

Annexure I

BIRLA INSTITUTE OF TECHNOLOGY, MESRA

DEPARTMENT OF MANAGEMENT

Highlights of the Proposed BBA Course Structure

- **Proposed BBA Course structure is developed as per the NEP-2020 guidelines of University Grants Commission, New Delhi.** It aims to create standards for the curriculum and credit structure for four-year undergraduate BBA programme regulations outlining the minimum requirements and the process for awarding one-year certificate, two-year diploma, three-year bachelor's degree, four-year bachelor's degree (honours) with multiple entry and exit options.
- One of the biggest changes was the conversion of the three-year undergraduate or bachelor's degree programme to a four-year UG programme with several exit options to better prepare the students for the workforce.
- **Undergraduate degree programme of four years, with a variety of exit points with the appropriate certifications, such as:**
 - **UG certificate** after completing one year (two semesters) of study and have secured 40 credits in addition to one vocational course of 04 credits.
 - **UG diploma** after two years (four semesters) and have secured 80 credits in addition to one vocational course of 04 credits.
 - **Bachelor's degree (BBA)** after three years (six semesters); and have secured 120 credits
 - **Bachelor's degree (BBA) honours with research** after four years (eight semesters); and have secured 160 credits and successfully completes an in-depth research project in their major during their fourth year.
- Due emphasis has been placed on integrating a variety of courses apart from Discipline Specific Core (DSC) and DSE (Discipline Specific Electives) in order to encourage holistic and multidisciplinary education. **Total credits in each of the below mentioned categories are according to the guidelines of NEP 2020 & subjects in each category may be increased in due course of time.**

Ability Enhancement Compulsory Course (AECC)

| Code | Subject | L | T | P | C |
|--------|--------------------------------------|---|---|---|-----|
| MT 132 | Communication Skills-1 | 0 | 0 | 3 | 1.5 |
| MT 133 | Communication Skills-2 | 0 | 0 | 3 | 1.5 |
| | Public speaking and creative writing | 2 | 0 | 0 | 2 |
| | Personality Development | 2 | 0 | 0 | 2 |
| Total | | | | | 8 |

BIRLA INSTITUTE OF TECHNOLOGY-MESRA, RANCHI
PROPOSED COURSE STRUCTURE FOR
BACHELOR OF BUSINESS ADMINISTRATION as per NEP-2020
w.e.f. Academic Session 2023-24

* AECC= 8 credits, MDC= 9 credits, VAC= 6, SEC-SB= 9, Vocational= 4, (Core+ Electives) = 129, Total Credit =165
 * Vocational Courses to be offered during summer- term.

| Semester/ Session of Study | Course Level | Category of Course | Course Code | Courses | Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical | | | Total Credits C-Credits |
|----------------------------------|-----------------|-----------------------|-------------------|--|---|-------------------------|-------------------------|-------------------------------|
| | | | | | L (Periods/ week) | T (Periods /week) | P (Periods /week) | C |
| | | | | | L | T | P | C |
| First Monsoon | FIRST | AECC | MT 132 | Communication Skills -I | 0 | 0 | 3 | 1.5 |
| | | MDC | MN 101 | Fundamentals of Computing | 3 | 0 | 2 | 4 |
| | | VAC | MN102 | Human Values & Professional Ethics | 2 | 0 | 0 | 2 |
| | | VAC | MN 103/ MN 104 | Yoga/ Physical Education | 1 | 0 | 2 | 2 |
| | | SEC- SB | MN 105 | Office Automation Tools | 2 | 0 | 2 | 3 |
| | | DSC | MN 106 | General Principles of Management | 3 | 0 | 0 | 3 |
| | | DSC | MN 107 | Business Statistics | 2 | 0 | 0 | 2 |
| | | DSC | MN 108 | Introduction to Business Accounting | 3 | 0 | 0 | 3 |
| | | Total Credit | | | | | | |

