GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)

(Deemed to be University)

VISAKHAPATNAM * HYDERABAD * BENGALURU

Accredited by NAAC with A^{++} Grade

GITAM School of Business

CURRICULUM AND SYLLABUS

4 Year Undergraduate Programme
UMGMT13: Bachelor of Business Administration

w.e.f. 2023-24 admitted batch
(Updated on 31st July 2023)

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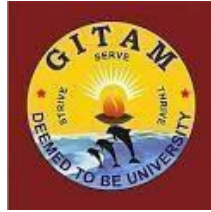## GITAM School of Business

CURRICULUM AND SYLLABUS

4 Year Undergraduate Programme
UMGMT13: Bachelor of Business Administration

w.e.f. 2023-24 Admitted Batch
(Updated on July 2024)

Academic Regulations

Applicable for the Undergraduate Programmes offered:

School of Humanities and Social Sciences
School of Business
and
School of Science

Vision

To become a global leader in higher education.

Mission

To impart futuristic and comprehensive education of global standards with a high sense of discipline and social relevance in a serene and invigorating environment.

Quality Policy

To achieve global standards and excellence in teaching, research, and consultancy by creating an environment in which the faculty and students share a passion for creating, sharing and applying knowledge to continuously improve the quality of education.

GITAM School of Business

Vision

To be a world class business school through transformative education, research, innovation, and entrepreneurship.

Mission

1. To achieve excellence in academic program design and academic delivery.

2. To pursue research that adds value to scholarship and improves business practice.

3. To undertake entrepreneurial and social initiatives to address social, economic, and environmental challenges to create societal impact and sustainability.

4. Build professional competencies needed to succeed in business, management and administration.

UMGMT13: Bachelor of Business Administration
(w.e.f.2023-24 Admitted Batch)

Programme Educational Objectives (PEOs)

PEO 1: The BBA program aims at developing a student's intellectual ability, executive personality, and management skills through an appropriate blending of business and general education.

PEO 2: The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions in an organizational unit or an enterprise.

PEO 3: The program also seeks to prepare students for higher education in business at home and abroad.

PEO 4: The program enables the students to perform various functional management responsibilities like marketing, human resources, and finance.

PEO 5: The program assists the students to become future ready entrepreneurs.

PEO 6: To build research capabilities among the students. Or The program enriches the students with quality knowledge and skills in research.

PEO Articulation

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
M1	3	2	3	2	2	2
M2	1	3	2	3	1	3
M3	1	2	1	1	1	2
M4	2	3	1	2	3	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation

UMGMT13: Bachelor of Business Administration

Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

At the end of the Programme the students would be able to demonstrate:

PO1: Complex problem-solving:
- To solve different kinds of problems in familiar and non-familiar contexts and apply the learning to real-life situations.

PO2: Critical thinking:
- Apply analytic thought to a body of knowledge, including the analysis and evaluation of policies, and practices, as well as evidence, arguments, claims, beliefs, and the reliability and relevance of evidence.
- Identify relevant assumptions or implications and formulate coherent arguments.
- Identify logical flaws and holes in the arguments of others.
- Analyze and synthesize data from a variety of sources and draw valid conclusions and support them with evidence and examples.

PO3: Creativity:
- Create, perform, or think in different and diverse ways about the same objects or scenarios.
- Deal with problems and situations that do not have simple solutions.
- Innovate and perform tasks in a better manner.
- View a problem or a situation from multiple perspectives.
- Think 'out of the box' and generate solutions to complex problems in unfamiliar contexts.
- Adopt innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

PO4: Communication Skills:
- Listen carefully, read texts and research papers analytically and present complex information in a clear and concise manner to different groups / audiences.
- Express thoughts and ideas effectively in writing and orally and communicate with others using appropriate media.
- Confidently share views and express herself / himself.
- Construct logical arguments using correct technical language related to a field of learning, work/vocation, or an area of professional practice, and convey ideas, thoughts, and arguments using language that is respectful and sensitive to gender and other minority groups.

