

Bachelor of Business Administration

Scheme & Syllabus

(NEP Based)

Revised

w.e.f. Academic Session 2024-2025



**3 Year Degree/ 4 Year Hons. /
4 Year Hons. with Research**

**GURU GOBIND SINGH INDRAPRASTHA
UNIVERSITY**

SECTOR-16C, DWARKA, NEW DELHI-110078

CREDIT REQUIREMENT OF THE PROGRAM

Degree/ Certificate	Duration (in years)	Specialization	Total Credits	Minimum Credits required
BBA Degree in Major Specialization	3	Single Major with single Minor	136	127
BBA Degree in Double Major Specialization	3	Double Major	144	136
BBA (Honours)	4	Honours	176 (Single Major)	168 (Single Major)
BBA (Honours with Research)	4	Honours with Research	184 (Double Major)	176 (Double Major)

Note: The student has the flexibility to drop 8 credits overall to get 3 years or 4 years degree wherein summer training/apprenticeship/dissertation/are mandatory credits to be earned. The codes BBA-116 (online/ Inhouse Industrial Skill based Training/ Apprenticeship) and BBA-329 (Summer Training/ Field based Training/ Apprenticeship) cannot be dropped to attain the degree.

Distribution of Credits for 3year/4year BBA Programme with Multiple Entry-Exits

Semester	Discipline Specific Course (DSC)	Inter-Disciplinary Course/ Minor (IDC)	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/Seminar/ Research Project	Semester wise Total
I	12	4		4	2	2			24
II	12			3	2	2	4		23
III	16	4	3		2				25
IV	12	4	3			2			21
V	12	4/8*	3	2			4		25/29*
VI	12	4/8*			2				18/22*
VII	16	4							20
VIII	12	8							20
VIII (Research)	4	4						12	20

* The student who will opt for a double major degree needs to complete these two additional courses, one each in V and VI semesters.

Summary of Credits Year Wise (with Major and Minor Specialization)

Year wise Total

Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter-Disciplinary Course/ Minor (IDC)	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Field Based Training	Dissertation/Seminar/ Research Project	Semester wise Total
1 year Certificate	24	4	0	7	4	4	4	0	47
2 Year Diploma	52	12	6	7	6	6	4	0	93
3 Year Degree (Single Major)	76	20	9	9	8	6	8	0	136
4 Year Hons.	104	32	9	9	8	6	8	0	176
4 Year Hons. with Research	96	28	9	9	8	6	8	12	176

Summary of Credits Year Wise (Double Major Specialization)									
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter- Disciplinary Course/ Minor (IDC)	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/S eminar/ Research Project	Cumulative Year wise Total
1 year Certificate	24	4	0	7	4	4	4	0	47
2 Year Diploma	52	12	6	7	6	6	4	0	93
3 Year Degree (Double Major)	76	28	9	9	8	6	8	0	144
4 Year Hons.	104	40	9	9	8	6	8	0	184
4 Year Hons with Research	96	36	9	9	8	6	8	12	184

UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

Exit Criteria after First Year of BBA Programme:

1. The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration.
2. The exiting students will submit the Report during the end of the second semester and the same will be evaluated for the assessment.
3. Eligibility Criteria to get Certificate in Business Administration - Total 47 Credits to be earned from 1st Year BBA curriculum.

Re-entry Criteria in to Second Year (3rd Semester):

The student who takes an exit after one year with an award of certificate may be allowed to re-enter into 3rd Semester for completion of the BBA Program within a period of maximum 3 years, subject to the condition that the total term for completing the degree course should not exceed 7 years.

UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

The students shall have an option to exit after 2nd year of the Business Administration Program and will be awarded with UG Diploma in Business Administration.

Eligibility Criteria to get UG Diploma in Business Administration: Total 93 Credits to be earned till 2nd Year BBA curriculum.

Re-entry Criteria into 3rd Year (5th Semester):

The student who takes an exit after two years with an award of UG Diploma may be allowed to re-enter into the 5th Semester for completion of the BBA Degree Program within a period of 3 years subject to the condition that the total term for completing the course should not exceed 7 years.

Summer Internship Project Report and Viva Voce:

At the end of the 4th Semester every student shall undergo Summer Training for Eight Weeks in the industry/Research or Academic Institute. After completion of training they would be required to submit the training report as per the dates decided by the university and they shall also appear for the viva voce. This component will be evaluated during the 5th semester.

The students who are re-entering (after exit) in the 5th semester / 3rd year, students will submit the Internship Report within one month of joining the 5th Semester for evaluation.

Rules Regarding Selection of Elective Course (DSC/IDC):

The following Five areas of Specialisation/Disciplines are offered for selection of a combination of electives for BBA students:

1. Finance
2. Human Resource Management
3. Marketing
4. International Business
5. Entrepreneurship Development

BBA Degree is offered with Major-Minor scheme and BBA Degree with Double Major. For this, a student has to choose electives as per the following combination.

The specializations (Major and Minor) will be decided as follows:

1. Major area means a total of six papers from the first area of specialisation (One elective each in 3rd and 4th semester, two elective papers each in 5th and 6th semesters i.e., a total of 6 papers of 4 credits each in three years making a total of 24 credits of major specialisation) and minor area means the total of four papers in the second area of specialisation (One elective paper each in 3rd and 4th semester with 4 credits each and one elective paper each in 5th and 6th semester with 4 credits each i.e. total 4 papers of 4 credits each making a total of 16 credits of minor specialisation).
2. Six electives from any one specialisation leads to “Major Specialization”. Four electives from any one specialization leads to “Minor Specialization”.
3. Choosing at least two specializations is mandatory to fulfil the requirements for BBA Degree, that is, choosing minimum ten electives.
4. If a minimum of six electives are completed from Minor Specialization, it will be termed as the second Major Specialization, and the degree will be “BBA with Double Major Specialization”.