| Semester /Session of Study | Course Level | Category of Course | Course Code | Courses | Mode of delivery & credits L- Lecture; T-Tutorial; P-Practical | | | Total Credits C-Credits |
|----------------------------------|-----------------|-----------------------|-------------------|--|--|-------------------------|-------------------------|-------------------------------|
| | | | | | L (Periods /week) | T (Periods /week) | P (Periods /week) | C |
| | | | | | L | T | P | C |
| Second Spring | FIRST | AECC | MN 109 | Public Speaking & Creative Writing | 1 | 0 | 2 | 2 |
| | | MDC | MN 110 | Web Application of Business | 2 | 0 | 2 | 3 |
| | | VAC | MN 111/ MN 112 | Digital Empowerment /Emotional Intelligence | 2 | 0 | 0 | 2 |
| | | SEC-SB | MN 113/ MN 114 | Latex / Calligraphy | 2 | 0 | 2 | 3 |
| | | DSC | MN 115 | Principles of Marketing | 3 | 1 | 0 | 4 |
| | | DSC | MN 116 | Business Economics | 3 | 0 | 0 | 3 |
| | | DSC | MN 117 | Organizational Behavior | 3 | 0 | 0 | 3 |
| | | Vocational | MN 118 | Project on work-based learning /Event Management/ Web Content Management System / Health Care Technologies | | | | 4 |
| Total Credit | | | | | | | 24 | |

EXIT OPTION AFTER FIRST YEAR WITH CERTIFICATION

1

| Semester/ Session of Study | Course Level | Category of Course | Course Code | Courses | Mode of delivery and credits L- Lecture; T-Tutorial; P-Practical | | | Total Credits C-Credits |
|----------------------------------|-----------------|--------------------------|----------------|--|--|-------------------------|-------------------------|-------------------------------|
| | | | | | L (Periods/ week) | T (Periods/ week) | P (Periods /week) | C |
| | | | | | L | T | P | |
| Third Monsoon | SECOND | AECC | MN 201 | Personality Development | 2 | 0 | 2 | 3 |
| | | MDC | MN 202 | Environment Science | 2 | 0 | 0 | 2 |
| | | SEC-SB | MN 203 | Computerized Accounting | 2 | 0 | 2 | 3 |
| | | DSC | MN 204 | Introduction to Indian Financial System | 3 | 0 | 0 | 3 |
| | | DSC | MN 205 | Introduction to Business Analytics | 3 | 0 | 0 | 3 |
| | | DSC | MN 206 | Quantitative Techniques in Management | 3 | 0 | 0 | 3 |
| | | DSC | MN 207 | Research Methodology | 3 | 0 | 0 | 3 |
| Total Credit | | | | | | | 20 | |

| Semester/ Session of Study (Recomm ended) | Course Level | Category of Course | Course Code | Courses | Mode of delivery and credits L- Lecture; T-Tutorial; P-Practical | | | Total Credits C-Credits |
|---|-----------------|--------------------------|----------------|--------------------------------------|--|-------------------------|-------------------------|-------------------------------|
| | | | | | L (Periods /week) | T (Periods /week) | P (Periods /week) | C |
| | | | | | L | T | P | |
| Fourth Spring | SECOND | AECC | MT 133 | Communication Skills -II | 0 | 0 | 3 | 1.5 |
| | | DSC | MN 208 | Legal Aspects of Management | 3 | 1 | 0 | 4 |
| | | DSC | MN 209 | Sales and Distribution Management | 3 | 0 | 0 | 3 |
| | | DSC | MN 210 | Human Resource Management | 3 | 0 | 0 | 3 |
| | | DSC | MN 211 | Basics of Financial Management | 3 | 0 | 0 | 3 |
| | | DSC | MN 212 | Introduction to Digital Marketing | 3 | 0 | 0 | 3 |
| | | DSC | MN 213 | Management Information System | 3 | 0 | 0 | 3 |
| Total Credit | | | | | | | 20.5 | |

EXIT OPTION AFTER SECOND YEAR WITH DIPLOMA

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

| Semester/ Session of Study (Recommended) | Course Level | Category of Course | Course Code | Courses | Mode of delivery and credits L- Lecture; T-Tutorial; P-Practical | | | Total Credits C-Credits |
|---|-----------------|--------------------------|----------------|--|--|-------------------------|-------------------------|-------------------------------|
| | | | | | L (Periods /week) | T (Periods /week) | P (Periods /week) | C |
| | | | | | L | T | P | |
| Fifth | Third | DSC | MN 301 | Entrepreneurship and Small Business | 2 | 0 | 0 | 2 |
| | | DSC | MN 302 | Introduction to Materials Management & Production Management | 3 | 0 | 0 | 3 |
| | | DSC | MN 303 | Summer Internship / Project | | | | 3 |
| | | DSE | | Elective -1 (PAPER 1) | 3 | 0 | 0 | 3 |
| | | DSE | | Elective -1 (PAPER 2) | 3 | 0 | 0 | 3 |
| | | DSE | | Elective -2(PAPER 1) | 3 | 0 | 0 | 3 |
| | | DSE | | Elective -2(PAPER 2) | 3 | 0 | 0 | 3 |
| Total Credit | | | | | | | | 20 |