PO5: Analytical reasoning/thinking:
- Evaluate the reliability and relevance of evidence.
- Identify logical flaws in the arguments of others.
- Analyze and synthesize data from a variety of sources-draw valid conclusions and support them with evidence and examples, and address opposing viewpoints.

PO6: Research-related skills:
- A keen sense of observation, inquiry, and capability for asking relevant/ appropriate questions.
- The ability to problematize, synthesize, and articulate issues and design research proposals.
- The ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, test hypotheses using quantitative and qualitative data, establish hypotheses, make inferences based on the analysis and interpretation of data, and predict cause-and-effect relationships.

- The capacity to develop appropriate methodology and tools for data collection.
- The appropriate use of statistical and other analytical tools and techniques.
- The ability to plan, execute and report the results of an experiment or investigation, the ability to acquire the understanding of basic research ethics and skills in practicing/doing ethics in the field/ in personal research work, regardless of the funding authority or field of study.

PO7:   Coordinating/collaborating with others:
- Work effectively and respectfully with diverse teams.
- Facilitate cooperative or coordinated effort on the part of a group.
- Act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

PO8:   Leadership readiness/qualities:
- Mapping out the tasks of a team or an organization and setting direction.
- Formulating an inspiring vision and building a team that can help achieve the vision, motivating and inspiring team members to engage with that vision.
- Using management skills to guide people to the right destination.

PO9:   Learning how to learn skills:
- Acquire new knowledge and skills, including 'learning how to learn skills, that are necessary for pursuing learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social, and cultural objectives, and adapting to changing trades and demands of the workplace, including adapting to the changes in work processes in the context of the fourth industrial revolution, through knowledge / skill development / re-skilling.
- Work independently; identify appropriate resources required for further learning.
- Acquire organizational skills and time management to set self-defined goals and targets with timelines.
- Inculcate a healthy attitude to be a lifelong learner.

PO10:   Digital and technological skills:
- Use ICT in a variety of learning and work situations.
- Access, evaluate, and use a variety of relevant information sources, and use appropriate software for analysis of data.

PO11:   Multicultural competence and inclusive spirit:
- The acquisition of knowledge of the values and beliefs of multiple cultures and a global perspective to honour diversity.
- Capability to effectively engage in a multicultural group/society and interact respectfully with diverse groups.
- Capability to lead a diverse team to accomplish common group tasks and goals.
- Gender sensitivity and adopting a gender-neutral approach, as also empathy for the less advantaged and the differently-abled including those with learning disabilities.

PO12:   Value inculcation:
- Embrace and practice constitutional, humanistic, ethical, and moral values in life, including universal human values of truth, righteous conduct, peace, love, non-violence, scientific temper, citizenship values.
- Practice responsible global citizenship required for responding to contemporary global challenges, enabling learners to become aware of and understand global issues and to become active promoters of more peaceful, tolerant, inclusive, secure, and sustainable societies.
- Formulate a position/argument about an ethical issue from multiple perspectives.
- Identify ethical issues related to work, and follow ethical practices, including avoiding unethical behavior such as fabrication, falsification or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights.
- Recognize environmental and sustainability issues and participate in actions to promote sustainable development.
- Adopt an objective, unbiased, and truthful actions in all aspects of work.

- Instill integrity and identify ethical issues related to work, and follow ethical practices.

PO13: Autonomy, responsibility, and accountability:
- Apply knowledge, understanding, and/or skills with an appropriate degree of independence relevant to the level of the qualification.
- Work independently, identify appropriate resources required for a project, and manage a project through to completion.
- Exercise responsibility and demonstrate accountability in applying knowledge and/or skills in work and/or learning contexts appropriate for the level of the qualification, including ensuring safety and security at workplaces.

PO14: Environmental awareness and action:

- Ability to apply the knowledge, skills, attitudes, and values required to take appropriate actions for.
- Mitigating the effects of environmental degradation, climate change, and pollution.
- Effective waste management, conservation of biological diversity, management of biological resources and biodiversity, forest and wildlife conservation, and sustainable development and living.