PROGRAM OUTCOMES, PROGRAM SPECIFIC OUTCOMES

Program Outcomes (At the end of First Year): *Under Graduate Certificate in Business Administration*

- PO1. Conceptualize and appreciate theoretical knowledge of management domain.
- PO2. Appreciate the importance of effective communication skills for building connect and engagement
- PO3. Nurture an ability to articulate a business environment and express opinions, ideas etc.
- PO4. Identify a problem with the help of data and logical thinking

Program Outcomes (At the end of Second Year): *Under Graduate Diploma in Business Administration*

- PO1. Describe the theoretical domain knowledge along with the managerial skills
- PO2. Develop effective presentation, communication skills and logical thinking.
- PO3. Learn and demonstrate professional and ethical conduct.
- PO4. Appreciate the importance of Collaborative atmosphere.
- PO5. Develop an ability to innovate and creative thinking.

Program Outcomes (At the end of 3rd Year): *Under Graduate Degree in Business Administration*

- PO1. Develop conceptual knowledge and understanding of management theories and practices.
- PO2. Apply critical thinking and analytical skills for effective business decision making.
- PO3. Develop communication and leadership abilities to steer through the dynamic and global business environment.
- PO4. Demonstrate business intelligence and foster research to find innovative solutions for diverse business situations.
- PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

Program Outcomes (At the end of 4th Year): *Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)*

- PO1. Exhibit factual and theoretical knowledge of management in general and business in particular.
- PO2. Critically evaluate, analyse and articulate Indian and global business environments with ability to apply learning in different contexts and facilitate informed decision making with an acumen to influence and motivate teams.
- PO3. Exhibit ability to own roles and responsibilities at different levels with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
- PO4. Promote research skills to design and implement innovative solutions in Indian and

Global Business Environment.

PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values

PROGRAM SPECIFIC OUTCOMES (TILL THE END OF 4 YEARS)

After the program, the students will be able to:

PSOs	PSO Description
PSO 1.	Graduate shall have the ability to demonstrate and reflect discipline/interdisciplinary knowledge, coherent understanding in the management and allied areas with an ability to apply learning in different contexts
PSO 2.	Graduate shall exhibit professional skills instilling critical and analytical thinking to enthuse problem solving abilities in different domains of management.
PSO 3.	Graduate shall be able to demonstrate proficiency (Articulate/Apply/analyze/evaluate) in varied management domain areas using latest research & technological tools for innovative solutions in diverse business situations
PSO 4.	Graduate shall become a responsible citizen inculcating interpersonal skills, social skills, lifelong learning (learn, unlearn & relearn), entrepreneurial acumen, leadership abilities and adaptability to dynamic business landscapes.

Course Outcome

BBA I SEMESTER

BBA 101 Management Process and Organizational Behavior

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Describe key management functions and the evolution of management theories
- CO2.** Demonstrate the ability to plan, organize, and make informed decisions in a business context.
- CO3.** Analyze the impact of personality, perception, learning, values, and attitudes on organizational behavior.
- CO4.** Evaluate leadership styles, motivational theories, and organizational culture in managing workplace behavior.

BBA 103 Business Mathematics

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Apply principles of counting, progression, and functions to business scenarios
- CO2.** Solve systems of linear equations and apply matrix algebra techniques to business decision-making
- CO3.** Analyze business problems using differential calculus and optimization techniques
- CO4.** Interpret business and economic data using integral calculus and probability theory.

BBA 105 Financial Accounting and Analysis

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the fundamental concepts, principles, and standards of accounting, including GAAP and IFRS
- CO2.** Record and post financial transactions and prepare final accounts as per regulatory norms
- CO3.** Evaluate depreciation methods, and interpret contemporary accounting practices like human resource and environmental accounting
- CO4.** Apply accounting procedures related to shares and debentures, including issue, forfeiture, and redemption.

BBA 107**Business Economics**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Ability to solve the problems of economics
- CO2.** Analyze market and demand fluctuations to support managerial decision-making
- CO3.** Evaluate strategies for effective capacity utilization in production and operations
- CO4.** Make informed pricing decisions across different market structure

BBA 109**Entrepreneurial Mindset (NUES)**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the fundamental concepts of entrepreneurship and the entrepreneur's role in the economy.
- CO2.** Efficient usage of entrepreneurial skills in decision making.
- CO3.** Analyze techniques for opportunity identification and environmental scanning in business
- CO4.** Develop comprehensive business plans, including identification of financing sources and compliance with legal requirements for starting a business

BBA 111**Life Skills and Personality Development (NUES)**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the fundamentals of communication and overcome communication barriers
- CO2.** Demonstrate teamwork, collaboration, and active participation in group discussions
- CO3.** Develop confidence and logical thinking through debates and video resumes
- CO4.** Enhance personality traits and verbal/non-verbal expression through interviews and presentations

BBA 113**IT Applications in Business**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Describe the basic components of computer systems
- CO2.** Distinguish between various types of software, operating systems, and programming tools
- CO3.** Apply advanced Excel tools to manage, analyze, and visualize business data
- CO4.** Interpret the role of computer networks and IT applications across different business functions

BBA 115**IT Applications in Business Lab**

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Operate Windows environment and manage files using essential system commands

CO2. Create and format documents using MS Word for professional and academic use

CO3. Utilize MS Excel functions for data entry, analysis, and visualization

CO4. Design engaging presentations using MS PowerPoint with appropriate animations and formatting

This Lab would be based on the course BBA 113: IT Applications in Business

BBA II SEMESTER**BBA 102****Marketing Management**

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain core concepts, scope, and philosophies of marketing and the consumer decision-making process.

