

**Scheme  
for  
Undergraduate Degree  
in  
Bachelor in Business Administration  
BBA/BBA(Honours)/BBA (Honours with Research)**

**2024**



**School of Management**  
**ITM University**

Leonardo da Vinci Block, ITM University, NH-44, Bypass Turari, Jhansi Road Gwalior (M.P.) 475001 (INDIA)

<https://itmuniversity.ac.in/school-of-management>

## SCHOOL OF MANAGEMENT AND COMMERCE

### Bachelor of Business Administration

B.B.A. (3 Years) / B.B.A. (Hons.) or B.B.A. (Hons. with Research) (4 Years)

### Program Outcomes:

Upon completion of the B.B.A./B.B.A. (Hons.)/(Hons. with Research) program, students will:

**PO1: Comprehensive Understanding of Management Principles:** Students will demonstrate a robust grasp of management principles and their application across diverse business environments, fostering effective decision-making and strategic planning.

**PO2: Proficiency in Statistical Analysis for Decision-Making:** Students will adeptly apply statistical techniques to analyze business data, enabling insights and informed decisions crucial for organizational success.

**PO3: Economic Foundations and Business Implications:** Students will comprehend microeconomic and macroeconomic principles and discern their impact on business operations and strategic management decisions.

**PO4: Ethical Business Practices:** Students will exhibit ethical conduct in business dealings and decision-making processes, upholding integrity, transparency, and social responsibility within organizational frameworks.

**PO5: Effective Communication and Interpersonal Skills:** Students will develop the ability to articulate ideas clearly and work collaboratively in diverse teams, enhancing their leadership and management capabilities.

**PO6: Adaptability to Technological Advancements:** Students will embrace and utilize emerging technologies and data analytics to solve business challenges, ensuring competitive advantage in dynamic markets.

**PO7: Global Business Perspective:** Students will understand global business environments, including cultural, economic, and legal contexts, and adapt strategies for international competitiveness.

**PO8: Critical Thinking and Problem-Solving Abilities:** Students will demonstrate analytical and decision-making skills to tackle complex business challenges innovatively and efficiently.

**PO9: Sustainable and Inclusive Growth Orientation:** Students will incorporate sustainability and inclusivity in business practices, aligning organizational goals with societal and environmental needs.

**PO10: Research and Lifelong Learning:** Students will engage in independent research, developing critical insights into business problems while fostering a commitment to continuous professional development.

### **Program Educational Outcomes(PEOs)**

- PEO 1.** Integrating core business concepts with practical applications to address complex business challenges and opportunities.
- PEO 2.** To develop professional attitude, polish analytical skills and inculcate the habit of exploring new avenues of the IT specialization by providing them hands-on experience to design algorithms, hardware and software systems and detailed latest knowledge of concerned specialization.
- PEO 3.** Excel in communication, demonstrate effective teamwork and adapt to diverse cultural and global business environments.
- PEO 4.** Exemplify ethical leadership, valuing Indian ethos and principles in their decision-making processes.

### **Program Specific Outcomes (PSOs)**

- PSO 1.** Develop and implement strategic management practices, demonstrating leadership in driving organizational success and innovation.
- PSO 2.** Acquire knowledge and skills required to create and manage new business ventures, fostering entrepreneurship and innovation.
- PSO 3.** Develop an understanding of marketing strategies and operational and financial management, allowing them to optimize resources and drive business growth.

## GENERAL COURSE STRUCTURE & THEME

### Definition of credits

S. No.	Components	Hours	Credit
1.	Theory	15	1
2.	Practical	30	1
3.	Project	60	1
4.	Internship	10	1

### Course code and definition

S. No.	Components	Definition
a.	GEC	Generic Elective Cluster
b.	AEC	Ability Enhancement Cluster
c.	SEC	Skill Enhancement Cluster
d.	IKS	Indian Knowledge System
e.	ITR	Summer Internship
f.	IDR	Dissertation/Research Report
g.	VAC	Value Added Course

**Generic Elective Cluster:** The Generic Elective Cluster consists of a group of interdisciplinary courses offered to students across different disciplines. These courses are designed to provide a broad-based education and help students explore subjects outside their core area of study. The purpose of the Generic Elective Cluster is to promote holistic education by encouraging students to gain knowledge and skills in diverse fields. This approach helps in the overall development of students by fostering critical thinking, creativity, and a well-rounded understanding of various subjects.