| Semester/ Session of Study (Recommended) | Course Level | Category of Course | Course Code | Courses | Mode of delivery and credits L- Lecture; T-Tutorial; P-Practical | | | Total Credits C-Credits |
|---|-----------------|--------------------------|----------------|--|--|-------------------------|-------------------------|-------------------------------|
| | | | | | L (Periods /week) | T (Periods /week) | P (Periods /week) | C |
| | | | | | L | T | P | |
| Sixth | Third | | | | | | | |
| | | DSC | MN 304 | Introduction to Sustainable Development | 2 | 0 | 0 | 2 |
| | | DSC | MN 305 | Strategic Management | 3 | 0 | 0 | 3 |
| | | DSC | MN 306 | International Trade & Business | 3 | 0 | 0 | 3 |
| | | DSE | | Elective -1 (PAPER 3) | 3 | 0 | 0 | 3 |
| | | DSE | | Elective -1 (PAPER 4) | 3 | 0 | 0 | 3 |
| | | DSE | | Elective -2(PAPER 3) | 3 | 0 | 0 | 3 |
| DSE | | Elective -2(PAPER 4) | 3 | 0 | 0 | 3 | | |
| Total Credit | | | | | | | | 20 |

Students have to select dual specialization from the list of electives given in Fifth and Sixth Semester. Specialization selected in the fifth semester should be continued in the sixth and seventh semester.

EXIT OPTION AFTER THIRD YEAR WITH DEGREE

| Semester/ Session of Study | Course Level | Category of Course | Course Code | Courses | Mode of delivery and credits L- Lecture; T-Tutorial; P-Practical | | | Total Credits C-Credits |
|----------------------------------|-----------------|-----------------------|----------------|--|--|-------------------------|-------------------------|-------------------------------|
| | | | | | L (Periods /week) | T (Periods /week) | P (Periods /week) | C |
| | | | | | L | T | P | C |
| Seventh | Fourth | DSC | MN 401 | Fundamentals of Operations Research | 3 | 1 | 0 | 4 |
| | | DSC | MN 402 | Project Management | 4 | 0 | 0 | 4 |
| | | DSC | MN 403 | Management and Control of Cost | 3 | 0 | 0 | 3 |
| | | DSC | MN 404 | Introduction to Artificial Intelligence | 3 | 0 | 0 | 3 |
| | | DSE | | Elective -1 (PAPER 5) | 3 | 0 | 0 | 3 |
| | | DSE | | Elective -2 (PAPER 5) | 3 | 0 | 0 | 3 |
| Total Credit | | | | | | | | 20 |

| Semester/ Session of Study (Recommended) | Course Level | Category of Course | Course Code | Courses | Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical | | | Total Credits C- Credits |
|---|-----------------|--------------------|----------------|---|---|-------------------------|-------------------------|-----------------------------------|
| | | | | | L (Periods /week) | T (Periods /week) | P (Periods /week) | C |
| | | | | | L | T | P | C |
| Eight | Fourth | DSC | MN 405 | Research project / Internship with Viva-voce and seminar presentation. | | | | 12 |
| | | DSC | MN 406 | Research Publications (02 publication in peer- reviewed journals/ presentation in conferences/ seminars/ may be patented.) | | | | 8 |
| Total Credit | | | | | | | | 20 |

EXIT OPTION AFTER FOURTH YEAR WITH BACHELOR'S DEGREE HONOURS WITH RESEARCH

Acronyms Expanded

- AECC : Ability Enhancement Compulsory Course
- DSC (C) : Discipline Specific Core (Course)
- SEC-SB : Skill Enhancement Course-Skill Based/
- VAC : Value Added Course
- MDC : Multidisciplinary Course
- DSE : Discipline Specific Elective
- L+T+P : Lecture + Tutorial + Practical (s)
-