CO2. Analyze marketing mix decisions related to product development, branding, pricing, and lifecycle

CO3. Evaluate strategies for promotion and distribution, including the use of IMC and channel management

CO4. Examine emerging trends in marketing such as digital marketing, AI applications, and ethical issues

BBA 104**Decision Techniques for Business**

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Apply basic statistical techniques like measures of central tendency and dispersion to summarize business data

CO2. Use correlation and regression analysis to interpret relationships between business variables

CO3. Formulate and solve linear programming problems for optimizing business decisions

CO4. Analyze and solve transportation and assignment problems using appropriate techniques

BBA 106**Human Resource Management**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the core functions and emerging challenges in Human Resource Management
- CO2.** Analyze and apply HR planning, recruitment, and selection strategies in various organizational contexts
- CO3.** Evaluate different training and development methods and their applicability in employee skill enhancement
- CO4.** Demonstrate knowledge of performance appraisal and compensation systems to support organizational and employee development

BBA 108**Business Communication**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the fundamentals and principles of effective business communication.
- CO2.** Demonstrate awareness of cross-cultural communication and ethical considerations in a globalized business environment
- CO3.** Develop proficiency in business letter writing for various organizational contexts
- CO4.** Apply effective communication techniques in departmental correspondence, report writing, and presentations

BBA 110**MOOC**

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are free online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student will have the option to earn 2 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 2.

For August session, tentative list of programmes will be available on the platform from May to August and for January session, tentative list of programmes will be available on the platform from October to January.

BBA 112**E-Commerce**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the concepts, models, and evolution of E-Commerce and its impact on businesses.
- CO2.** Explain various electronic payment systems and identify their risks and infrastructure requirements
- CO3.** Analyze the security environment of E-Commerce and understand basic encryption and protection mechanisms
- CO4.** Evaluate real-world applications, emerging trends, and regulatory and ethical issues in E-Commerce

BBA 114**E-Commerce Lab**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Proficient Web Design and Development
- CO2.** Effective Use of Social Media Platforms
- CO3.** Digital Content Creation and Design
- CO4.** Professional Writing and Digital Communication

BBA 116 Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship

The Assessment Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship shall be as follows.

Internal Assessment	-	40 Marks
External Assessment (Viva Voce)	-	60 Marks

BBA 118**Indian Knowledge Systems**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the philosophical and cultural foundations of the Indian Knowledge System
- CO2.** Interpret ancient Indian economic and commercial concepts such as Arthashastra and TKDL
- CO3.** Understand Indian spiritual thought and its relevance to ethics, leadership, and workplace conduct
- CO4.** Identify key contributions of Indian civilization in science, engineering, and architecture

BBA III SEMESTER

BBA 201

Business Environment and Law

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.
- CO2.** Analyze government policies, business laws, and their effects on business operations and compliance.
- CO3.** Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.
- CO4.** Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.

BBA 203

Production and Operations Management

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the basic concept and functions of production and operations management.
- CO2.** Understands & appreciate the process of design and development of production systems.
- CO3.** Explore the key factors in deciding plant location, layout and its maintenance.
- CO4.** Articulate inventory management and JIT with quality management systems (TQM).

BBA 205

Business Research Methodology

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Define and explain the basic concepts and scope of business research.
- CO2.** Apply research methodologies to real-world business problems and analyze their effectiveness.
- CO3.** Design a comprehensive research process to address specific business challenges and evaluate its potential outcomes.
- CO4.** Assess measurement techniques, sampling methods, and hypothesis testing, and prepare a well-structured research report based on findings.

BBA 207**Training and Development**

Course Outcomes-Upon completion of this course, the student will be able to

- CO1.** Understand the concepts of training and development.
- CO2.** Analyse the trends in employees and organization development programmes
- CO3.** Examine training needs of an individual/ employee by conducting training need analysis.
- CO4.** Evaluate and demonstrate the cost and benefits of a training and development programme.

BBA 209**Consumer Behaviour**

Course Outcomes: Upon completion of this course, students will be able to

- CO1.** Gain an understanding of consumer behavior and its relevance to buyer's decision making.
- CO2.** Examine & interpret the consumer decision-making process and its determinants.
- CO3.** Apply various research tools and techniques to gain insights into consumer behavior.
- CO4.** Demonstrate the ability to develop creative marketing strategies and solutions based on consumer behavior of the relevant target groups.

BBA 211**Security Analysis and Portfolio Management**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the fundamental concepts of investment, risk-return tradeoff, and the Indian financial system..
- CO2.** Analyze equity and bond valuation techniques using fundamental and technical tools.
- CO3.** Apply portfolio theory to construct efficient investment portfolios based on investor goals
- CO4.** Evaluate financial assets and mutual fund performance using models such as CAPM, APT, and performance ratios

BBA 213**Management of International Business**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand and interpret the fundamental theories of international business and trade
- CO2.** Examine & analyse Foreign Direct Investment and its impact on various world economy
- CO3.** Analyse the significance of economic Integration in International Business
- CO4.** Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement

BBA 215

Foundation of Entrepreneurship and Startups

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Gain knowledge and understand fundamentals of entrepreneurship.

CO2: Exhibit professional skill & ability to identify business opportunities, conduct market research, and validate its feasibility.

CO3: Equip to apply & create comprehensive business plans and craft business models.

CO4: Gain insights into the various startup ecosystems and evaluate schemes by different institutions.

BBA-217

NSS/NCC/Club Activities (NUES)

NCC/NSS/ Club Activities are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said activities shall be awarded two credits after the same is duly approved by the NSS/NCC Cell/Club Faculty Incharge.

