



**BBA (Hons)**

**PROGRAMME**

**CURRICULUM**

**(For students admitted from the academic year 2020-23)**

**CURRICULUM for 2020-2023 BBA (Honors) PROGRAM SRM UNIVERSITY- AP**

**(For the students during AY 2020-23) Credits (140)**

**Semester – I**

Sub.Code	Subject name	FC/DC	Credits			
			L	T	P	C
BBA 101 S	Principles of Management	DC	4	0	0	4
BBA 102 S	Introduction to Finance	DC	4	0	0	4
BBA 103 S	Microeconomics	DC	4	0	0	4
BBA 104 S	Business Statistics	DC	4	0	0	4
BBA 105 S	Organizational Behavior	DC	4	0	0	4
BBA 106 S	Business Communications	DC	4	0	0	4
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**Semester – II**

Sub.Code	Subject name	FC/DC	Credits			
			L	T	P	C
BBA 201 S	Financial Accounting	DC	4	0	0	4
BBA 202 S	Introduction to Product Marketing	DC	4	0	0	4
BBA 203 S	Business Research Methods	DC	4	0	0	4
BBA 204 S	Business Data Analytics & Applications	DC	4	0	0	4
BBA 205 S	Production & Operations Management	DC	4	0	0	4
BBA 206 S	Macro Economics in Business	DC	4	0	0	4

**Semester – III**

Sub.Code	Subject name	FC/DC	Credits			
			L	T	P	C
BBA 301 S	Cost & Management Accounting	DC	4	0	0	4
BBA 302 S	Corporate Finance	DC	4	0	0	4
BBA 303 S	Supply Chain Management	DC	4	0	0	4
BBA 304 S	Human Resources Management	DC	4	0	0	4
BBA 305 S	Services Marketing	DC	4	0	0	4
BBA H01S / BBA F01S/ BBA M01S	1.Specialisation <b>(HRM)</b> HR Analytics ,(FIN) Project Finance, <b>(MKT)</b> Retail Marketing	DC (Elective)	4	0	0	4

### Semester - IV

Sub.Code	Subject name	FC/DC	Credits			
			L	T	P	C
BBA 401 S	Environmental Studies	DC	4	0	0	4
BBA 402 S	Big Data Management & Machine Learning Techniques Analysis	DC	4	0	0	4
BBA H02S/ BBA H03S/ BBA H04S	<u>3 HRM Specialisations #2, 3, &amp; 4,</u> Leadership & Team Management, HR Development, Managing Diversity & Labour Laws	DC (Elective)	12	0	0	12
BBA F02S/ BBA F03S/ BBA F04S	<u>3 Finance Specialisations #2,3 &amp; 4,</u> Financial Modeling, Investment Management, Financial Derivatives & Risk Management (or)	DC (Elective)	12	0	0	12
BBA M02S/ BBA M03S/ BBA M04S	<u>3 Marketing Specializations #2,3, &amp; 4</u> Sales & Distribution Management, Consumer Behaviour, & Brand Management	DC (Elective)	12	0	0	12
BBA P01 S	<b><u>2022 SUMMER PROJECT BREAK Action Learning Team Project (Include 2 credit summer break )</u></b>	DC	0	0	4	4
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### Semester - V

Sub.Code	Subject name	FC/DC	Credits			
			L	T	P	C
BBA 501 S	Strategic Planning	DC	4	0	0	4
BBA 502 S	Consumer Services and Operations Management	DC	4	0	0	4
BBA 503 S	Waste and Water Management	DC	4	0	0	4
BBA 504 S	Management Information System	DC	4	0	0	4
BBA H05S/ BBA F05S/ BBA M05S	Specialisation 5: <b>(HRM)</b> Industrial Relations <b>OR (FIN)</b> Strategic Financial Management <b>OR (MKT)</b> Digital Marketing	DC (Elective)	4	0	0	4
BBA 505 S	Action Learning Team Project ( Part 2)	DC	4	0	0	4
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## Semester – VI

Sub.Code	Subject name	FC/DC	Credits			
			L	T	P	C
BBA 601 S	Global Business & Foreign Trade Administration	DC	4	0	0	4
BBA 602 S	Entrepreneurship and Family Business	DC	4	0	0	4
BBA 603 S	Business Law & Taxation	DC	4	0	0	4
BBA 604 S	Business Ethics and Corporate Governance	DC	4	0	0	4
BBA P02 S	Dissertation	DC	4	0	0	4
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### List of electives (Specializations):

#### Elective/ Domain: Finance

Course Code	Course Name
BBA F01 S	Project Finance
BBA F02 S	Financial Modelling
BBA F03 S	Investment Management
BBA F04 S	Financial Derivatives & Risk Management
BBA F05 S	Strategic Financial Management

#### Elective/ Domain: Marketing

Course Code	Course Name
BBA M01 S	Retail Marketing
BBA M02 S	Sales and Distribution Management
BBA M03 S	Consumer Behaviour
BBA M04 S	Brand Management
BBA M05 S	Digital Marketing

#### Elective/ Domain: Human Resource

Course Code	Course Name
BBA H01 S	Human Resource Analytics
BBA H02 S	Leadership & Team Management
BBA H03 S	Managing Diversity & Labour Laws
BBA H04 S	Human Resource Development
BBA H05 S	Industrial Relations