ELECTIVE GROUPS COURSES: DSE

| DSE / LEVEL | Course Code | Name of the PE courses | Prerequisites courses with code | L | T | P | C |
|-------------|-------------|---------------------------------------|---------------------------------|---|---|---|---|
| | | Finance Group | | | | | |
| 3/4 | MN 407 | Corporate Taxation | MN108, MN211 | 3 | 0 | 0 | 3 |
| 3/4 | MN 408 | Banking Concepts & Practice | MN108, MN211 | 3 | 0 | 0 | 3 |
| 3/4 | MN 409 | International Finance | MN108, MN211 | 3 | 0 | 0 | 3 |
| 3/4 | MN 410 | Equity & Debt Market | MN108, MN211 | 3 | 0 | 0 | 3 |
| 3/4 | MN 411 | Auditing | MN108, MN211 | 3 | 0 | 0 | 3 |
| | | Information Technology Group | | | | | |
| 3/4 | MN 412 | Computer Networks | MN 213 | 3 | 0 | 0 | 3 |
| 3/4 | MN 413 | Knowledge Management | MN 213 | 3 | 0 | 0 | 3 |
| 3/4 | MN 414 | Internet & Web Page Design | MN 213 | 3 | 0 | 0 | 3 |
| 3/4 | MN 415 | Programming Technology | MN 213 | 2 | 0 | 2 | 3 |
| 3/4 | MN 416 | E-commerce | MN 213 | 3 | 0 | 0 | 3 |
| | | Marketing Group | | | | | |
| 3/4 | MN 417 | International Marketing | MN 115 | 3 | 0 | 0 | 3 |
| 3/4 | MN 418 | Services Marketing | MN 115 | 3 | 0 | 0 | 3 |
| 3/4 | MN 419 | Retail Management | MN 115 | 3 | 0 | 0 | 3 |
| 3/4 | MN 420 | Integrated Marketing communication | MN 115 | 3 | 0 | 0 | 3 |
| 3/4 | MN 421 | Consumer Behavior | MN 115 | 3 | 0 | 0 | 3 |
| | | Human Resource Group | | | | | |
| 3/4 | MN 422 | Manpower Planning | MN 117, MN 210 | 3 | 0 | 0 | 3 |
| 3/4 | MN 423 | Industrial Relations | MN 117, MN 210 | 3 | 0 | 0 | 3 |
| 3/4 | MN 424 | Training & Development | MN 117, MN 210 | 3 | 0 | 0 | 3 |
| 3/4 | MN 425 | Industrial & labour Legislations | MN 117, MN 210 | 3 | 0 | 0 | 3 |
| 3/4 | MN 426 | Performance & Compensation Management | MN 117, MN 210 | 3 | 0 | 0 | 3 |

| DSE / LEVEL | Course Code. | Name of the PE courses | Prerequisites courses with code | L | T | P | C |
|-------------|--------------|--|---------------------------------|---|---|---|---|
| | | Digital Marketing Group | | | | | |
| 3/4 | MN 427 | Social Media Marketing | MN 212 | 3 | 0 | 0 | 3 |
| 3/4 | MN 428 | Content Marketing | MN 212 | 3 | 0 | 0 | 3 |
| 3/4 | MN 429 | Mobile & Email Marketing | MN 212 | 3 | 0 | 0 | 3 |
| 3/4 | MN 430 | Digital Marketing Analytics | MN 212 | 3 | 0 | 0 | 3 |
| 3/4 | MN 431 | Search Engine Optimization and Marketing | MN 212 | 3 | 0 | 0 | 3 |
| | | Business Analytics Group | | | | | |
| 3/4 | MN 432 | Data Visualization for Managers | MN 205 | 2 | 0 | 2 | 3 |
| 3/4 | MN 432 | Data Mining | MN 205 | 3 | 0 | 0 | 3 |
| 3/4 | MN 434 | DBMS | MN 205 | 2 | 0 | 2 | 3 |
| 3/4 | MN 435 | Data Science Using R | MN 205 | 2 | 0 | 2 | 3 |
| 3/4 | MN 436 | Marketing Analytics | MN 205 | 2 | 0 | 2 | 3 |