The institute is advised to maintain the records of all students in the following format

- 1) Date of Activity
- 2) Place of Activity
- 3) Working Hours
- 4) Details of Activity

Note:

1. For NSS/NCC, institute shall follow the guidelines as prescribed by these bodies.
2. All club activities undertaken by students should be recorded w.e.f. first semester with total hours of engagement of minimum 60 hours.

BBA IV SEMESTER

BBA-202

Cost & Management Accounting

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Gain knowledge and understand the components of cost and management accounting

CO2. Prepare budgets and apply variance analysis for control and planning

CO3. Analyze performance using standard costing, ABC, and Balanced Scorecard

CO4. Evaluate decisions using marginal costing and CVP analysis; create basic models in Excel/Sheets.

BBA-204**Business Analytics****Course Outcomes:**

- CO1.** Gains knowledge and understands the concept of business analytics, its application in data warehousing with the aid of various techniques
- CO2.** Visualize data using different tools and techniques
- CO3.** Analyze data and interpret the results based on different data modelling & analytical tools.
- CO4.** Evaluate the use of data warehousing and data mining techniques across various industry sectors.

BBA-206**MOOC**

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A student will have the option to earn 2 credits by completing quality assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institutes for earning the course credit, i.e. 2.

For August session, tentative list of programmes will be available on the platform from May to August and for January session, tentative list of programmes will be available on the platform from October to January.

BBA-208**Talent Management**

Course Outcomes: Upon completion of the course the student will be able to:

- CO1.** Understanding Talent Management Fundamentals
- CO2.** Developing Effective Talent acquisition strategies
- CO3.** Implementing Competency-Based Talent Management Practices
- CO4.** Evaluate the dynamics of succession planning, reward and potential management

BBA 210**Sales and Channel Management**

Course Outcomes: Upon completion of the course the student will be able to:

- CO 1.** Understand the various roles & responsibilities of a manager related to sales management
- CO 2.** Explore the key areas related to the organization, selection, and development of effective sales force
- CO 3.** Examine and analyze the role and functions of distribution channels and intermediaries
- CO 4.** Integrate sales strategies with distribution logistics, and addressing ethical and legal issues

BBA 212**Income Tax Law and Practice**

Course Outcomes: Upon completion of the course the student will be able to:

- CO1.** Understand the concepts of taxation and determine the residential status of person.
- CO2.** Compute income and deductions under different heads.
- CO3.** Understands & apply the provisions of clubbing of income and set off and carry forward of Losses.
- CO4.** Determine the Tax Liability & Ability to file income tax return.

BBA 214**International Business Environment and Strategy**

Course Outcome(s):

- CO1.** Understand and describe the main features of the international business environment and its primary institutions.
- CO2.** Analyze the political, social, economic, technological, and other configurations that support cross-border trade.
- CO3.** Examine different modes of international market engagement and their connections to economic, legal, political, and cultural environments for expanding companies.
- CO4.** Evaluate the key decisions that multinational firms make in relation to the choice of markets and entry strategies

BBA 216**Opportunity and Feasibility Analysis**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand Entrepreneurial Opportunities and niches for new ventures.
- CO2.** Apply creativity and innovation techniques to generate and refine business ideas.
- CO3.** Analyze the feasibility of business ideas across product, market, organizational, and financial dimensions
- CO4.** Evaluate domestic and international business opportunities by assessing political, economic, and cultural environments.

BBA 218**Sustainability Practices**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the core principles of sustainability and SDGs.
- CO2.** Learn to apply sustainable practices across various functional areas of management.
- CO3.** Analyze the impact of sustainability on globalization.
- CO4.** Develop the ability to identify and address current issues and challenges in sustainability, proposing solutions to integrate sustainability into decision-making processes.

BBA V SEMESTER**BBA 301****Financial Management**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the fundamental concepts and objectives of financial management and identify the roles and responsibilities of a finance manager.
- CO2.** Apply techniques for computing the cost of capital and analyze various capital structure theories to make effective financing decisions
- CO3.** Evaluate investment proposals using capital budgeting methods including NPV, IRR, and risk assessment tools.
- CO4.** Assess dividend policies and working capital management strategies to improve organizational financial performance.

BBA 303**Negotiation Skills**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain negotiation types, processes, and key concepts like BATNA and ZOPA
- CO2.** Apply communication and persuasion techniques in negotiation settings
- CO3.** Analyze conflicts and ethical issues in negotiation contexts
- CO4.** Evaluate real-world cases to improve negotiation outcomes.

BBA 305**Leadership, Power and Politics**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain leadership theories, styles, and their impact on teams and strategy.
- CO2.** Apply leadership skills to develop emerging leaders and adapt strategies for effective team management.

BBA 313**Goods & Services Tax**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the concept of GST.
- CO2.** Undertake assessment of GST.
- CO3.** Recognize the steps to file GST returns.
- CO4.** Understand offences and penalties under GST.

BBA 315**Export, Import Policies, Procedures and Documentation**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the role of exports and imports in economic development and international trade
- CO2.** Analyze export procedures and documentation
- CO3.** Evaluate institutional support for exports and related agencies
- CO4.** Apply export financing techniques and understand INCOTERMS 2020

BBA 317**International Business Negotiation**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the core principles of international business negotiations, including cultural dimensions and negotiation frameworks
- CO2.** Analyze various negotiation strategies and tactics, and assess their effectiveness in different international business contexts.
- CO3.** Identify and address ethical challenges and conflict resolution techniques in cross-border negotiations
- CO4.** Apply negotiation strategies in practical simulations and present a final project demonstrating cross-cultural negotiation skills

BBA 319**Legal & Regulatory Framework of Startup**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understanding of laws that pertain to business organizations.
- CO2.** Develop an understanding of the structure of Indian Legal System
- CO3.** Describe the ways in which various effect governmental regulations affect contemporary business practices
- CO4.** Equipped to find probable solution(s) for various legal problems that may arise in the business organization

