

# Model Curriculum for UG Degree Programme in Bachelor in Business Administration BBA/ BBA (Honours) /BBA (Honours with Research)

2024



ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

Nelson Mandela Marg, Vasant Kunj, New Delhi 110070

[www.aicte-india.org](http://www.aicte-india.org)

## Model curriculum for UG Degree in BBA



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**Model Curricular Framework for UG  
Degree in  
Bachelor in Business Administration (BBA),  
Bachelor in Business Administration (Honours)  
&  
Bachelor in Business Administration  
(Honours with Research)**

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## MESSAGE

The quality of technical education depends on many factors but largely on- outcome based socially and industrially relevant curriculum, good quality motivated faculty, teaching learning process, effective industry internship and evaluation of students based on desired outcomes. Therefore, it was imperative that a Model Curriculum be prepared by best experts from academia and industry, keeping in view the latest industry trends and market requirements and be made available to all universities / board of technical education and engineering institutions in the country. AICTE constituted team of experts to prepare the model curriculum of UG Degree Course in Bachelor of Business Administration (BBA). Similar exercise is done for other UG, Diploma and PG level in engineering, MBA, PGDM, Architecture, etc.

It comprises of Business Administration courses, having focus on fundamentals, significant discipline level courses and ample electives both from the disciplines and cross disciplines including emerging areas all within a cumulative structure of 120-160 credits. Summer Internships have been embedded to make the student understand the industry requirements and have hands on experience. These programs are meticulously crafted to meet the demands of the modern business world, integrating theoretical knowledge with practical application. Emphasizing innovation, entrepreneurship, and ethical social leadership, the curriculum aims to develop well-rounded individuals capable of driving organizational growth, fostering sustainable practices, and contributing positively to society.

With a focus on interdisciplinary learning, experiential learning methodologies, and industry-relevant projects, these programs seek to instil critical thinking, problem-solving abilities, and effective communication skills in students. Additionally, the Honours and Honours with Research tracks offer enhanced opportunities for academic excellence, advanced research, and specialization in specific domains of business administration.

As a major initiative by AICTE, a three-week mandatory induction program for students has also been designed and has to be given at the beginning of the course. The idea behind this is to make the students feel comfortable in their new environment, open them up, set a healthy daily routine, develop awareness, sensitivity and understanding of the self, people around them, society at large, and nature.

AICTE places on record, special thanks to Prof. Anu Singh Lather, Vice Chancellor of Ambedkar University Delhi, and included distinguished members viz. Ms. Seema Gupta from HDFC Bank, Dr. Jain Mathew from Christ University, Bengaluru, Prof. Partha Sarathi Roy from Shiv Nadar Institution of Eminence, Greater Noida, Dr. Shailee Choudhary from New Delhi Institute Of Management, New Delhi, and Mr. Sameer Karkhanis, Founder & CEO of Yangpoo Executive Education, Mumbai,

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Prof. Nakul Gupta from MDI Gurgaon and Prof. Rajnish Jain, Professor, Dean Management, Institute of Management Studies, Devi Ahilya Vishwavidyalaya, Indore and other committee members. We are sure that this Model Curriculum will help to enhance not just the employability skills but will also enable youngsters to become job creators.

We strongly urge the institutions / universities / boards of technical education in India to adopt this Model Curriculum at the earliest. This is a suggestive curriculum and the concerned university / institution / board should build on and exercise flexibility in readjustment of courses within the overall 120-160 credits.

(Prof. T G Sitharam)  
Chairman, AICTE

## **PREFACE**

Greetings from the AICTE!

We, the Expert Committee constituted by the All India Council for Technical Education (AICTE), vide this letter are submitting the draft of the model curriculum for the Bachelor of Business Administration (BBA) and Bachelor of Management Studies (BMS) programs at the undergraduate level. In alignment with our continuous endeavour to enhance the quality of education in India, we embarked to envisage a model curriculum for undergraduate programs in Business Administration (BBA) and Management Studies (BMS). This initiative was driven by the imperative need to keep our academic offerings relevant, industry-aligned, and futuristic, thereby nurturing a cadre of competent and innovative professionals.