**Ability Enhancement Cluster:** The Ability Enhancement Cluster comprises courses aimed at improving students' fundamental abilities, such as communication, writing, analytical reasoning, and environmental awareness. These courses are essential for developing the core competencies needed for academic success and personal growth. They focus on enhancing students' basic skills that are crucial for lifelong learning and adaptability in various professional and social contexts.

**Skill Enhancement Cluster:** The Skill Enhancement Cluster includes courses specifically designed to equip students with practical and industry-relevant skills. These courses often focus on hands-on training, technical skills, and application-based learning. The objective of the Skill

Enhancement Cluster is to prepare students for the workforce by providing them with the skills required in their chosen career paths. These courses bridge the gap between academic knowledge and practical application, thereby enhancing employability.

**Indian Knowledge System:** The Indian Knowledge System (IKS) courses focus on India's rich and diverse traditional knowledge systems. These courses cover various aspects such as philosophy, science, arts, culture, and heritage rooted in Indian traditions. The inclusion of IKS courses in the curriculum aims to foster an understanding and appreciation of India's intellectual and cultural heritage. It encourages students to connect with their roots and apply traditional knowledge in contemporary contexts, promoting a sense of pride and responsibility toward preserving and integrating this knowledge with modern education.

**Value-Added Course: Value-added courses** (VACs) are additional courses offered alongside the regular curriculum to provide students with extra knowledge, skills, and certifications that complement their main field of study. VACs are designed to enhance students' academic and professional profiles by offering specialized training or knowledge in specific areas. These courses are often short-term and focus on practical, industry-oriented skills, thus adding value to the students' overall educational experience and improving their employability.

### Course levels and durations

Undergraduate / Three or Four years/6 or 8 Semesters with single entry and multiple exits. The following options will be available to the students joining the BBA Honours/Research Program:

1. Three years:
  - a. Bachelor in Business Administration (BBA)
2. Four years:
  - a. Bachelor in Business Administration with Honours: BBA (Honours)
  - b. Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

### Minimum eligibility for BBA (Honours/Honours with Research)

The student who takes an exit after the third year with an award of BBA may be allowed to re-enter into the Seventh Semester for completion of the BBA (Honours) or BBA (Honours with Research) Program as per the School of Management, ITM University schedule after earning the requisite credits in the Third year.

## SEMESTER-WISE CREDIT DISTRIBUTION OF BBA [BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH)] PROGRAM

Credit per Subject	3	3	3	2	3	6	6
	Program Core	DSE	GEC	AEC	SEC	Field Project/Internship	Dissertation/Research Project
<b>Semester I</b>	12		3	4	3		
<b>Semester II</b>	12		3	4	3		
<b>Semester III</b>	12		3	4	3		
<b>Semester IV</b>	12		3	4	3		
<b>Semester V</b>	6	9				6	
<b>Semester VI</b>	9	9		2			4
<b>Semester VII</b>	6	9		2		6	6
<b>Semester VIII</b>	6	9		2		6	6
<b>Total</b>	75	36	12	22	12	18	16
<b>Percentage</b>	45.45%	21.82%	7.27%	13.33%	7.27%	10.91%	9.70%

**Note:**The Field Project/Internship will be offered to BBA (Honours) students, while the Dissertation/Research Project will be mandatory for BBA (Honours with Research) students in the VII and VIII semesters.

