



**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
					L	T	P	C
First Monsoon	FIRST	AECC	MT132	Communication Skills -I	0	0	3	1.5
		MDC	MN101	Fundamentals of Computing	3	0	2	4
		VAC	MN102	Human Values & Professional Ethics	2	0	0	2
		VAC	MN103/ MN104	Yoga/ Physical Education	1	0	2	2
		SEC- SB	CN111	Office Automation Tools	2	0	2	3
		DSC	MN106	Principles of Management	3	0	0	3
		DSC	MN107	Business Statistics	2	0	0	2
		DSC	MN108	Introduction to Business Accounting	3	0	0	3
<b>Total Credit</b>							<b>20.5</b>	

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	MN109	Public Speaking & Creative Writing	1	0	2	2
		MDC	MN110	Web Application of Business	2	0	2	3
		VAC	MN111/ MN112	Digital Empowerment /Emotional Intelligence	2	0	0	2
		SEC-SB	MN113	Qualitative Data Analysis	2	0	2	3
		DSC	MN114	Marketing Management	3	1	0	4
		DSC	MN115	Business Economics	3	0	0	3
		DSC	MN116	Organizational Behavior	3	0	0	3
Vocational	MN117	Project on work-based learning /Event Management/ Web Content Management System / Health Care Technologies				4		
<b>Total Credit</b>							<b>24</b>	

**Vocational Courses to be offered during summer- term.**

**EXIT OPTION AFTER FIRST YEAR WITH CERTIFICATION**

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
					<b>L</b> (Periods/ week)	<b>T</b> (Periods/ week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Third Monsoon	SECOND	AECC	MN201	Personality Development	2	0	2	3
		MDC	MN202	Environment Science	2	0	0	2
		SEC-SB	MN203	Computerized Accounting	2	0	2	3
		DSC	MN204	Introduction to Financial Systems	3	0	0	3
		DSC	MN205	Introduction to Business Analytics	3	0	0	3
		DSC	MN206	Quantitative Techniques in Management	3	0	0	3
		DSC	MN207	Research Methodology	3	0	0	3
<b>Total Credit</b>								<b>20</b>

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
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Fourth Spring	SECOND	AECC	MT133	Communication Skills -II	0	0	3	1.5
		DSC	MN208	Legal Aspects of Management	3	1	0	4
		DSC	MN209	Sales and Distribution Management	3	0	0	3
		DSC	MN210	Human Resource Management	3	0	0	3
		DSC	MN211	Basics of Financial Management	3	0	0	3
		DSC	MN212	Introduction to Digital Marketing	3	0	0	3
		DSC	MN213	Management Information System	3	0	0	3
<b>Total Credit</b>								<b>20.5</b>

**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
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Fifth Monsoon	Third	DSC	MN301	Entrepreneurship and Small Business	2	0	0	2
		DSC	MN302	Introduction to Materials Management & Production Management	3	0	0	3
		DSC	MN303	Summer Internship / Project				3
		DSE		<b>Elective -1 (PAPER 1)</b>	3	0	0	3
		DSE		<b>Elective -1 (PAPER 2)</b>	3	0	0	3
		DSE		<b>Elective -2(PAPER 1)</b>	3	0	0	3
		DSE		<b>Elective -2(PAPER 2)</b>	3	0	0	3
<b>Total Credit</b>								<b>20</b>

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
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Sixth Spring	Third	DSC	MN304	Introduction to Sustainable Development	2	0	0	2
		DSC	MN305	Strategic Management	3	0	0	3
		DSC	MN306	International Trade & Business	3	0	0	3
		DSE		<b>Elective -1 (PAPER 3)</b>	3	0	0	3
		DSE		<b>Elective -1 (PAPER 4)</b>	3	0	0	3
		DSE		<b>Elective -2(PAPER 3)</b>	3	0	0	3
		DSE		<b>Elective -2(PAPER 4)</b>	3	0	0	3
<b>Total Credit</b>								<b>20</b>

