

BACHELOR OF BUSINESS ADMINISTRATION

Programme Educational Objectives (PEOs)

PEO1: Build strong foundations in business and management for careers in business and agribusiness.

PEO2: Develop managerial, analytical, communication, and leadership skills for dynamic work environments.

PEO3: Foster entrepreneurship, innovation, and problem-solving for business and societal needs.

PEO4: Inculcate ethics, sustainability, and social responsibility in decision-making.

PEO5: Prepare students for higher education, research, and lifelong learning.

PEO Articulation with Mission

Mission	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	2	2	1	2
M2	2	3	3	2	1
M3	2	2	2	1	3
M4	1	2	2	3	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation

Programme Outcomes (POs)

At the end of the Programme the students would be able to demonstrate:

PO1: Demonstrate knowledge of core business disciplines.

PO2: Apply business concepts and tools to solve organisational problems.

PO3: Exhibit leadership, teamwork, and interpersonal skills in business settings.

PO4: Communicate effectively in oral, written, and digital forms.

PO5: Apply ethical, socially responsible, and sustainable practices in decision-making.

Programme Specific Outcomes (PSOs)

PSO1: Analyse business challenges and develop practical solutions.

PSO2: Identify entrepreneurial opportunities and create viable business propositions.

PSO3: Use digital tools and information systems for efficient decision-making.

PSO4: Conduct basic business research to support managerial decisions.

Employability and Life Skills

1. Digital and technological skills	7. Creativity
2. Communication skills	8. Multicultural competence and inclusive spirit
3. Collaborating with others	9. Research-related skills

4. Leadership skills	10. Community engagement and service
5. Critical thinking/Analytical thinking	11 Empathy
6. Complex problem solving	12 Value inculcation

**BACHELOR OF BUSINESS ADMINISTRATION
CBCS PATTERN**

(2026-2029)

Semester I

Course Code	Course Title	L	T	P	J	Credits
MGT101	Principles and Practices of Management	3				3
ECO102	Business Economics	3				3
QNT103	Fundamentals of Statistics	3				3
FIN104	Financial Accounting	3				3
MGT105	Basics of Business Organization	2				2
MGT106	Basics of Business Environment	2				2
AGR107	Basics of Agriculture and Agribusiness	2				2
ENG108	Foundational English	2				2
ITLAB109	MS Office Lab			2		1
ENGLAB110	English Communication Lab-1			2		1
						22

Semester II

Course Code	Course Title	L	T	P	J	Credits
OBH201	Organization Behaviour	3				3
FIN202	Cost and Management Accounting	3				3
MGT203	Business Law and Ethics	3				3
MKT204	Marketing Management	3				3
QNT205	Decision Science	3				3
MGT206	Environmental Science and Sustainability	2				2
ENG207	Advanced English	2				2
ENGLAB208	English Communication Lab-2			2		1
ITLAB209	Advanced Excel for Business			4		2
						22

Summer Internship I – 2 credits

Internship with an NGO – Report is presented in Semester III

Semester III

Course Code	Course Title	L	T	P	J	Credits
HRM301	Human Resource Management	3				3
FIN302	Financial Management	3				3
QNT303	Business Research Methods	3				3
MKT304	Sales and Distribution Management	3				3
OPS305	Production and Operations Management	3				3
ENT306	Introduction to Entrepreneurial Mindset	2				2
ENG307	Business Communication and Managerial Writing	2				2
FINLAB308	Accounting Information Lab			2		1
INT309	Social Responsibility Project Report in Summer Vacation (Summer Internship – I)				2	2
						22

Semester IV

Course Code	Course Title	L	T	P	J	Credits
MGT401	Strategic Management	3				3
OBH402	Leadership and Change Management	3				3
FIN403	Project Management	3				3
OPS404	Fundamentals of Supply Chain Management	3				3
MGT405	E-business and Retailing	3				3
IBM406	International Business Management	3				3
ANL407	Introduction to Business Analytics Using Python	2	1			3
SFT408	Personality Development and Soft Skills			2		1
						22

Summer Internship II (Field-Based Project or Company-Based Project) – 2 credits

Internship with a company - Report is presented in Semester III

Semester V

Course Code	Course Title	L	T	P	J	Credits
MGT501	Corporate Governance	3				3
MGT502	Introduction to Design Thinking	3				3
	ELECTIVES					

FIN511	Financial Institutions and Market Securities (F)	3				3
FIN512	Investment Analysis and Portfolio Management (F)					
FIN513	Financial Analytics (F)					
MKT521	Service Marketing (M)	3				3
MKT522	Rural Marketing (M)					
MKT523	B2B Marketing (M)					
HRM531	Talent Management (H)	3				3
HRM532	Training and Development (H)					
HRM533	Workplace Laws and Employee Rights (H)					
OPS541	Quality Management					3
OPS542	Management of Service Operations (O)					
OPS543	Warehouse and Distribution (O)					
SFT503	Campus Recruitment Training (CRT)			2		1
INT504	Viva on Project in Summer Vacation (Summer Internship – II)			2		2
CAP505	Capstone Project Phase 1(Proposal Viva)				4	4
						22

For electives, students can choose minimum two courses from their chosen specialization basket and one from the other specialization basket. Total credits should be 9.

Semester VI

Course Code	Course Title	L	T	P	J	Credits
IT601	Management Information System	3				3
ENT602	Innovation and Creativity in Business	3				3
	ELECTIVES					
FIN611	Strategic Financial Management (F)	3				3
FIN612	Principles of Insurance and Risk Management (F)					
FIN613	International Finance and Forex Management (F)					
MKT621	Marketing Analytics (M)	3				3
MKT622	Consumer Behaviour (M)					
MKT623	Brand Management (M)					
HRM631	Compensation Management (H)	3				3
HRM632	People Analytics (H)					
HRM633	Gig Economy and Work force Management (H)					
OPS641	Procurement and Global Sourcing (O)	3				3

OPS642	Technology and Innovation in Supply Chain Management (O)					
OPS643	Supply Chain Resilience (O)					
CAP603	Capstone Project Phase 2 – Final Submission and Viva				4	4
						22

For electives, students can choose minimum two courses from their chosen specialization basket and remaining from the other specialization basket. Total credits should be 12