BBA 321**Global Entrepreneurship**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand key concepts and principles of global entrepreneurship and the impact of globalization
- CO2.** Analyze global business environments and identify opportunities for international expansion
- CO3.** Develop and evaluate a business plan for global ventures, focusing on financial and risk strategies
- CO4.** Address challenges in managing global ventures, including cross-cultural and legal considerations

BBA 325**Information Systems Management Lab**

Course Outcomes: Upon completion of this course, the student will be able to

- CO1. Apply spreadsheet tools (MS Excel) for performing basic financial analysis including ROI, break-even, and profit/loss statements.
- CO2. Analyze and visualize business data using Power BI to create interactive dashboards and data insights.
- CO3. Design and implement relational databases using tools like MS Access or MySQL, including ER diagrams and basic SQL queries.
- CO4. Evaluate the effectiveness of integrated business applications (ERP, CRM, DSS) in supporting various business functions and strategic decision-making.

BBA 327**Summer Training/ Field-Based Training/ Apprenticeship**

The Assessment of Summer Training/Field-Based Training/ Apprenticeship shall be as follows.

Internal Assessment	-	40 Marks
External Assessment (Viva Voce)	-	60 Marks

Guidelines for Assessment

1. Every student has to compulsorily do summer internship/apprenticeship/Field based training in the industry after 4th semester and has to submit the certificate of training/ Apprenticeship.
2. Every student has to submit a spiral bind report to showcase the work done and learning during the summer internship/field based/apprenticeship and must appear for End Term Viva.
3. All the records to be maintained by every institute and should be able to produce whenever required by the university.
4. The duration of the training/apprenticeship will be 6-8weeks

5. The institute must appoint an internal faculty mentor for each student in order to monitor/ assess the training/apprenticeship and award internal marks
6. The university will conduct an external viva of 60 marks at the end of the 5th semester

BBA VI SEMESTER

BBA 302 Business Policy and Strategy

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Describe the concept of Business Policy, its evolution and strategic management.

CO2. Perform the SWOT analysis.

CO3. Develop skills to formulate various strategies in different Business portfolio models.

CO4. Discover the issues in Strategy Implementation.

BBA 304 Digital and Social Media Marketing

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand and explain the key concepts, tools, and strategies of digital and social media marketing, and how they differ from traditional marketing approaches.

CO2. Analyze online consumer behavior and apply digital marketing models to create engaging and user-focused digital experiences

CO3. Create effective digital content—including blogs, emails, and web copy—optimized for search engines and aligned with content marketing goals.

CO4. Plan, implement, and evaluate digital and social media campaigns using web analytics tools and performance metrics to support business objectives

BBA 306 Organization Effectiveness and Change

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand key concepts and models of organizational change and development.

CO2. Analyze the influence of culture, climate, power, and politics in organizations

CO3. Apply strategies for managing conflict, intergroup behavior, and negotiation.

CO4. Evaluate practices for fostering creativity, innovation, and inclusion in diverse workplaces.

BBA 308 Strategic HRM

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Analyze the nature, scope, and functions of Strategic Human Resource Management and its role in aligning HR strategies with organizational goals.

CO2. Demonstrate an understanding of workforce planning, talent acquisition, and retention strategies, and evaluate methods for forecasting manpower demand and supply.

- CO3.** Evaluate contemporary HR issues such as global HRM, work-life balance, and Green HRM, and develop strategies to address these challenges within a business context.
- CO4.** Apply HRM competencies and performance measurement tools like the Balanced Scorecard (BSC) in designing HR strategies that enhance organizational effectiveness and employee performance.

BBA 310 Advertising and Brand Management

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Define key concepts of Integrated Marketing Communication (IMC) and Advertising Management, including objectives and strategy
- CO2.** Apply media planning strategies and evaluate advertising effectiveness
- CO3.** Analyze brand concepts, equity, and loyalty using relevant models
- CO4.** Develop and evaluate brand positioning and extension strategies

BBA 312 Principles of Event Management

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Define key concepts and roles in event management.
- CO2.** Apply event management principles to plan and execute events.
- CO3.** Create event plans and evaluate their effectiveness.
- CO4.** Analyze and evaluate public relations and corporate event strategies.

BBA 314 Financial Markets and Institutions

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Analyze the functioning of Financial Markets & Institutions in India.
- CO2.** Examine the functioning of money market and capital market.
- CO3.** Assess the impact of initiatives on financial inclusion.
- CO4.** Understand the role and functions of financial institutions.

BBA 316 Corporate Accounting

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Account for equity and debt capital of a company.
- CO2.** Prepare financial statements (Profit & Loss Account, Balance Sheet, etc.) using software.
- CO3.** Analyze revisions in the balance sheet after Internal Reconstruction of company.
- CO4.** Develop proficiency in the process of e-filing of annual reports of companies.

BBA 318**Global Competitiveness**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the concept of strategic alliances and acquaint themselves with the worldwide trends in this area.
- CO2.** Explain the factors responsible for the rise of strategic alliances.
- CO3.** Develop an awareness of costs and benefits of alliance arrangements.
- CO4.** Explain the process of planning successful alliances and responsibility of the alliance partners

BBA 320**WTO and Intellectual Property Rights**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the working and significance of world trade organization in liberalized era.
- CO2.** Be familiar with the concept of intellectual property rights and their application.
- CO3.** Appreciate the impact of WTO on Indian Economy.
- CO4.** Understand Trade Related Aspects Of Intellectual Property Rights (TRIPS) & Trade-Related Investment Measures (TRIMS) in context of international business

BBA 322**Sustainable Entrepreneurship**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the foundational concepts of sustainability and entrepreneurship and explain their interrelationship.
- CO2.** Apply tools such as the Sustainable Business Model Canvas and Life Cycle Assessment to design sustainable business strategies.
- CO3.** Analyze the challenges and opportunities faced by sustainable startups using real-world case studies.
- CO4.** Create a viable and innovative sustainable business proposal addressing environmental or social issues.

