

## Integrated BBA-MBA Course Curriculum

The Integrated MBA syllabus at BMU is designed to provide comprehensive knowledge across management disciplines. It covers subjects like Business Statistics, Managerial Accounting, Business Law, Financial Management, and Marketing Management. The curriculum is structured to enhance both theoretical understanding and real-world application, preparing students for leadership roles. Explore the detailed Integrated MBA syllabus below:

### BBA-MBA Course Syllabus

| Integrated BBA-MBA Program Structure - CORE |                                                              |           |
|---------------------------------------------|--------------------------------------------------------------|-----------|
| 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 (SKI 1705)                            | 3         |
| Skill Enhancement Courses                   | Spreadsheet Modelling (SKL 1804)                             | 3         |
| Value Added Course                          | To be Chosen                                                 | 2         |
|                                             | <b>Total Number of Credits</b>                               | <b>21</b> |
| <b>Semester 2</b>                           |                                                              |           |
| 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 (PSP 1802)                             | 2         |
|                                             | <b>Total Number of Credits</b>                               | <b>22</b> |
|                                             |                                                              |           |
| Internship                                  | Summer Internship (Social Project) (PRJ2901)                 | 2         |
| <b>Semester 3</b>                           |                                                              |           |

|                                         |                                      |           |
|-----------------------------------------|--------------------------------------|-----------|
| Discipline Specific Course              | Marketing Management (MKT4702)       | 4         |
| Discipline Specific Course              | Financial Management (FIN2704)       | 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         |
|                                         | <b>Total Number of Credits</b>       | <b>20</b> |
| Internship                              | Internship/Project (Winter Break)    | 2         |
| <b>Semester 4</b>                       |                                      |           |
| 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./Inter discipline Electives Course | To be Chosen                         | 3         |
| Disc./Inter discipline Electives Course | To be Chosen                         | 3         |
| Value Added Courses                     | To be Chosen                         | 2         |
|                                         | <b>Total Number of Credits</b>       | <b>23</b> |
| Internship                              | Summer Internship (SIP4701)          | 4         |
| <b>Semester 5</b>                       |                                      |           |
| 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./Inter 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         |
|                                         | <b>Total Number of Credits</b>       | <b>26</b> |

|                                         |                                                                    |           |
|-----------------------------------------|--------------------------------------------------------------------|-----------|
| <b>Semester 6</b>                       |                                                                    |           |
| Discipline Specific Course              | International Business Management (MGT6703)                        | <b>3</b>  |
| Discipline Specific Course              | To be Chosen                                                       | <b>3</b>  |
| Discipline Specific Course              | To be Chosen                                                       | <b>3</b>  |
| Discipline Specific Course              | To be Chosen                                                       | <b>3</b>  |
| Disc./Inter discipline Electives Course | To be Chosen                                                       | <b>3</b>  |
| Ability Enhancement Courses             | Critical Reasoning & Systems Thinking (PSP1702)                    | <b>2</b>  |
| Skill Enhancement Courses               | Business Etiquette and Professional Communication Skills (SKL1807) | <b>3</b>  |
|                                         | <b>Total Number of Credits</b>                                     | <b>20</b> |
|                                         | Bridge Program                                                     |           |
| <b>Term VII Module 1</b>                |                                                                    |           |
| Core                                    | Advanced Business Statistics                                       | <b>2</b>  |
| Core                                    | Managerial Economics                                               | <b>2</b>  |
| Core                                    | Managerial and Financial Accounting                                | <b>2</b>  |
| Skill                                   | Managerial Communication                                           | <b>2</b>  |
| Skill                                   | Problem Solving and Decision Making                                | <b>1</b>  |
| Skill                                   | Spreadsheets for Managers-I                                        | <b>1</b>  |
| PJOE                                    | PJOE (Yoga Health and Well-being)                                  | <b>1</b>  |
|                                         | <b>SEEP (Student Employability Enhancement Programme)</b>          | <b>0</b>  |
|                                         | <b>Total Number of Credits</b>                                     | <b>11</b> |
| <b>Term 8 Module 2</b>                  |                                                                    |           |
| Core                                    | Organizational Behaviour                                           | <b>2</b>  |
| Core                                    | Management of Design                                               | <b>2</b>  |
| Core                                    | Financial Management                                               |           |