

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

**2025**



**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

### 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:

- **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.
- **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.
- **Economic Foundations and Business Implications:** Students will comprehend microeconomic and macroeconomic principles and discern their impact on business operations and strategic management decisions.
- **Ethical Business Practices:** Students will exhibit ethical conduct in business dealings and decision-making processes, upholding integrity, transparency, and social responsibility within organizational frameworks.
- **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.
- **Adaptability to Technological Advancements:** Students will embrace and utilize emerging technologies and data analytics to solve business challenges, ensuring competitive advantage in dynamic markets.
- **Global Business Perspective:** Students will understand global business environments, including cultural, economic, and legal contexts, and adapt strategies for international competitiveness.
- **Critical Thinking and Problem-Solving Abilities:** Students will demonstrate analytical and decision-making skills to tackle complex business challenges innovatively and efficiently.
- **Sustainable and Inclusive Growth Orientation:** Students will incorporate sustainability and inclusivity in business practices, aligning organizational goals with societal and environmental needs.
- **Research and Lifelong Learning:** Students will engage in independent research, developing critical insights into business problems while fostering a commitment to continuous professional development.

## 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

| COURSE STRUCTURE OF B. COM (HONOURS)/ B. COM (HONOURS WITH RESEARCH) |      |             |       |    |     |     |     |     |                     |                  |               |
|--|------|-------------|-------|----|-----|-----|-----|-----|---------------------|------------------|---------------|
| Credit per Subject   |      | 6           | 4     | 3  | 4   | 2   | 2   | 3   | 2                   | 12               |               |
|  |      | Major/ Core | Minor | MD | DSE | VAC | AEC | SEC | Internship/ Project | Research Project | Total Credits |
| Semester   | I    | 1           | 1     | 1  |     |     | 1   | 1   | 1                   |                  | 20            |
| Semester   | II   | 2           | 1     |    |     | 1   | 1   |     |                     |                  | 20            |
| Semester   | III  | 1           | 1     | 1  | 1   | 1   | 1   | 1   |                     |                  | 24            |
| Semester   | IV   | 2           | 1     |    | 1   |     | 1   | 1   | 1                   |                  | 27            |
| Semester   | V    | 2           | 1     | 1  |     | 1   | 1   |     | 1                   |                  | 25            |
| Semester   | VI   | 2           |       |    | 1   | 1   | 1   |     |                     |                  | 20            |
| Semester   | VII  | 2           | 2     |    |     |     |     |     |                     |                  | 20            |
| Semester   | VIII |             | 1     |    | 1   |     |     |     |                     | 1                | 20            |
| Total  |      | 11          | 8     | 3  | 5   | 4   | 6   | 3   | 3                   | 12               | 176           |

**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.

### Category-wise distribution

|  |                            |
|--|----------------------------|
| <b>3 Years BBA Program</b>                                   | <b>Total Credits = 136</b> |
| <b>4 Years BBA (Honours) and BBA (Honours with Research)</b> | <b>Total Credits = 176</b> |

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

| Semester- I |                                     |           |          |           |           |
|-------------|-------------------------------------|-----------|----------|-----------|-----------|
| Code        | Course                              | Lecture   | Tutorial | Practical | Credit    |
| BBA- 101    | Principles of Management            | 6         | 0        | 0         | 6         |
| BBA- 102    | Financial Management                | 4         | 0        | 0         | 4         |
| BBA- 103    | Fundamentals of Accounting          | 3         | 0        | 0         | 3         |
| AEC- 101    | Business Communication and Drafting | 2         | 0        | 0         | 2         |
| SEC- 101    | Computer Applications               | 3         | 0        | 0         | 3         |
| ITR- 101    | Internship/ Project                 | 0         | 0        | 2         | 2         |
| IKS- 101    | IKS Cluster                         | 1*        | 0        | 0         | 1*        |
|             | <b>Total</b>                        | <b>18</b> | <b>0</b> | <b>2</b>  | <b>20</b> |

**Note:**

- a. Students need to earn 1 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.