The committee, comprising esteemed members from academia and industry, has worked diligently over the past several weeks to develop a comprehensive and industry-aligned curriculum that caters to the evolving needs of the management education landscape in India. The committee was chaired by Prof. Anu Singh Lather, Vice Chancellor of Ambedkar University Delhi, and included distinguished members viz. Ms. Seema Gupta from HDFC Bank, Dr. Jain Mathew from Christ University, Bengaluru, Prof. Partha Sarathi Roy from Shiv Nadar Institution of Eminence, Greater Noida, Dr. Shailee Choudhary from New Delhi Institute Of Management, New Delhi, and Mr. Sameer Karkhanis, Founder & CEO of Yangpoo Executive Education, Mumbai, Prof. Nakul Gupta from MDI Gurgaon and Prof. Rajnish Jain, Professor, Dean Management, Institute of Management Studies, Devi Ahilya Vishwavidyalaya, Indore.

The committee held a series of meetings, both in-person and virtual, to deliberate on the key aspects of the curriculum and ensure that it meets the highest standards of quality and relevance.

The model curriculum has been drafted keeping in mind the following objectives:

1. Align the curriculum with the current and future needs of the industry, ensuring that graduates are not only well-equipped with foundational knowledge in management principles, practices, and financial acumen but also possess essential communication skills. This alignment ensures our graduates are prepared to excel in their careers and adapt to the evolving business landscape.
2. Incorporate best practices in management education from leading institutions across the globe, while adapting them to the Indian context. This includes the integration of a 3 Weeks Compulsory Induction Program (UHV-I) aimed at instilling core values and ethics in students, setting a

precedent for a holistic educational journey that mirrors global standards.

3. Develop a comprehensive framework that includes updated course descriptions, learning outcomes, and assessment methods, ensuring a holistic approach to management education. This framework now also emphasizes the importance of hands-on learning through courses like 'Business Communication-I' and 'Financial Accounting,' which are designed to provide students with practical skills and knowledge critical for the business world.
4. Identify and include relevant pedagogical resources, case studies, and reference materials to support effective teaching and learning. The curriculum has been enriched with case studies and materials that reflect the latest industry trends, ensuring that the teaching and learning process is dynamic, engaging, and directly relevant to the real-world business environment.
5. The committee has taken utmost care to ensure that the curriculum is dynamic, flexible, and future-oriented, enabling institutions to customize it based on their specific needs and regional requirements. The curriculum also lays emphasis on experiential learning, industry exposure, and the development of soft skills, which are critical for success in today's business environment.

Key features of the draft model BBA/BMS Curriculum:

- **Flexible Duration and Structure:** The curriculum offers a flexible duration of three to four years, divided into 6 or 8 semesters, with multiple entry and exit points. This structure accommodates a broad range of student needs and learning paces, providing certificates and diplomas at various stages.
- **Comprehensive Credit Distribution:** The curriculum encompasses a total of 120 credits for the 3-year program and 160 credits for the 4-year (Honours and Honours with Research) programs. It includes a balanced mix of Humanities & Social Science Courses, Management Courses, Program Core and Elective Courses, Open Electives, and a significant emphasis on hands-on learning through Projects, Seminars, and Internships.
- **Innovative Course Structure:** The course structure introduces a rigorous Induction Program, mandatory visits/workshops, and expert lectures to foster a holistic educational experience. The model curriculum envisages connect of core subjects with NEP and its encompassing elements such as Holistic and Integrated Education, 21st Century Skills, Flexibility and Choice, Environmental Awareness, Value-Based Education, Emphasis on Innovation, Understanding Human Behaviour, Empathy and Social Awareness. The fundamentals will provide the requisite



robust grounding in management/business, the liberal arts subjects would help in furthering that grounding and also enable pluggability into international higher education systems (from exchange and dual degree perspectives) and the elements of sustainability, technology and behavioural sciences will ensure holistic development in synch with NEP.