PO15: Community engagement and service:

- To participate in community-engaged services/ activities for promoting the wellbeing of society.

PO16: Empathy:
- To identify with or understand the perspective, experiences, or points of view of another individual or group, and to identify and understand other people's emotions.

PSO1: Understand the fundamental theories and practices of management.

PSO2: Identify and acquire managerial skills to analyze business problems.

PSO3: Interpret and apply managerial concepts with leadership skills to lead teams to achieve the objectives.

PSO 4: Evaluate the dynamic business environment and apply value-based entrepreneurial skills to overcome the challenges.

Curriculum Structure
(Flexible Credit System)

Minimum Credit Requirements to Award Degree Under Each Category

S.No.	Course Category and Category Code		Minimum Credit Requirement					
			3 Year Undergraduate		4 Year Undergraduate (Hons.)		4 Year Undergraduate (Hons.) with Research	
			Credits	(%)	Credits	(%)	Credits	(%)
1	Multidisciplinary Core Courses	MDC	12	10	12	7.5	12	7.5
2	Major Core	MC	60	50	92	57.5	80	50
3	Major Electives	ME						
4	Minor	MI	24	20	32	20	32	20
5	Internship	INT	04	3.40	04	2.5	04	2.50
6	Ability Enhancement Courses – University Core	UC	08	6.60	08	05	08	05
7	Skill Enhancement Courses – University Core	UC	08	6.60	08	05	08	05
8	Value Added Courses – University Core	UC	04	3.40	04	2.5	04	2.50
9	Research Project / Dissertation	PROJ	--	00	--	00	12	7.50
	Total		**120**	**100**	**160**	**100**	**160**	**100**

Multi-disciplinary Core Courses (MDC)

Course Code	Level	Course Title	L	T	P	S	J	C
HRMG1012	100	Principles of Management	2	0	0	0	0	2
VEDC1001	100	Venture Development	2	0	0	0	0	2
SOCY1031	100	Humans, Humanity and Humanities	2	0	0	0	0	2
SOCY1041	100	Humans and their World	2	0	0	0	0	2
PHYS1251	100	Introduction to Physical Sciences	2	0	0	0	0	2
BCBI1041	100	Introduction to Chemical and Life Sciences	2	0	0	0	0	2
		Total Credits						**12**

Major Core (MC)