| Semester- II |   |           |          |           |           |
|--------------|---|-----------|----------|-----------|-----------|
| Code         | Course  | Lecture   | Tutorial | Practical | Credit    |
| BBA- 201     | Marketing Management                                    | 6         | 0        | 0         | 6         |
| BBA- 202     | Human Resource Management                               | 6         | 0        | 0         | 6         |
| BBA- 203     | Business Mathematics                                    | 4         | 0        | 0         | 4         |
| AEC- 201     | Professional Ethics and Corporate Social Responsibility | 2         | 0        | 0         | 2         |
| VAC- 201     | E-Commerce and Dropshipping                             | 2         | 0        | 0         | 2         |
| IKS- 201     | IKS Cluster   | 1*        | 0        | 0         | 1*        |
|              | <b>Total</b>  | <b>20</b> | <b>0</b> | <b>0</b>  | <b>20</b> |

**Note:**

- a. Students need to earn 1 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.

| Semester- III |                                    |           |          |           |           |
|---------------|------------------------------------|-----------|----------|-----------|-----------|
| Code          | Course                             | Lecture   | Tutorial | Practical | Credit    |
| BBA- 301      | Organizational Behaviour           | 6         | 0        | 0         | 6         |
| BBA- 302      | DSE1 MM/HR/Finance                 | 4         | 0        | 0         | 4         |
| BBA- 303      | Business Statistics                | 4         | 0        | 0         | 4         |
| BBA- 304      | Entrepreneurship and Innovation    | 3         | 0        | 0         | 3         |
| AEC- 301      | Environmental Studies              | 2         | 0        | 0         | 2         |
| SEC- 301      | Jamovi                             | 2         | 0        | 1         | 3         |
| VAC- 301      | Stock Market and Investment Basics | 1         | 0        | 1         | 2         |
| IKS- 301      | IKS Cluster                        | 1*        | 0        | 0         | 1*        |
|               | <b>Total</b>                       | <b>22</b> | <b>0</b> | <b>2</b>  | <b>24</b> |

**Note:**

- a. Students need to earn 1 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.

| Semester- IV |   |           |          |           |           |
|--------------|---|-----------|----------|-----------|-----------|
| Code         | Course  | Lecture   | Tutorial | Practical | Credit    |
| BBA- 401     | Managerial Economics                                    | 6         | 0        | 0         | 6         |
| BBA- 402     | Business Research                                       | 6         | 0        | 0         | 6         |
| BBA- 403     | DSE 2- MM/HR/Finance                                    | 4         | 0        | 0         | 4         |
| BBA- 404     | Business Environment                                    | 4         | 0        | 0         | 4         |
| AEC- 401     | Professional Ethics and Corporate Social Responsibility | 2         | 0        | 0         | 2         |
| SEC- 401     | Tally   | 3         | 0        | 0         | 3         |
| ITR- 401     | Internship/ Project                                     | 0         | 0        | 2         | 2         |
| IKS – 401    | IKS Cluster   | 1*        | 0        | 0         | 1*        |
|              | <b>Total</b>  | <b>25</b> | <b>0</b> | <b>2</b>  | <b>27</b> |

**Note:**

- a. Students need to earn 1 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.



| Semester- V |                                   |           |          |           |           |
|-------------|-----------------------------------|-----------|----------|-----------|-----------|
| Code        | Course                            | Lecture   | Tutorial | Practical | Credit    |
| BBA- 501    | Business Policy and Strategy      | 6         | 0        | 0         | 6         |
| BBA- 502    | DSE 3- MM/HR/Finance              | 6         | 0        | 0         | 6         |
| BBA- 503    | Business Ethics and Values        | 4         | 0        | 0         | 4         |
| BBA- 504    | International Business            | 3         | 0        | 0         | 3         |
| AEC- 501    | MSME Ecosystem & Support Policies | 2         | 0        | 0         | 2         |
| VAC- 501    | Digital Marketing and Analytics   | 2         | 0        | 0         | 2         |
| ITR- 501    | Summer Internship                 | 0         | 0        | 2         | 2         |
| IKS- 501    | IKS Cluster                       | 1*        | 0        | 0         | 1*        |
|             | <b>Total</b>                      | <b>23</b> | <b>0</b> | <b>2</b>  | <b>25</b> |

**Note:**

- Students need to earn 1 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.