- **Diverse Specializations and Practical Exposure:** Students will have the opportunity to specialize in emerging areas through Open Electives and gain practical experience through structured internships and project work. This practical exposure is designed to enhance employability and entrepreneurial capabilities.
- **Assessment and Grading:** A detailed and transparent assessment mechanism ensures that students' performances are evaluated fairly, focusing on continuous learning and improvement. The grading system is aligned with the quality and rigor expected in higher education.
- **Research Orientation for Honours Students:** The BBA (Honours with Research) program offers a unique pathway for students interested in academic and research careers. With a focus on advanced data analysis, research methodology, and a dissertation, this track prepares students for challenges in academia and industry research roles. It will also give students an opportunity to pave their path to higher education in management and technical fields.

We would like to express our heartfelt gratitude to AICTE for entrusting us with this important responsibility and providing us with the necessary support and guidance throughout the process. We also extend our sincere thanks to all the committee members for their invaluable contributions, expertise, and commitment to this endeavour.

We are hopeful that this model curriculum will serve as a benchmark for management education in India and contribute significantly to the growth and development of the nation's future business leaders. We request your kind perusal of the attached draft and look forward to your valuable feedback and suggestions. We remain committed to incorporating any necessary changes and finalizing the curriculum at the earliest.

**Expert Committee for BBA Model Curriculum**  
**All India Council for Technical Education (AICTE)**

## Model curriculum for UG Degree in BBA

## Committee for Model Curriculum

S.No	Name	Designation & Organization
1	Prof. Anu Singh Lather	Vice Chancellor, Dr. B. R. Ambedkar University, Delhi
2	Prof. Rajnish Jain	Dean Management, Institute of Management Studies, Devi Ahilya Vishwavidyalaya, Indore.
3	Prof. Nakul Gupta	Management Development Institute (MDI), Gurugram
4	Ms. Seema Gupta	Senior Vice President, HDFC Bank
5	Prof. Jain Mathew	Dean, School of Business Management, Christ University, Bengaluru
6	Prof. Partha Sarthi Roy	Associate Prof, Shiv Nadar Institution of Eminence, Greater Noida
7	Prof. Shailee Choudhary	HOD - AI/ML Department, New Delhi Institute Of Management, New Delhi
8	Mr. Sameer Karkhanis	Founder & CEO, Yangpoo Executive Education, Mumbai

## AICTE Members:

S.No	Name	Designation & Organization
1	Dr. Mamta Rani Agarwal	Advisor, Policy and Academic Planning Bureau
2	Dr. Dinesh Singh	Director, Policy and Academic Planning Bureau
3	Shri M.G. Vamsi Krishna	Deputy Director, Policy and Academic Planning Bureau
4	Sh. Rakesh Kumar Pandit	Young Professional, Policy and Academic Planning Bureau



**General Course Structure  
&  
Credit Distribution**

## Model curriculum for UG Degree in BBA

**GENERAL COURSE STRUCTURE & THEME**

**A. Definition of Credit:**

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

**B. Course code and definition:**

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

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**Course Name:** Bachelor in Business Administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research)

**Course Level/Duration/System:** Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining BBA Research Program:

- a. **One year:** Under Graduate Certificate in Business Administration
- b. **Two years:** Under Graduate Diploma in Business Administration
- c. **Three years:** Bachelor in Business Administration (BBA)
- d. **Four years:** Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

**Minimum eligibility criteria for opting the course in the fourth year will be as follows:**

- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- **For BBA (Honours):** BBA Degree

Note : The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

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SEMESTER WISE CREDIT DISTRIBUTION OF PROPOSED BBA [BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH)] PROGRAM:

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
I	12	4	2	2	-	-	20
II	12	2	2	2	2	-	20
III	12	-	2	2	4	-	20
IV	14	-	-	2	4	-	20
V	8	-	-	-	4	8	20
VI	6	-	-	-	6	8	20
BBA (Honours)							
VII	4		4		4	8	20
VIII					8	12	20
BBA (Honours with Research)							
VII	12					8	20
VIII	20						20

### Category- wise distribution\*

Description	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
BBA	64	6	6	8	20	16	120
BBA (Honours)	68	6	10	8	32	36	160
BBA (Honours with Research)	96	6	6	8	20	24	160

<b>3 Years BBA Program</b>	<b>Total Credits = 120</b>
<b>4 Years BBA (Honours) and BBA (Honours with Research)</b>	<b>Total Credits = 160</b>

Note: Students can take extra credit course from their own department or from other department as per the Admitting Body / University norms.