Students have to select dual specialization from the list of electives given. 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
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Seventh Monsoon	Fourth	DSC	MN401	Fundamentals of Operations Research	3	1	0	4
		DSC	MN402	Strategic Human Resource Management	3	1	0	4
		DSC	MN403	Management and Control of Cost	3	0	0	3
		DSC	MN404	Constitution of India	3	0	0	3
		DSE		<b>Elective -1 (PAPER 5)</b>	3	0	0	3
		DSE		<b>Elective -2 (PAPER 5)</b>	3	0	0	3
<b>Total Credit</b>								<b>20</b>

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
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Eight Spring	Fourth	DSC	MN405	Research project /Dissertation/ Internship with Viva-voce and seminar presentation.				12
		DSC	MN406	Project Management	4	0	0	4
		DSC	MN407	Introduction to Artificial Intelligence	4	0	0	4
<b>Total Credit</b>								<b>20</b>

**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
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Eight Spring	Fourth	DSC	MN405	Research project /Dissertation/ Internship with Viva-voce and seminar presentation.				12
		DSC	MN408	Research Publications (02 publication or submission in peer-reviewed journals/ presentation in conferences/ seminars/ patented.)				8
<b>Total Credit</b>								<b>20</b>

### 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**

<b>DSE / LEVEL</b>	<b>Course Code</b>	<b>Name of the PE courses</b>	<b>Pre-requisite courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>Finance Group</b>					
3/4	MN409	Corporate Taxation	MN108, MN211	3	0	0	3
3/4	MN410	Banking Concepts & Practice	MN108, MN211	3	0	0	3
3/4	MN411	International Finance	MN108, MN211	3	0	0	3
3/4	MN412	Equity & Debt Market	MN108, MN211	3	0	0	3
3/4	MN413	Auditing	MN108, MN211	3	0	0	3
		<b>Information Technology Group</b>					
3/4	MN414	Computer Networks	MN213	3	0	0	3
3/4	MN415	Knowledge Management	MN213	3	0	0	3
3/4	MN416	Internet & Web Page Design	MN213	3	0	0	3
3/4	MN417	Programming Technology	MN213	2	0	2	3
3/4	MN418	E-commerce	MN213	3	0	0	3
		<b>Marketing Group</b>					
3/4	MN419	International Marketing	MN114	3	0	0	3
3/4	MN420	Services Marketing	MN114	3	0	0	3
3/4	MN421	Retail Management	MN114	3	0	0	3
3/4	MN422	Integrated Marketing communication	MN114	3	0	0	3
3/4	MN423	Consumer Behavior	MN114	3	0	0	3
		<b>Human Resource Group</b>					
3/4	MN424	Manpower Planning	MN116, MN210	3	0	0	3
3/4	MN425	Industrial Relations	MN116, MN210	3	0	0	3
3/4	MN426	Training & Development	MN116, MN210	3	0	0	3
3/4	MN427	Industrial & labour Legislations	MN116, MN210	3	0	0	3
3/4	MN428	Performance & Compensation Management	MN116, MN210	3	0	0	3

<b>DSE / LEVEL</b>	<b>Course Code.</b>	<b>Name of the PE courses</b>	<b>Prerequisite courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>Digital Marketing Group</b>					
3/4	MN429	Social Media Marketing	MN212	3	0	0	3
3/4	MN430	Content Marketing	MN212	3	0	0	3
3/4	MN431	Mobile & Email Marketing	MN212	3	0	0	3
3/4	MN432	Digital Marketing Analytics	MN212	3	0	0	3
3/4	MN433	Search Engine Optimization and Marketing	MN212	3	0	0	3
		<b>Business Analytics Group</b>					
3/4	MN434	Data Visualization for Managers	MN205	2	0	2	3
3/4	MN435	Data Mining	MN205	3	0	0	3
3/4	MN436	DBMS	MN205	2	0	2	3
3/4	MN437	Data Science Using R	MN205	2	0	2	3
3/4	MN438	Marketing Analytics	MN205	2	0	2	3