Bachelor of Business Administration (General) - Credits to be earned is 36								
Course Code	**Level**	**Course Title**	**L**	**T**	**P**	**S**	**J**	**C**
HRMG1041	1	Organisational Behaviour	3	0	0	0	0	3
OPTS1002	1	Business Mathematics	3	0	0	0	0	3
MKTG2011	2	Marketing Management	3	0	0	0	0	3
HRMG2031	2	Human Resource Management	3	0	0	0	0	3
FINA1091	1	Accounting for Managers	3	0	0	0	0	3
IENT1031	1	Managerial Economics	3	0	0	0	0	3
FINA2002	2	Essentials of Financial Management	3	0	0	0	0	3
IENT2002	2	Entrepreneurship	3	0	0	0	0	3
HRMG3051	3	Business Laws	3	0	0	0	0	3
BUAN3051	3	Business Analytics	3	0	0	0	0	3
OPTS3161	3	Operations and Supply Chain Management	3	0	0	0	0	3
IENT3082	3	Business Strategy	3	0	0	0	0	3
Total Credits								**36**
Bachelor of Business Administration (Management Accounting) – Credits to be earned is 09								
Course Code	**Level**	**Course Title**	**L**	**T**	**P**	**S**	**J**	**C**
HRMG1041	1	Organisational Behaviour	3	0	0	0	0	3
HRMG2031	2	Human Resource Management	3	0	0	0	0	3
MKTG2011	2	Marketing Management	3	0	0	0	0	3
Total Credits								**09**
Bachelor of Business Administration (Financial Markets) - Credits to be earned is 36								
Course Code	**Level**	**Course Title**	**L**	**T**	**P**	**S**	**J**	**C**
HRMG1041	1	Organisational Behaviour	3	0	0	0	0	3
OPTS1002	1	Business Mathematics	3	0	0	0	0	3
MKTG2011	2	Marketing Management	3	0	0	0	0	3
HRMG2031	2	Human Resource Management	3	0	0	0	0	3
FINA1091	1	Accounting for Managers	3	0	0	0	0	3
IENT1031	1	Managerial Economics	3	0	0	0	0	3
FINA2002	2	Essentials of Financial Management	3	0	0	0	0	3
IENT2002	2	Entrepreneurship	3	0	0	0	0	3
HRMG3051	3	Business Laws	3	0	0	0	0	3
BUAN3051	3	Business Analytics	3	0	0	0	0	3
FINA3361	3	Indian Financial System	3	0	0	0	0	3
IENT3082	3	Business Strategy	3	0	0	0	0	3
Total Credits								**36**
Bachelor of Business Administration (Business Analytics) - Credits to be earned is 33								
Course Code	**Level**	**Course Title**	**L**	**T**	**P**	**S**	**J**	**C**
HRMG1041	1	Organisational Behaviour	3	0	0	0	0	3
OPTS1002	1	Business Mathematics	3	0	0	0	0	3
MKTG2011	2	Marketing Management	3	0	0	0	0	3
HRMG2031	2	Human Resource Management	3	0	0	0	0	3
FINA1091	1	Accounting for Managers	3	0	0	0	0	3
IENT1031	1	Managerial Economics	3	0	0	0	0	3
FINA2002	2	Essentials of Financial Management	3	0	0	0	0	3
IENT2002	2	Entrepreneurship	3	0	0	0	0	3

HRMG3051	3	Business Laws	3	0	0	0	0	3
OPTS3161	3	Operations and Supply Chain Management	3	0	0	0	0	3
IENT3082	3	Business Strategy	3	0	0	0	0	3
		Total Credits						**33**

Major Electives (ME)

Bachelor of Business Administration (General) -
Choose any TWO Baskets from the following FIVE Baskets and earn 24 Credits

Basket 1: Finance

Course Code	Level	Course Title	L	T	P	S	J	C
FINA3361	3	Indian Financial System	3	0	0	0	0	3
FINA3102	3	Stock Market Operations	3	0	0	0	0	3
FINA3371	3	Insurance Management	3	0	0	0	0	3
FINA3351	3	Income Tax Law and Practice	3	0	0	0	0	3
		Total Credits						**12**

Basket 2: Human Resource

Course Code	Level	Course Title	L	T	P	S	J	C
HRMG3061	3	Compensation Management	3	0	0	0	0	3
HRMG3071	3	Learning and Development	3	0	0	0	0	3
HRMG3081	3	Performance Management	3	0	0	0	0	3
HRMG3042	3	Employment Laws	3	0	0	0	0	3
		Total Credits						**12**

Basket 3: Marketing

Course Code	Level	Course Title	L	T	P	S	J	C
MKTG3012	3	Sales and Distribution Management	3	0	0	0	0	3
MKTG3051	3	B2B Marketing	3	0	0	0	0	3
MKTG3071	3	Integrated Marketing Communication	3	0	0	0	0	3
MKTG3061	3	Digital Marketing	3	0	0	0	0	3
		Total Credits						**12**

Basket 4: Operations

Course Code	Level	Course Title	L	T	P	S	J	C
OPTS3151	3	Materials Management	3	0	0	0	0	3
OPTS3171	3	Project Management	3	0	0	0	0	3
OPTS3181	3	Quality Management	3	0	0	0	0	3
OPTS3191	3	Service Operations Management	3	0	0	0	0	3
		Total Credits						**12**