### INDUCTION PROGRAM

The Essence and Details of Induction program can also be understood from the 'Detailed Guide on Student Induction program', as available on AICTE Portal, (Link:<https://www.aicteindia.org/sites/default/files/Detailed%20Guide%20on%20Student%20Induction%20program.pdf>). For more, Refer **Appendix I.**

Induction program (mandatory)	Three-week duration
Induction program for students to be offered right at the start of the first year.	<ul style="list-style-type: none"> <li>• Physical activity</li> <li>• Creative Arts</li> <li>• Universal Human Values</li> <li>• Literary</li> <li>• Proficiency Modules</li> <li>• Lectures by Eminent People</li> <li>• Visits to local Areas</li> <li>• Familiarization to Dept./Branch &amp; Innovations</li> </ul>

#### **Mandatory Visits/ Workshop/Expert Lectures:**

- It is mandatory to arrange one industrial visit every semester for the students of each branch.
- It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/ industry/ entrepreneurial orientation.
- It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

#### **For Summer Internship / Projects / Seminar etc.**

- Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

**Note:** The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

### Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

<b>Range of Marks</b>	<b>Assigned Grade</b>
91-100	AA/A <sup>+</sup>
81-90	AB/A
71-80	BB/B <sup>+</sup>
61-70	BC/B
51-60	CC/C <sup>+</sup>
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	F <sup>R</sup> (Fail due to shortage of attendance and therefore, to repeat the course)

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**Semester wise Structure and Curriculum for UG Course in BBA**

<b>SEMESTER - I</b>						
<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)</b>						
1	CC	Principles and Practices of Management	3	1	0	4
2	AEC	Business Communication-I	1	1	0	2
3	CC	Financial accounting	3	1	0	4
4	CC	Business Statistics and Logic	3	1	0	4
5	AEC	General English	1	1	0	2
6	MDE	Indian Knowledge System^	2	0	0	2
7	VAC	Environmental Science and sustainability	2	0	0	2
8	AEC	Additional Course - Indian or Foreign Language (1-1-0)) [optional course]*	1	1	0	0*
<b>TOTAL</b>						<b>20</b>

**Note:** ^Indian Knowledge System: Indian Culture and Civilization Indian Vision for Human Society Indian Science Indian Town Planning and Architecture Indian Mathematics and Astronomy Indian Aesthetics Indian Health, Wellness

\*Indian Languages: Sanskrit/Hindi/All Regional languages  
Foreign Languages: Spanish/German/French/Korean/Mandarin

**SEMESTER II**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	CC	Human Behaviour and Organization	3	1	0	4
2	CC	Marketing Management	3	1	0	4
3	CC	Business Economics	3	1	0	4
4	SEC	Emerging Technologies and application	1	0	2	2
5	MDE	Media Literacy and Critical Thinking	1	1	0	2
6	VAC	Indian Constitution	2	0	0	2
7	AEC	Business Communication-II	1	1	0	2
8	AEC	Additional Course - Indian or Foreign Language (1-1-0)) [optional course]*	1	1	0	0*
<b>TOTAL</b>						<b>20</b>

Note: \*Indian Languages: Sanskrit/Hindi/All Regional languages  
Foreign Languages: Spanish/German/French/Korean/Mandarin

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**After Year 1, Students are advised to take Social Responsibility & Community Engagement - encompassing Community Engagement with an NGO in the vacation time.**

An UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION will be awarded, if a student wishes to exit at the end of First year.

### Exit Criteria after First Year of BBA Programme

The students shall have an option to exit after 1<sup>st</sup> year of Business Administration Program and will be awarded with a **UG Certificate in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University schedule.

### Re-entry Criteria in to Second Year (Third Semester)

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the respective University /Admitting Body schedule after earning requisite credits in the First year.