BBA 324**Entrepreneurial Finance**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand and explain the role of finance in entrepreneurship and the financial needs at different stages of the venture life cycle
- CO2.** Apply financial tools such as cash flow statements, break-even analysis, and ratio analysis to evaluate a venture's performance
- CO3.** Analyze the cost of various sources of capital, assess risk-return trade-offs, and determine the venture's weighted average cost of capital (WACC)
- CO4.** Evaluate and compare venture valuation methods and financing options to develop suitable funding strategies for business growth

BBA VII SEMESTER

BBA 401 Project Management

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand and explain the fundamentals of project management, project life cycle, and idea screening techniques
- CO2.** Apply tools for technical and market analysis and demonstrate proficiency in network techniques like PERT and CPM
- CO3.** Analyze various sources of project financing and assess appropriate capital structures for different types of projects
- CO4.** Evaluate project performance through post-project evaluation techniques and explore emerging trends such as the role of IT in project management

BBA 403 Fundamentals of Actuarial Sciences

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the scope and applications of actuarial science in risk management and insurance
- CO2.** Apply probability and statistical concepts to evaluate risk and uncertain financial outcomes.
- CO3.** Compute actuarial values for life insurance, annuities, and pensions using life tables
- CO4.** Analyze actuarial models and regulatory frameworks relevant to the profession

BBA 405 Compensation Management

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand and explain the principles of compensation structure, including components, objectives, and influencing
- CO2.** Apply job evaluation methods and relevant compensation theories to design competitive and equitable pay structures
- CO3.** Analyze legal and ethical frameworks related to wage codes and executive compensation to ensure regulatory compliance
- CO4.** Evaluate and develop compensation strategies using data analysis, grievance redressal mechanisms, and pay fairness practices.

BBA 407**Counseling Skills for Managers**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand and explain the fundamentals of counseling, its relevance to management, and different counseling approaches used in organizational contexts
- CO2.** Apply counseling skills and psychological techniques such as CBT, motivational interviewing, and person-centered approaches to address employee issues and foster workplace well-being
- CO3.** Analyze behavior change challenges, role conflicts, and interpersonal issues in organizations and propose appropriate counseling interventions to resolve them.
- CO4.** Evaluate negotiation scenarios and develop effective strategies that integrate ethical considerations, trust-building, and cross-cultural dynamics to achieve desired outcomes.

BBA 409**Human Resource Metrics and Analytics**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand key HR metrics and their relevance to organizational performance
- CO2.** Apply tools to collect and analyze HR data across functional areas
- CO3.** Analyze HR data using statistical techniques to support decision-making
- CO4.** Design HR dashboards and analytics strategies for organizational impact

BBA 411**Marketing Analytics**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the marketing research process and differentiate among research designs and scaling techniques
- CO2.** Apply appropriate methods for data collection, sampling, and questionnaire design in marketing research
- CO3.** Analyze and interpret marketing data using hypothesis testing and statistical tools
- CO4.** Evaluate marketing research applications and ethical considerations in areas such as consumer behavior, advertising, and product development

BBA 413**Customer Relationship Management**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Define and explain the key concepts, models, and processes involved in customer relationship management.
- CO2.** Apply relationship marketing and customer segmentation strategies to develop effective CRM plans.

tax liability for companies

- CO2.** Apply tax planning concepts in managerial decisions such as capital structure, dividend policy, and business setup.
- CO3.** Analyze the impact of tax incentives and benefits on strategic corporate decisions
- CO4.** Evaluate international taxation principles, DTAA provisions, and implications for cross-border transactions.

BBA 423 International Human Resource & Cross-Cultural Management

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the basics of International Human Resource Management (IHRM) and recognizing the organizational context and barriers impacting global HRM effectiveness.
- CO2.** Acquire knowledge in international recruitment, covering sources, functions, and contemporary trends, such as Robotic Process Automation.
- CO3.** Develop a comprehensive understanding of international performance management and Gain insights into international labor relations, including key players, approaches, and the impact of global bodies.
- CO4.** Comprehend the concept, structure, and mechanisms of Human Resource Information Systems (HRIS) and their role in planning and control.

BBA 425 International Marketing

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Demonstrate understanding of key concepts, terminology, and foundational principles of international marketing and globalization
- CO2.** Analyze cross-cultural and market differences to identify global marketing opportunities
- CO3.** Evaluate entry strategies and operational choices in global markets using strategic frameworks.
- CO4.** Apply international marketing concepts to develop global product, pricing, promotion, and distribution strategies.

BBA 427 International Supply Chain Management

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the fundamental concepts, components, and challenges of international supply chain management and the impact of globalization
- CO2.** Analyze global logistics, transportation, and warehouse management for effective international supply chain operations
- CO3.** Evaluate international procurement and sourcing strategies, including risk assessment and supplier relationship management
- CO4.** Apply risk management and sustainability principles to build resilient and responsible global supply chains

BBA 429**Entrepreneurial Marketing**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the nature and scope of entrepreneurial marketing and analyze the marketing environment to identify opportunities
- CO2.** Explain product lifecycle concepts, branding, and pricing strategies suitable for start-ups
- CO3.** Illustrate the use of promotion mix elements and channel management in entrepreneurial contexts
- CO4.** Apply marketing strategies for services and emerging digital platforms relevant to B2B, B2C, and B2G sectors

BBA 431**Financial Services & Institutional Support for Startups**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the types of financial services and capital requirements for startup
- CO2.** Analyze venture capital and angel investment processes and challenges
- CO3.** Evaluate government schemes and institutional support mechanisms for startups in India
- CO4.** Apply financial management and strategic decision-making tools relevant to startups

BBA 433**Research and Development of Business Plans**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the structure, purpose, and components of a business plan and the role of market research in its development.
- CO2.** Analyze business ideas and strategies using tools like SWOT, PESTEL, and the Business Model Canvas
- CO3.** Apply financial planning and performance metrics to evaluate the feasibility and sustainability of business ventures
- CO4.** Develop and present a professional business plan with effective pitching techniques and strategic storytelling.