Basket 5: Entrepreneurship

Course Code	Level	Course Title	L	T	P	S	J	C
IENT3002	3	Social Entrepreneurship	3	0	0	0	0	3
IENT3012	3	Family Business Management	3	0	0	0	0	3
IENT3052	3	Design Thinking and Frugal Innovation	3	0	0	0	0	3
IENT3032	3	Contemporary Business Models	3	0	0	0	0	3
		Total Credits						**12**

Bachelor of Business Administration (Management Accounting) – Minimum number of Credits to be earned is 51

Course Code	Level	Course Title	L	T	P	S	J	C
FINA1101	1	Introduction to Financial Accounting	3	0	0	0	0	3
FINA1002	1	Managing Finance in a Digital World	3	0	0	0	0	3
IENT1022	1	Fundamentals of Business Economics	3	0	0	0	0	3
FINA2121	2	Management Accounting	4	0	0	0	0	4
FINA2131	2	Financial Reporting	4	0	0	0	0	4
FINA2321	2	Operational Case Study Analysis	4	0	0	0	0	4
FINA3321	3	Advanced Financial Reporting	4	0	0	0	0	4
FINA3331	3	Advanced Management Accounting	4	0	0	0	0	4
FINA3391	3	Managing Performance	3	0	0	0	0	3
FINA3381	3	Management Case Study Analysis	4	0	0	0	0	4
IENT3091	3	Strategic Management	3	0	0	0	0	3
FINA3341	3	Financial Strategy	4	0	0	0	0	4
FINA3401	3	Risk Management	4	0	0	0	0	4
FINA3072	3	Strategic Case Study Analysis	4	0	0	0	0	4

Bachelor of Business Administration (Financial Markets) – Minimum number of Credits to be earned is 24

Course Code	Level	Course Title	L	T	P	S	J	C
FINA1022	1	Introduction to Financial Markets	3	0	0	0	0	3
FINA1052	1	Introduction to Mutual Funds	3	0	0	0	0	3
FINA2311	2	Derivative Market Operations	3	0	0	0	0	3
FINA2331	2	Simulation of Equity Shares	3	0	0	0	0	3
FINA2301	2	Commodities Market Analysis	3	0	0	0	0	3
FINA2091	2	Capital Market Operations	3	0	0	0	0	3
FINA3132	3	Fundamental Analysis	3	0	0	0	0	3
FINA3152	3	Technical Analysis	3	0	0	0	0	3

Bachelor of Business Administration (Business Analytics) – Minimum number of Credits to be earned is 27

Course Code	Level	Course Title	L	T	P	S	J	C
BUAN2101	2	Data Analysis with Python	3	0	0	0	0	3
BUAN2121	2	Programming with Java	3	0	0	0	0	3
BUAN2111	2	Data Visualization	3	0	0	0	0	3
BUAN3081	3	Predictive Analytics	3	0	0	0	0	3
BUAN2091	2	Artificial Intelligence and Machine Learning	3	0	0	0	0	3
BUAN3042	3	Big Data Analytics	3	0	0	0	0	3
BUAN3071	3	Functional Analytics with R	3	0	0	0	0	3
OPTS3141	3	Decision Sciences	3	0	0	0	0	3
BUAN3061	3	Database Systems	3	0	0	0	0	3

Internship (INT)

Course code	Level	Course Title	L	T	P	S	J	C
INTN3444	300	Internship	2	0	0	0	8	4

University Core (UC)