### **SEMESTER III**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	CC	Management Accounting	3	1	0	4
2	CC	Legal and Ethical issues in business	3	1	0	4
3	CC	Human Resource Management	3	1	0	4
4	MDE	Indian Systems of Health and Well-ness	1	1	0	2
5	SEC	Management Information System (MIS)	2	0	4	4
6	VAC	Yoga/Sports/NCC/NSS/Disaster Management	0	0	4	2
<b>TOTAL</b>						<b>20</b>

**SEMESTER IV**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	CC	Entrepreneurship and Startup Ecosystem	1	1	0	2
2	CC	Operations Management	3	1	0	4
3	CC	Financial Management	3	1	0	4
4	CC	Business Research methodology	3	1	0	4
5	VAC	Business environment and public policy or International Business or Geo Politics and impact on business or Public Health and management	2	0	0	2
6	SEC	Enterprise System and platforms	0	1	2	2
7	SEC	Design Thinking and Innovation	1	1	0	2
<b>TOTAL</b>						<b>20</b>

**Note:**

1. At the end of the Fourth Semester every student shall undergo Summer Training / Internship / Capstone for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.
2. An **UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION** will be awarded, if a student wishes to exit at the end of Second year.

**Exit Criteria after Second Year of BBA Programme**

The students shall have an option to exit after 2<sup>nd</sup> year of Business Administration Program and will be awarded with a **UG Diploma in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University / Admitting Body schedule.

**Re-entry Criteria in to Third Year (Fifth Semester)**

The student who takes an exit after second year with an award of Diploma may be allowed to re-enter in to fifth Semester for completion of the BBA Program as per the respective University / Admitting Body schedule after earning requisite credits in the Second year.

**SEMESTER V**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	CC	Strategic Management	3	1	0	4
2	CC	Logistics and Supply Chain Management	3	1	0	4
3	DSE	Discipline Specific Electives - I	3	1	0	4
4	DSE	Discipline Specific Electives - II	3	1	0	4
5	SEC	Internship/capstone Project	-	-	-	4
6	SEC	Major Project [ evaluation in sixth semester]	-	-	-	0
7	DSE*	Discipline Specific Elective (Audit Course)	3	1	0	0
<b>TOTAL</b>						<b>20</b>

**Note: Discipline Elective in Finance/ Marketing/ HR/Business Analytics/Family Business/Entrepreneurship/ Sports Management/Tourism and Travel Management**

**L-T-P for Discipline Electives depends on the subject that the University offers**

**\* Additional DSE as an Audit Course (Non Credit but compulsory) can be opted by the student.**

**SEMESTER VI**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	CC	Project Management	3	1	0	4
2	CC	Business Taxation	2	0	0	2
3	DSE	Discipline Specific Electives - III	3	1	0	4
4	DSE	Discipline Specific Electives - IV	3	1	0	4
5	SEC	Corporate Governance	2	0	0	2
6	SEC	Major Project [Initiated in 5 <sup>th</sup> Semester]	-	-	-	4
7	DSE*	Discipline Specific Elective (Audit Course)	3	1	0	0
<b>TOTAL</b>						<b>20</b>

**Note: 1) Discipline Elective in Finance/ Marketing/ HR/Business Analytics/Family Business/Entrepreneurship/ Sports Management/Tourism and Travel Management**

**2) L-T-P for Discipline Electives depends on the subject that the University offers**

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**\*Additional DSE as an Audit Course (Non Credit but compulsory) can be opted by the student.**

### Note:

1. BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded, if a student wishes to exit at the end of Third year.

### Exit Criteria after Third Year of BBA Programme

The students shall have an option to exit after 3<sup>rd</sup> year of Business Administration Program and will be awarded with a Bachelor's in Business Administration.