BBA VIII SEMESTER

BBA 402

Research Ethics and Writing

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the nature, types, and ethical aspects of research, including national regulatory guidelines.
- CO2.** Identify various forms of plagiarism and apply tools and practices to ensure research integrity
- CO3.** Develop structured academic and business writing skills for diverse professional contexts
- CO4.** Apply proper citation styles and ethical publication practices in academic writing

BBA 404

AI and ML in Business

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the basic concepts, evolution, and tools of Artificial Intelligence and Machine Learning in business contexts
- CO2.** Analyze how AI is used in marketing to enhance customer engagement and optimize advertising strategies
- CO3.** Evaluate AI applications in finance, including risk assessment, fraud detection, and automated advisory services
- CO4.** Apply AI-driven solutions in Human Resource Management for talent acquisition, performance evaluation, and workforce analytics

BBA 406

Cross Cultural and Global Management

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand key cultural theories and frameworks to evaluate how culture influences individual and organizational behavior in global contexts
- CO2.** Analyze human resource strategies for managing expatriates, cross-cultural teams, and global leadership in multinational organizations
- CO3.** Compare regional and cultural clusters to assess management practices and business behaviors across countries.
- CO4.** Apply cross-cultural management principles to address challenges in global leadership, remote teams, crisis management, and global supply chains

BBA 408**Management of Industrial Relations**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the evolution, significance, and contemporary challenges of industrial relations in the Indian socio-political context
- CO2.** Evaluate the frameworks and practices of collective bargaining and tripartism in labour-management relations
- CO3.** Apply legal provisions related to employment contracts, wage systems, and social security to real-world industrial scenarios
- CO4.** Formulate strategies for effective dispute resolution, employee participation, and the integration of HRM in managing industrial relations

BBA 410**Human Resource Development – Strategies and Systems**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the fundamental concepts, roles, and systems of HRD and their integration with HRM
- CO2.** Design, implement, and evaluate HRD programs and interventions including audits and climate assessments
- CO3.** Apply strategic approaches to HRD such as leadership development, motivation, and industrial relations
- CO4.** Develop career management systems and integrate technological tools into HRD practices for improved performance

BBA 412**Research Project/Dissertation**

The Assessment of Research Project/Dissertation shall be as follows.

Internal Assessment	-	100 Marks
External Assessment (Viva Voce)	-	100 Marks

Guidelines for Internal Assessment(50 marks for publication+ 50 marks for quality of research)

1. Every student must submit a hard-bound report (Dark green with golden embossing) to showcase the work done and learning during the research work, and must appear for the End Term Viva.
2. The formatting and structural guidelines for the report should be designed and implemented by each institution, in alignment with university standards.
3. All records of phase-wise evaluations must be maintained by the respective institutions and should be readily available for inspection by the university whenever required.
4. Each student is required to undertake a research coursework on a relevant and contemporary topic within the domain of business and management.
5. The research must be based on at least 70% primary data (or datasets downloaded from credible sources like government websites, Kaggle, etc.) and up to 30% secondary data (including existing research papers, whitepapers, websites, etc.).
6. Students must submit the final research report with an appended plagiarism report showing no more than 10% similarity index.
7. At least one research paper should be published in conference proceedings of eminent institutions or journals of repute. Accepted papers in UGC-CARE/Scopus indexed journals or conferences of prestigious institutions may also be considered.

BBA 420**Financial Risk Management**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Identify and explain various types of financial risks and their implications for modern organizations
- CO2.** Apply quantitative models to measure and manage market risks using tools such as VaR, RiskMetrics, and stress testing.
- CO3.** Analyze and manage credit risks through risk modeling, credit derivatives, and credit rating methodologies
- CO4.** Evaluate enterprise-wide risk management frameworks and regulatory requirements for integrated risk control.

BBA 422**Mergers and Corporate Restructuring**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the scope, modes, and regulatory dimensions of corporate restructuring in Indian and global contexts
- CO2.** Analyze accounting methods and financial implications of mergers, acquisitions, and demergers
- CO3.** Evaluate the legal and financial considerations of takeovers and financial restructuring
- CO4.** Apply valuation approaches for different types of firms including start-ups, and assess value creation strategies

BBA 424**Financial Analytics**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Analyze various applications of financial analytics in corporate finance, credit risk assessment, time series forecasting, portfolio management, and trading strategies
- CO2.** Acquire, clean, and preprocess financial data from diverse sources for accurate analytics and modeling.
- CO3.** Build and validate credit risk and financial risk models using statistical and machine learning techniques.
- CO4.** Design and implement portfolio optimization and quantitative trading strategies leveraging analytical and AI tools

BBA 426**International Business Ethics**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand foundational ethical theories, frameworks, and global codes of ethics relevant to international business

- CO2.** Analyze the role of human values and ethical leadership with insights from Indian and global philosophies in cross-border management
- CO3.** Evaluate ethical issues and dilemmas in various international business functions and organizational responses
- CO4.** Examine the role of institutional bodies, consumerism, and sustainability in promoting business ethics and corporate responsibility worldwide

BBA 428 Global Outsourcing – Issues & Perspectives

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the fundamentals, types, and drivers of global outsourcing and distinguish between outsourcing and offshoring.
- CO2.** Analyze the benefits, challenges, and ethical issues involved in global outsourcing
- CO3.** Evaluate key global outsourcing destinations considering economic, political, and regulatory factors.
- CO4.** Assess future trends, technological impacts, and corporate responsibility aspects in global outsourcing.

