



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

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
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	CN 106	Office Automation Tools	2	0	2	3
		DSC	MN 106	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						20.5

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 (Period s /week)	C
				L	T	P		
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	Qualitative Data Analysis	2	0	2	3
		DSC	MN 114	Marketing Management	3	1	0	4
		DSC	MN 115	Business Economics	3	0	0	3
		DSC	MN 116	Organizational Behavior	3	0	0	3
		Vocational	MN 117	Project on work-based learning /Event Management/ Web Content Management System / Health Care Technologies				4
		Total Credit						24

Vocational Courses to be offered during summer- term.

EXIT OPTION AFTER FIRST YEAR WITH CERTIFICATION

Shradha Shrivastava

[Signature]

RS

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 Financial Systems	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 (Recommen- ded)	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
Fourth Spring	SECOND	AECC	MT 133	Communication Skills -II	L	T	P	
					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

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	
Seventh	Fourth	DSC	MN 401	Fundamentals of Operations Research	3	1	0	4
		DSC	MN 402	Strategic Human Resource Management	3	1	0	4
		DSC	MN 403	Management and Control of Cost	3	0	0	3
		DSC	MN 404	Constitution of India	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	
Eight	Fourth	DSC	MN 405	Research project /Dissertation/ Internship with Viva-voce and seminar presentation.				12
		DSC	MN 406	Project Management	4	0	0	4
		DSC	MN 407	Introduction to Artificial Intelligence	4	0	0	4
	Total Credit							20

BACHELOR'S DEGREE WITH HONOURS

OR

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	
Eight	Fourth	DSC	MN 405	Research project /Dissertation/ Internship with Viva-voce and seminar presentation.				12
		DSC	MN 408	Research Publications (02 publication or submission in peer-reviewed journals/ presentation in conferences/ seminars/ patented.)				8
	Total Credit							20

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 116, MN 210	3	0	0	3
3/4	MN 423	Industrial Relations	MN 116, MN 210	3	0	0	3
3/4	MN 424	Training & Development	MN 116, MN 210	3	0	0	3
3/4	MN 425	Industrial & labour Legislations	MN 116, MN 210	3	0	0	3
3/4	MN 426	Performance & Compensation Management	MN 116, 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

8-

8-

UBE

RR

Phage