

BBA (Hons) Course Syllabus

The BBA (Hons) course syllabus at BMU entails an immersive approach to subjects like accounts, economics, management, behaviour, and business laws. We aim to teach students the nuances of the interplay between various factors in the business sphere and teach them to analyse the impact of the economy, laws, and technology on business.

In the latter half of the programme, [BBA \(Hons\)](#) subjects are extremely varied. Writing skills, negotiation and dispute resolution, human resource management, business laws, marketing management, social media, and digital marketing are all imbibed in the students through theoretical study and practical application.

Syllabus

BBA Program Structure - CORE (2025)		
Semester 1	Courses	Credits
Discipline Specific Course	Business Organization and Principles of Management (MGT1701)	4
Discipline Specific Course	Financial Accounting (ACC1701)	3
Disc./Inter discipline Electives Course	Introduction to Microeconomics	3
Multidisciplinary Course	Introduction to Psychology (PSP 1709)	3
Ability Enhancement Courses	Business Communication (SKL1705)	3
Skill Enhancement Courses	Spreadsheet Modelling (SKL1804)	3
Value Added Course	To be Chosen	2
	Total Number of Credits	21
Semester 2		
Discipline Specific Course	Statistics for Managers (DSC1703)	4
Discipline Specific Course	Organizational Behaviour (HRM3703)	4
Disc./Inter discipline Electives Course	Introduction to Macroeconomics	3

Disc./Inter discipline Electives Course	Design Thinking (MGT3002)	3
Multidisciplinary Course	Introduction to Philosophy	3
Skill Enhancement Courses	To be Chosen	3
Ability Enhancement Courses	Environmental Studies (PSP1802)	2
	Total Number of Credits	22
Internship	Summer Internship (Social Project) (PRJ2901)	2
Semester 3		
Discipline Specific Course	Marketing Management (MKT4702)	4
Discipline Specific Course	Financial Management (FfN2704)	3
Discipline Specific Course	Managing Human Resource (HRM2705)	3
Multidisciplinary Course	Business Research	3
Skill Enhancement Courses	To be Chosen	3
Value Added Courses	To be Chosen	2
	Total Number of Credits	20
Semester 4		
Discipline Specific Course	Database Management and Queries	3
Discipline Specific Course	Operations & Supply Chain Management	4
Discipline Specific Course	To be chosen	3
Discipline Specific Course	To be chosen	3
Disc.linter discipline Electives Course	To be chosen	3
Disc.linter discipline Electives Course	To be chosen	3
Value Added Courses	To be chosen	2
	Total Number of Credits	21
Internship	Summer Internship (SIP470 I)	4
Semester 5		
Discipline Specific Course	Strategic Management	4
Discipline Specific Course	Business Law (TAL4702)	3
Discipline Specific Course	To be chosen	3
Discipline Specific Course	To be chosen	3
Disc.linter discipline Electives Course	To be chosen	3
Disc./Inter discipline Electives Course	To be chosen	3
Ability Enhancement Courses	Ethics and Integrity in Business	3
	Total Number of Credits	26
Semester 6		
Discipline Specific Course	International Business Management (MGT6703)	3
Discipline Specific Course	To be chosen	3
Discipline Specific Course	To be chosen	3
Discipline Specific Course	To be chosen	3
Disc.linter discipline Electives Course	To be chosen	3
Ability Enhancement Courses	Critical Reasoning & Systems Thinking (PSPI 702)	2

Skill Enhancement Courses	Business Etiquette and Professional Communication Skills (SKL1807)	3
	Total Number of Credits	20
Semester 7		
Discipline Specific Course	To be chosen	4
Discipline Specific Course	To be chosen	3
Discipline Specific Course	To be chosen	3
Disc./Inter discipline Electives Course	To be chosen	3
Disc./Inter discipline Electives Course	To be chosen	3
Research (For Research Students Only)	Advanced Business Research Methodology (MKT3701)	4
To be chosen (For Honours Students Only)	MOOC Courses (4 Credit)	
	Total Number of Credits	20
Semester 8		
Discipline Specific Course	To be chosen	3
Discipline Specific Course	To be chosen	3
Discipline Specific Course	To be chosen	3
Disc./Inter discipline Electives Course	To be chosen	3
Research (For Research Students Only)	Research Dissertation (PRJ3504)/	8
To be chosen (For Honours Students Only)	Two MOOC Courses (4 Credits Each)	
	Total Number of Credits	20
	Enrichment Course	5
	Total Credits of the Program	175

Program Outcomes

- Draw on a sound understanding of concepts, principles, and theories of the core areas like Marketing, Finance, Human Resources, Operations, Business Analytics and Strategy in a global context.
- Exhibit knowledge and awareness of general issues related to society, politics, legal and business environment, and have a wider perspective of the world.
- Ability to formulate a problem, synthesize information, analyze, and interpret data to solve business problems.
- Demonstrate inquisitiveness and critical thinking ability to solve business problems.
- Integrate socio-ethical responsibility, life, and professional skills in organizations.
- Employ creativity for the benefit of organization and society at large.
- Develop effective verbal and/or written communication skills.