Course code	Level	Course Title	L	T	P	S	J	C
		Ability Enhancement Courses						
LANG1042	100	Academic Writing	2	0	0	0	0	2
LANG1201	100	Critical Thinking	2	0	0	0	0	2
LANG1012	100	Communication Skills in English – Intermediate	0	0	4	0	0	2
LANG1022	100	Communication Skills in English – Advanced	0	0	4	0	0	2
		Skill Enhancement Courses						
CSCI1301	100	Introduction to Programming	0	0	4	0	0	2
CSCI1311	100	Introduction to Data Science	0	0	4	0	0	2
CLAD1002	100	Emotional Intelligence & Reasoning Skills	0	0	2	0	0	1
CLAD1012	100	Leadership Skills & Quantitative Aptitude	0	0	2	0	0	1
CLAD1022	100	Verbal Ability & Quantitative Ability	0	0	2	0	0	1
CLAD1032	100	Practicing Verbal Ability & Quantitative Aptitude	0	0	2	0	0	1
		Value Added Courses						
ENVS1002	100	Environmental Studies *	3	0	0	0	0	3
POLS1051	100	The Indian Constitution *	1	0	0	0	0	1
		Pass / Fail Courses (Mandatory)						
FINA1081	100	Personal Financial Planning *	1	0	0	0	0	0
PHPY1011	100	Gandhi and the Contemporary World * / UHV	1	0	0	0	0	0
		Pass / Fail Courses (Any one course to be chosen)						
DOSP1122	100	Yoga	0	0	2	0	0	0
MFST1002	100	Health and Wellbeing *	0	0	2	0	0	0
		Club Activities						
DOSL1002	100	Club Activity (Participant)	0	0	2	0	0	0
DOSL1012	100	Club Activity (Member of the Club)	0	0	2	0	0	0
DOSL1022	100	Club Activity (Leader of the Club)	0	0	2	0	0	0
DOSL1032	100	Club Activity (Competitor)	0	0	2	0	0	0
		Community Service						
DOSL1042	100	Community Services – Volunteer	0	0	2	0	0	0
DOSL1052	100	Community Services – Mobilizer	0	0	2	0	0	0
		Sports						
DOSP1002	100	Badminton	0	0	2	0	0	0
DOSP1012	100	Chess	0	0	2	0	0	0
DOSP1022	100	Carrom	0	0	2	0	0	0
DOSP1032	100	Football	0	0	2	0	0	0
DOSP1042	100	Volleyball	0	0	2	0	0	0
DOSP1052	100	Kabaddi	0	0	2	0	0	0
DOSP1062	100	Kho- Kho	0	0	2	0	0	0
DOSP1072	100	Table Tennis	0	0	2	0	0	0
DOSP1082	100	Handball	0	0	2	0	0	0
DOSP1092	100	Basketball	0	0	2	0	0	0
DOSP1102	100	Tennis	0	0	2	0	0	0
DOSP1112	100	Throw ball	0	0	2	0	0	0

* Massive Open Online Course (MOOC)

Students pursuing 4th year of the Programme need to choose the courses from the respective basket of Honours or Honours with Research

Honours Courses

Minimum number of credits to be earned: 32.

Course Code	Level	Course Title	L	T	P	S	J	C
OPTS4031	400	Research Methodology	4	0	0	0	0	4
STGM4001	400	Business Simulation	4	0	0	0	0	4
STGM4011	400	Business Ethics	4	0	0	0	0	4
STGM4021	400	Business Transformation	4	0	0	0	0	4
		Major Elective Basket- I (Any two courses)	x	x	x	x	x	8
		Major Elective Basket- II (Any two courses)	x	x	x	x	x	8

Honours with Research Courses

Minimum number of credits to be earned is 32 out of which 12 credits must be earned through Research Project / Dissertation

Course Code	Level	Course Title	L	T	P	S	J	C
OPTS4031	400	Research Methodology	4	0	0	0	0	4
OPTS4021	400	Research and Publication Ethics	4	0	0	0	0	4
STGM4001	400	Business Simulation	4	0	0	0	0	4
STGM4021	400	Business Transformation	4	0	0	0	0	4
		Major Elective Basket – I (Any one Course)	4	0	0	0	0	4
Research Project / Dissertation (PROJ)								
RSPJ7888	400	Research Project	0	0	0	0	8	4
RSDT7999	400	Research Dissertation	0	0	0	0	16	8