As per the academic structure aligned with the National Education Policy (NEP) 2020, the following provisions have been made for students pursuing the Bachelor of Business Administration (BBA) program:

### Field Project/Internship for BBA (Honours):

BBA (Honours) students must undertake a Field Project or Internship during the VII and VIII semesters. This component provides practical exposure and hands-on experience in a real-world business environment. The Field Project/Internship will enable students to apply the theoretical knowledge gained during their coursework to actual industry scenarios, enhancing their practical skills and professional readiness.

### Dissertation/Research Project for BBA (Honours with Research):

For students pursuing the BBA (Honours with Research) program, a Dissertation or Research Project will be an integral part of the curriculum in the VII and VIII semesters. This academic exercise will involve in-depth research on a chosen topic within the field of business administration. The Dissertation/Research Project will require students to demonstrate their

ability to conduct independent research, analyze data, and contribute original insights to their study area. This component is crucial for students pursuing higher studies or careers in research and academia.

#### **Year-wise distribution of credits and respective Exit Points as per MEES**

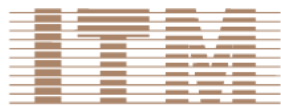
<b>1 Year Undergraduate Certificate in Business Administration</b>	<b>Total Credits = 40</b>
<b>2 Year Undergraduate Diploma in Business Administration</b>	<b>Total Credit = 80</b>
<b>3 Years Undergraduate Degree (BBA)</b>	<b>Total Credits = 123</b>
<b>4 Years Undergraduate Degree BBA (Honours) and BBA (Honours with Research)</b>	<b>Total Credits = 165</b>

**Note:** Students can earn extra credit courses from their own school/department or from another school/department as per the ITM University norms.

## SEMESTER-WISE SCHEME

Semester- I						
Course Code	Course Name	Course Category	Lecture	Tutorial	Practical	Credit
BBA- 101	Principles of Management	Program Core	3	0	0	3
BBA- 102	Business Statistics	Program Core	3	0	0	3
BBA- 103	Business Ethics	Program Core	3	0	0	3
BBA- 104	Microeconomics	Program Core	3	0	0	3
	GEC Cluster	Generic Elective	3	0	0	3
	AEC Cluster	Ability Enhancement	2	0	0	2
	SEC Cluster	Skill Enhancement	2	0	1	3
	IKS Cluster	Ability Enhancement	2	0	0	2
	<b>Total</b>		<b>19</b>	<b>0</b>	<b>1</b>	<b>20</b>

Semester- II						
Course Code	Course Name	Course Category	Lecture	Tutorial	Practical	Credit
BBA- 201	Strategic Human Resource Management	Program Core	3	0	0	3
BBA- 202	Marketing Management	Program Core	3	0	0	3
BBA- 203	Finance Accounting	Program Core	3	0	0	3
BBA- 204	Macroeconomics	Program Core	3	0	0	3
	GEC Cluster	Generic Elective	3	0	0	3
	AEC Cluster	Ability Enhancement	2	0	0	2
	SEC Cluster	Skill Enhancement	2	0	1	3
	IKS Cluster	Ability Enhancement	2	0	0	2
	<b>Total</b>		<b>19</b>	<b>0</b>	<b>1</b>	<b>20</b>



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Semester- III						
Course Code	Course Name	Course Category	Lecture	Tutorial	Practical	Credit
BBA- 301	Production and Operation Management	Program Core	3	0	0	3
BBA- 302	Organizational Behaviour	Program Core	3	0	0	3
BBA- 303	Cost Accounting	Program Core	2	0	1	3
BBA- 304	Business Law	Program Core	3	0	0	3
	GEC Cluster	Generic Elective	3	0	0	3
	AEC Cluster	Ability Enhancement	2	0	0	2
	SEC Cluster	Skill Enhancement	2	0	1	3
	IKS Cluster	Ability Enhancement	2	0	0	2
	Total		18	0	2	20

