Resource Management		
SP 5 (4)			International Financial Management				International Marketing				Developing Organisation		
SP 6 (4)			Contemporary Issues and Financial Analytics				Contemporary Issues and Marketing Ana				HR Metrics, Analytics and Skills		
			<b>Financial Services</b>				<b>Business Development</b>				<b>Team Management and Leadership</b>		
MSP 1 (4)			Financial Markets and Services				Product Development				Team Dynamics		
MSP 2 (4)			Banks and NBFCs				Sales & Distribution Management				Effective Leadership		
MSP 3 (4)			Mutual Funds and Insurance				Relationship Marketing				Leading teams for high performance		
MSP 4 (4)			Financial Planning				Business to Business Marketing				Assessing teams, metrics and skills		