| Semester- VI |                                      |           |          |           |           |
|--------------|--------------------------------------|-----------|----------|-----------|-----------|
| Code         | Course                               | Lecture   | Tutorial | Practical | Credit    |
| BBA- 601     | Production and Operations Management | 6         | 0        | 0         | 6         |
| BBA- 602     | DSE 4- MM/HR/Finance                 | 6         | 0        | 0         | 6         |
| BBA- 603     | Business Law- I                      | 4         | 0        | 0         | 4         |
| AEC- 601     | Emotional Intelligence               | 2         | 0        | 0         | 2         |
| VAC- 601     | Data Analysis using Excel/ Power BI  | 0         | 0        | 2         | 2         |
| IKS- 601     | IKS Cluster                          | 1*        | 0        | 0         | 1*        |
|              | <b>Total</b>                         | <b>18</b> | <b>0</b> | <b>2</b>  | <b>20</b> |

**Note:**

- Discipline Elective in Accounting.
- Students need to earn 1 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.

## BBA (Honours)/BBA (Honours with Research)

### Minimum eligibility for BBA (Honours)/BBA (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- VII |  |           |          |           |           |
|---------------|--|-----------|----------|-----------|-----------|
| Code          | Course                                     | Lecture   | Tutorial | Practical | Credit    |
| BBA- 701      | Management Accounting                      | 6         | 0        | 0         | 6         |
| BBA- 702      | Legal and Regulatory Framework of Business | 6         | 0        | 0         | 6         |
| BBA- 703      | Project Management                         | 4         | 0        | 0         | 4         |
| BBA- 704      | Business law-II                            | 4         | 0        | 0         | 4         |
| IKS- 801      | IKS Cluster                                | 1*        | 0        | 0         | 1*        |
|               | <b>Total</b>                               | <b>20</b> | <b>0</b> | <b>0</b>  | <b>20</b> |

**Note:**

- c. Students need to earn 1 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.

| Semester- VIII |                      |          |          |           |           |
|----------------|----------------------|----------|----------|-----------|-----------|
| Code           | Course               | Lecture  | Tutorial | Practical | Credit    |
| BBA- 801       | DSE 5- MM/HR/Finance | 4        | 0        | 0         | 4         |
| BBA- 802       | Auditing             | 4        | 0        | 0         | 4         |
| BBA- 803       | Research Project     | 0        | 0        | 12        | 12        |
| IKS- 801       | IKS Cluster          | 1*       | 0        | 0         | 1*        |
|                | <b>Total</b>         | <b>8</b> | <b>0</b> | <b>12</b> | <b>20</b> |

**Note:**

- a. Students need to earn 1 IKS audit credit in the semester (0.25 credits per IKS event) for progression; these credits do not affect SGPA/CGPA but are mandatory.

| Performer's Courses  |
|--|
| <b>MOOC/NPTEL/SWAYAM courses as approved by the School/Faculty every year.</b> |

**SCHOOL OF MANAGEMENT**  
BBA (Honours)/BBA (Honours with Research)  
Discipline Specific Elective (DSE)

| Discipline Specific Elective (DSE) Courses |             |  |        |
|--|-------------|--|--------|
| DSE  | Code        | Course                                     | Credit |
| DSE-1                                      | BBA 302- MM | Consumer Behaviour                         | 4      |
|  | BBA 302- HR | Training and Development                   | 4      |
|  | BBA 302- FM | Financial Market and Services              | 4      |
| DSE-2                                      | BBA 402- MM | Advertising and Brand Management           | 4      |
|  | BBA 402- HR | Industrial Relations and Labor Legislation | 4      |
|  | BBA 403- FM | Fintech and Digital Finance                | 4      |
| DSE-3                                      | BBA 502- MM | Sales and Distribution Management          | 4      |
|  | BBA 502- HR | Group Dynamics and Team Building           | 4      |
|  | BBA 502- FM | Working Capital Management                 | 4      |
| DSE-4                                      | BBA 603- MM | Customer Relationship Management           | 4      |
|  | BBA 603-HR  | Organization Change and Development        | 4      |
|  | BBA 603- FM | Security Analysis and Portfolio Management | 4      |
| DSE-5                                      | BBA 801-MM  | Rural and Agriculture Marketing            | 4      |
|  | BBA 802-HR  | Compensation and Reward Management         | 4      |
|  | BBA 802- FM | International Financial Management         | 4      |