Semester- IV						
Course Code	Course Name	Course Category	Lecture	Tutorial	Practical	Credit
BBA- 401	International Business	Program Core	3	0	0	3
BBA- 402	Strategic Management	Program Core	3	0	0	3
BBA- 403	Financial Management	Program Core	3	0	0	3
BBA- 404	Business Environment	Program Core	3	0	0	3
	GEC Cluster	Generic Elective	3	0	0	3
	AEC Cluster	Ability Enhancement	2	0	0	2
	SEC Cluster	Skill Enhancement	2	0	1	3
	IKS Cluster	Ability Enhancement	2	0	0	2
	Total		21	0	2	20



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Semester- V						
Course Code	Course Name	Course Category	Lecture	Tutorial	Practical	Credit
BBA- 501	Supply Chain Management	Program Core	3	0	0	3
BBA- 502	Income Tax for Individuals	Program Core	3	0	0	3
	Discipline Elective- 1	Discipline Elective	3	0	0	3
	Discipline Elective- 2	Discipline Elective	3	0	0	3
	Discipline Elective- 3	Discipline Elective	3	0	0	3
ITR- 501	Summer Internship	Internship	6	0	0	6
	<b>Total</b>		<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>

Semester- VI						
Course Code	Course Name	Course Category	Lecture	Tutorial	Practical	Credit
BBA- 601	Entrepreneurship	Program Core	3	0	0	3
BBA- 602	Project Management	Program Core	3	0	0	3
BBA- 603	Business for Sustainable Development	Program Core	3	0	0	3
	Discipline Elective- 4	Discipline Elective	3	0	0	3
	Discipline Elective- 5	Discipline Elective	3	0	0	3
	Discipline Elective- 6	Discipline Elective	3	0	0	3
IDR- 601	Dissertation/ Field Project		0	0	4	4
IKS – 601	IKS Cluster	Ability Enhancement	2	0	0	2
	<b>Total</b>		<b>20</b>	<b>0</b>	<b>1</b>	<b>22</b>



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Semester- VII						
Course Code	Course Name	Course Category	Lecture	Tutorial	Practical	Credit
BBA- 701	Research Methodology	Program Core	3	0	0	3
BBA- 702	Quality Management	Program Core	3	0	0	3
	Discipline Elective- 7	Discipline Elective	3	0	0	3
	Discipline Elective- 8	Discipline Elective	3	0	0	3
	Discipline Elective- 9	Discipline Elective	3	0	0	3
ITR- 701	Internship	Internship	0	0	6	6
IKS – 701	IKS Cluster	Ability Enhancement	2	0	0	2
	<b>Total</b>		<b>12</b>	<b>0</b>	<b>12</b>	<b>21</b>

Semester- VIII						
Course Code	Course Name	Course Category	Lecture	Tutorial	Practical	Credit
BBA- 801	Multivariate Analysis	Program Core	3	0	0	3
BBA- 802	Business Research Tools	Program Core	3	0	0	3
	Discipline Elective- 10	Discipline Elective	3	0	0	3
	Discipline Elective- 11	Discipline Elective	3	0	0	3
	Discipline Elective- 12	Discipline Elective	3	0	0	3
IDR- 801	Dissertation/Research Project		0	0	6	6
IKS – 801	IKS Cluster		2	0	0	2
	<b>Total</b>		<b>14</b>	<b>0</b>	<b>7</b>	<b>21</b>

## SCHOOL OF MANAGEMENT AND COMMERCE

Department/Subject Specific Elective (\*DSE)

S. No.	Marketing (BBA)	Finance (BBA)	Human Resource Management (BBA)
1.	Consumer Behaviour	Corporate Valuation	Labour Laws and Industrial Relations
2.	Sales & Distribution Management	Financial Modelling	HR Analytics
3.	Social Media Marketing	Investment Management	Talent Management
4.	Advertising and Sales Promotion Management	Portfolio Management	Performance Management
5.	Brand Management	Goods and Service Tax	Negotiation and Conflict Management
6.	Service Marketing	Financial Market	Compensation Management
7.	Customer Relationship Management	Behavioral Finance	Organizational Change and Development
8.	Retail Management	Derivatives and Risk Management	International HRM
9.	Rural and Agricultural Marketing	Microfinance	Social and Industrial Psychology
10.	Marketing Analytics	Financial Analytics	Training and Development
11.	Integrated Marketing Communications	Wealth Management	Competency Mapping
12.	Tourism and Hospitality Marketing	Green Finance and ESG Investing	Leadership and Team Building
13.	Green Marketing and Sustainability	Banking and Financial Services	Human Resource Development and Audit