### Re-entry Criteria in to Fourth Year (Seventh Semester)

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

**Minimum eligibility criteria for opting the course in the fourth year will be as follows:**

- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- **For BBA (Honours):** BBA Degree

### **SEMESTER VII - (BBA (Honours))**

S. No.	Course Code	Course Title	L	T	P	Credit
1	OE	AI for Business; Diversity, Equity and Inclusion; Digital Ethnography or Online Course	3	1	0	4
2	CC	Entrepreneurial Leadership	2	2	0	4
3	DSE	Discipline Specific Electives - V	3	1	0	4
4	DSE	Discipline Specific Electives - VI	3	1	0	4
5	SEC	Dissertation work [evaluation in Eight semester]	-	-	-	-
6	SEC	Summer Internship -II	-	-	-	4
<b>TOTAL</b>						<b>20</b>

**L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University**

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**SEMESTER VIII - (BBA (Honours))**

S. No.	Course Code	Course Title	L	T	P	Credit
1	DSE	Discipline Specific Electives - VII	3	1	0	4
2	DSE	Discipline Specific Electives - VIII	3	1	0	4
3	DSE	Discipline Specific Electives - IX	3	1	0	4
4	SEC	Dissertation work [Started in Seventh semester]	-	-	-	8
<b>TOTAL</b>						<b>20</b>

**SEMESTER VII - (BBA –(Honours with Research))**

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC	Advanced Data Analysis Tools	2	0	4	4
2	CC	Advanced Research Methodology	2	0	4	4
3	SEC	Research Internship Report and Viva –Voce	-	-	-	4
4	DSE	Discipline Specific Electives - X	3	1	0	4
5	DSE	Discipline Specific Electives - XI	3	1	0	4
<b>TOTAL</b>						<b>20</b>

**SEMESTER VIII- (BBA –(Honours with Research))**

S. No.	Course Code	Course Title	L	T	P	Credit
1	SEC	Dissertation (For Research Track)*	-	-	-	20
<b>TOTAL</b>						<b>20</b>

\*The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program.

Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voce and Dissertation (For Research Track).



Model curriculum for UG Degree in BBA

List of Discipline Specific Elective [It's indicative, University / Institute can add as per the requirements]

S.No	Finance	Marketing	Human Resource Management	Business Analytics	International Business	Supply chain Management
1	<b>International Financial Management</b>	<b>Consumer Behaviour</b>	<b>HRD – Systems &amp; Strategies</b>	<b>Data Analytics using R / Python</b>	<b>International Trade Policy &amp; Strategy</b>	<b>Operations Management</b>
2	<b>Investment Analysis &amp; Portfolio Management</b>	<b>Sales Marketing</b>	<b>Change Management and Organizational Development</b>	<b>Data Visualization using tableau / Powerbi</b>	<b>Global Business Environment</b>	<b>Inventory Management</b>
3	<b>Business Analysis &amp; Valuation</b>	<b>Retail Marketing</b>	<b>Training &amp; Development</b>	<b>Marketing Analytics</b>	<b>Transnational &amp; Cross – cultural Marketing</b>	<b>Logistics &amp; Distribution Management</b>
4	<b>Financial Modelling &amp; Derivatives</b>	<b>Marketing of Services</b>	<b>Performance &amp; Compensation Management</b>	<b>Finance Analytics</b>	<b>International Supply Chain Mgmt</b>	<b>International Supply Chain</b>
5	<b>Strategic Corporate Finance</b>	<b>Digital Marketing</b>	<b>Negotiation Skills</b>	<b>HR Analytics</b>	<b>International Accounting &amp; Reporting System</b>	<b>Project Management</b>
6	<b>Financial Analytics</b>	<b>Supply-Chain Management</b>	<b>Cross Culture HRM</b>	<b>Social Media &amp; Web Analytics</b>	<b>International Ventures, Mergers &amp; Acquisitions</b>	<b>Supply Chain Analytics</b>
7	<b>Neuro-Finance</b>	<b>International Marketing</b>	<b>HR Analytics</b>		<b>EXIM Policy and documentation</b>	
8		<b>Rural Marketing</b>	<b>Team Building in the organizations</b>			
9		<b>Neuro-Marketing</b>	<b>Behavioural testing and training for employee retention.</b>			
10		<b>B2B Marketing</b>	<b>Talent acquisition and management</b>			
11			<b>Compensation management</b>			
12			<b>Employee Life Cycle Management</b>			
13			<b>Coaching &amp; Mentoring</b>			



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**NELSON MANDELA MARG, Vasant Kunj, New Delhi – 110070**

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