Honors and Honors with Research - Elective Baskets								
Choose any TWO Baskets from the following FIVE Baskets								
Basket 1: Operations								
Course Code	**Level**	**Course Title**	**L**	**T**	**P**	**S**	**J**	**C**
OPSC4001	400	Lean and Six Sigma	4	0	0	0	0	4
OPSC4011	400	Decision Science (Advanced)	4	0	0	0	0	4
OPSC4021	400	Procurement and Global Sourcing	4	0	0	0	0	4
OPSC4031	400	Technology and Innovation in Supply Chain	4	0	0	0	0	4
OPSC4041	400	Circular Economy & Practices	4	0	0	0	0	4
OPSC4051	400	Port Management	4	0	0	0	0	4
Basket 2: Organisational Development and Human Resource								
Course Code	**Level**	**Course Title**	**L**	**T**	**P**	**S**	**J**	**C**
HRMG4011	400	Human Resource Development	4	0	0	0	0	4
ODHR4001	400	Stress, Happiness and Well Being	4	0	0	0	0	4
ODHR4011	400	Gig Economy and Global Workforce Management	4	0	0	0	0	4
ODHR4021	400	HR Value Proposition	4	0	0	0	0	4
ODHR4031	400	Sustainable HRM	4	0	0	0	0	4
ODHR4041	400	Agile HR practices	4	0	0	0	0	4

Basket 3: Marketing

Course Code	Level	Course Title	L	T	P	S	J	C
		Consumer Attitude and Behaviour	4	0	0	0	0	4
		Product and Brand Management	4	0	0	0	0	4
MKTG4021	400	Marketing Research	4	0	0	0	0	4
MKTG4031	400	Retail Marketing	4	0	0	0	0	4
MKTG4041	400	Marketing Ethics and Sustainability	4	0	0	0	0	4
MKTG4051	400	Meta Social Media Marketing and Analytics	4	0	0	0	0	4

Basket 4: Finance

Course Code	Level	Course Title	L	T	P	S	J	C
ACFN4001	400	Strategic Financial Management	4	0	0	0	0	4
ACFN4011	400	Merchant Banking and Financial Services	4	0	0	0	0	4
ACFN4021	400	Global Financial Management	4	0	0	0	0	4
ACFN4031	400	Advanced Financial Management	4	0	0	0	0	4
ACFN4041	400	Advanced Performance Management	4	0	0	0	0	4
ACFN4051	400	Corporate Taxation	4	0	0	0	0	4

Basket 5: Entrepreneurship

Course Code	Level	Course Title	L	T	P	S	J	C
ENTP4001	400	Innovation Management	4	0	0	0	0	4
ENTP4011	400	Entrepreneurship in Emerging Markets	4	0	0	0	0	4
ENTP4021	400	Entrepreneurial Leadership	4	0	0	0	0	4
ENTP4031	400	Managing Growth in Startups	4	0	0	0	0	4
ENTP4041	400	Corporate Entrepreneurship	4	0	0	0	0	4
ENTP4051	400	Social Innovation & Entrepreneurship	4	0	0	0	0	4

Minor Courses

One Minor is to be chosen from the following list of Minors.

The minimum number of credits to be earned up to 3 years of the programme is 24.

The minimum number of credits to be earned for the 4 year programme is 32.

Minors List

S. No.	Minor	Credits Required	
		3-Year UG	4-Year UG
1	Biochemistry	24	32
2	Bioinformatics	24	32
3	Biotechnology	24	32
4	Chemistry	24	32
5	Environmental Science	24	32
6	Mathematics	24	32
7	Statistics	24	32
8	Microbiology	24	32
9	Food Science and Technology	24	32
10	Physics	24	32
11	Electronics	24	32
12	Data Science	24	32
13	English	24	32
14	History	24	32
15	Political Science	24	32
16	Psychology	24	32
17	Sociology	24	32
18	Economics	24	32
19	Mass communication	24	32
20	Visual Communication	24	32
21	Bharatanatyam	24	32
22	Carnatic Vocal	24	32
23	Kuchipudi	24	32
26	Mohiniyattam	24	32
25	Mridangam	24	32
26	Theatre Arts	24	32
27	Business Administration	24	32

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