**Note: \*But Not restricted to.**

## SCHOOL OF MANAGEMENT AND COMMERCE

### ELECTIVE CLUSTERS

(Other than DSE)

Each elective subject has been designed to foster critical thinking, problem-solving skills, creativity, and practical application. Furthermore, we have integrated interdisciplinary elements to encourage holistic learning and equip students with a well-rounded skill set essential for success in today's dynamic world.

S.No.	Clusters of Courses	Nature of Credit
1.	Generic elective courses	Academic
2.	Ability enhancement courses	Academic
3.	Skill enhancement courses	Academic
4.	Value added courses	Audit
5.	Training and augmentation courses	Audit
6.	Indian Knowledge System courses	Academic/Audit, depending on their approved nature.
7.	Performer's courses	Academic/Audit, depending on their approved nature

Generic Elective Courses		
Subject Code	Subject	Credit
GEC- 101	Small and Medium Enterprises	3
GEC- 201	Corporate Governance	3
GEC- 301	Event Management	3
GEC- 401	Innovation and Design Thinking	3
GEC- 501	Cross Culture Management	3
GEC- 601	Disaster Management	3

Ability Enhancement Courses		
Subject Code	Subject	Credit
AEC- 101	Business Mathematics	2
AEC- 201	Time Management	2
AEC- 301	Environmental Management	2
AEC- 401	Corporate Social Responsibility	2
AEC- 501	Stress Management	2
AEC- 601	Business Communication	2

Skill Enhancement Courses		
Subject Code	Subject	Credit
SEC-101	Introduction to Python	3
SEC-201	Microsoft Office Suit	3
SEC-301	Sustainable Development	3
SEC-401	Database Management System	3
SEC-501	Data Visualization/Business Intelligence	3
SEC-601	Corporate Tax Planning	3
SEC-701	Income Tax Law and Practices	3
SEC-801	Application of Tally	3
SEC-901	Cyber Security Management	3

Value-Added Courses		
Subject Code	Subject	Hours
VAC- 101	Writing Business Plan	30
VAC- 201	SPSS for Data Analysis	30
VAC- 301	Financial Modelling through Excel	30
VAC- 401	Use of e-Views in Financial Modelling	30
VAC- 501	Introduction to R	30
VAC- 601	Social Entrepreneurship	30
VAC- 701	Statistics with Python	30

**Training & Augmentation Courses**

**Offered in arrangement with Industries**

Indian Knowledge System Courses		
Subject Code	Subject	Credit
IKS – 101	Indian Economic Thought and Practices	2
IKS – 102	Gandhian Philosophy and Sustainable Business Practices	2
IKS – 103	Indian Philosophical Foundations of Management	2
IKS – 104	Folklore and Cultural Traditions in Marketing	2
IKS – 105	Indigenous Entrepreneurship Models in India	2
IKS – 106	Indian Philosophy and Business Ethics	2
IKS – 107	भारतीयदर्शन : प्रमुखअवधारणाएँ	2
IKS – 108	भारतीयसामाजिकअवधारणाएँ	2
IKS – 109	भारतीयराजनतिकचिन्तन-परम्परा	2
IKS – 110	भारतीयसाहित्यपरम्परा	2
IKS – 111	भारतीयचिन्तनमेंअहिंसा	2
IKS – 112	वैकल्पिकप्रौद्योगिकी (तकनीकी)	2
IKS – 113	मानवाधिकार	2
IKS – 114	स्वराज्य	2
IKS – 115	भारतकाविज्ञानएवं तकनीकी परम्परा	2

**Performer's Courses**

**MOOC/NPTEL/SWAYAM courses as approved by the School/Faculty every year.**