BBA 430 International Business Venturing Abroad

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the fundamentals, growth and development of International Business.
- CO2.** Discuss the impact of globalization on businesses, reasons for Existence of MNE s and the strategies employed.
- CO3.** Describe the complexities of operating in a global business environment, design efficient and effective operational strategies.
- CO4.** Analyze ethical and social responsibilities of global business and to collaborate effectively in e- business diverse teams.

BBA 432 Family Business Management

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand theories, models, and generational dynamics that shape family businesses.
- CO2.** Analyze governance structures and ownership challenges affecting family firm sustainability..
- CO3.** Evaluate strategies for developing next-generation leaders and managing succession.
- CO4.** Assess transgenerational entrepreneurship and future readiness of family businesses in evolving institutional contexts.

BBA 434**Business Valuation for Startups**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the unique characteristics of startups and their implications for business valuation
- CO2.** Apply various valuation methods including market-based, income-based, and asset-based approaches for startups
- CO3.** Build financial models and projections, and conduct sensitivity analysis relevant to startup scenarios
- CO4.** Analyze legal, ethical, and strategic considerations in startup valuation, including implications for funding and exit strategies

BBA 436**Government & Institutional Support System for MSMEs**

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Describe the nature, scope, and challenges of Micro, Small, and Medium Enterprises (MSMEs) in the Indian economy
- CO2.** Identify and analyze the institutional, financial, and developmental support mechanisms available for MSMEs
- CO3.** Evaluate strategies for managing MSMEs, including handling of NPAs, and revival of sick units
- CO4.** Assess the effectiveness of government policies, schemes, and incentives in promoting entrepreneurship and MSME development

Research Project / Dissertation Manual for BBA Students

1. Introduction

The Research Project / Dissertation is a mandatory component of the Bachelor of Business Administration(BBA) program for students pursuing BBA(4th year) with Research. It is designed to encourage independent inquiry and the application of business theories to real-life situations through rigorous research under faculty supervision.

2. Objectives

- Apply classroom knowledge to practical business challenges.
- Develop analytical, critical thinking, and problem-solving skills.
- Cultivate academic writing and professional communication skills.
- Gain hands-on experience in business research and data interpretation.

3. Eligibility

4th Year BBA with Research students are required to undertake and successfully complete a research project/dissertation.

4. Selection of Topic

- The research topic must be aligned with business and management domains such as marketing, finance, human resources, operations, strategy, entrepreneurship, or international business.
- It can be based on primary data collection, case study analysis, or secondary data.
- The topic must be approved by the Faculty Guide and the Departmental Research Committee (DRC) of every affiliated college/ University.

5. Types of Institutions/Organizations for Research

Students may undertake research in collaboration with or based on data from the following types of institutions:

- Private Sector Companies – Startups, SMEs, MNCs
- Public Sector Enterprises – Banks, government corporations, utilities
- NGOs/Non-Profit Organizations – Working in education, health, development, etc.
- Educational Institutions – Schools, training centers, edtech firms
- Financial Institutions – Banks, NBFCs, insurance companies, fintechs
- Retail Chains & E-commerce – For customer behavior or supply chain research
- Healthcare Organizations – Hospitals, wellness centers (for HR, ops, or service quality studies)
- Tourism and Hospitality Sector – Hotels, travel agencies, tourism boards
- Consulting Firms or Research Agencies – For market research and strategy-related topics
- Government Departments – If permitted, for policy-related or development research

Note: Prior written permission from the organization (if required) and ethical clearance (if human subjects are involved) must be obtained.

6. Faculty Guide Allocation

Each student will be assigned a Faculty Guide for academic supervision. A faculty member may guide a limited number of students, as per departmental norms.

7. Research Proposal

Students must submit a detailed research proposal including:

- Title
- Background & Rationale
- Statement of the Problem
- Objectives
- Hypotheses (if applicable)
- Research Methodology
- Data Sources
- Tools of Analysis
- Expected Outcomes
- Timeline
- References

Note: Approval from the Faculty Guide and DRC is mandatory.

8. Project Report Structure

- Title Page
- Certificate (Institution + Faculty Guide)
- Acknowledgment
- Table of Contents
- Executive Summary
- Chapter 1: Introduction
- Chapter 2: Literature Review
- Chapter 3: Research Methodology
- Chapter 4: Data Analysis and Interpretation
- Chapter 5: Findings, Conclusions & Recommendations
- References
- Appendices
- Plagiarism Report

9. Formatting Guidelines

- Font: Times New Roman, Size 12
- Spacing: 1.5 line spacing
- Margins: 1 inch all sides
- Length: 40–60 pages (excluding annexures)
- Binding: Hard-bound(Dark green with golden embossing)
- Plagiarism: Should not exceed 10%

10. Submission & Evaluation

Evaluation (breakdown of 100 marks):

- Research Proposal: 5 marks
- Methodology & Data Collection: 8 marks
- Analysis & Interpretation: 12 marks
- Conclusions & Practical Implications: 5 marks
- Viva Voce: 10 marks
- Report Writing & Presentation: 10 marks
- Paper Publication/Acceptance: 50 marks

11. Viva Voce

Students must present their research before an evaluation panel. The presentation should summarize the study and highlight major findings and recommendations.

12. Ethical Considerations

- Maintain data confidentiality and participant anonymity.
- Acknowledge all sources and avoid plagiarism.
- Adhere to institutional ethical guidelines.