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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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.

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
M1	3	2	3	2	2	2
M2	1	3	2	3	1	3
М3	1	2	1	1	1	2
M4	2	3	1	2	3	2

PEO Articulation

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)

				Minir	num Credit F	Requirem	ent		
S.No.	Course Category and Category Code		3 Ye Undergr		4 Yea Undergra (Hons	duate	4 Year Undergraduat (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	02	F7 F	00	50	
3	Major Electives	ME	60	50	92	57.5	80	50	
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	

Minimum Credit Requirements to Award Degree Under Each Category

Multi-disciplinary Core Courses (MDC)

Course Code	Level	Course Title	L	Т	Ρ	S	J	С
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 B	usiness A	Administration (General) - Credits to be ea	rned is	s 36				
Course Code	Level	Course Title	L	Т	Ρ	S	J	С
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
TENTSUGE	5	Total Credits		Ŭ	Ū	Ŭ	l v	36
Bachelor of Bus	iness Adr	ninistration (Management Accounting) – Credits	s to be	ear	ned i	s 09		
Course Code	Level	Course Title	L	Т	Ρ	S	J	С
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 Bu	usiness A	Administration (Financial Markets) - Credits	to be	e ear	ned	is 3	6	
Course Code	Level	Course Title	L	Т	Ρ	S	J	С
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
	isiness A	dministration (Business Analytics) - Credit			1	T	1	
Course Code	Level	Course Title	L	Т	Ρ	S	J	С
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
			3				-	_
IENT3082	3	Business Strategy	-	0	0	0	0	3
		Total Credits						33

Maior	Electives	(ME)
1 10,01		(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,

	usiness A	Administration (General) -						
Choose any T	WO Bask	ets from the following FIVE Baskets and ea	r n 2 4	4 Cre	edits			
Basket 1: Fina	nce				1	1	1	1
Course Code	Level	Course Title	L	Т	Ρ	S	J	С
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: Hun	nan Reso	purce			1	1	1	-
Course Code	Level	Course Title	L	Т	Ρ	S	J	С
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: Mar	keting		1	r	T	T	T	
Course Code	Level	Course Title	L	Т	Ρ	S	J	С
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: Ope	rations							
Course Code	Level	Course Title	L	Т	Ρ	S	J	С
			1	1		<u> </u>	-	
OPTS3151	3	Materials Management	3	0	0	0	0	3
OPTS3151 OPTS3171		<u>Materials Management</u> <u>Project Management</u>	1	0 0	-			-
	3		3	-	0	0	0	3
OPTS3171	3 3	Project Management	3 3	0	0 0	0 0	0 0	3 3
OPTS3171 OPTS3181	3 3 3	Project Management Quality Management	3 3 3	0	0 0 0	0 0 0	0 0 0	3 3 3 3
OPTS3171 OPTS3181	3 3 3 3	Project Management Quality Management Service Operations Management Total Credits	3 3 3	0	0 0 0	0 0 0	0 0 0	3 3 3 3
OPTS3171 OPTS3181 OPTS3191	3 3 3 3	Project Management Quality Management Service Operations Management Total Credits	3 3 3	0	0 0 0	0 0 0	0 0 0	3 3 3 3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr	3 3 3 3	Project Management Quality Management Service Operations Management Total Credits rship	3 3 3 3	0 0 0	0 0 0	0 0 0	0 0 0	3 3 3 3 12
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code	3 3 3 repreneu Level	Project Management Quality Management Service Operations Management Total Credits rship Course Title	3 3 3 3 L	0 0 0 T	0 0 0 0	0 0 0 5	0 0 0 0	3 3 3 12 C
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002	3 3 3 3 repreneu Level 3	Project Management Quality Management Service Operations Management Total Credits rship Course Title Social Entrepreneurship	3 3 3 3 	0 0 0 T 0	0 0 0 0 P 0	0 0 0 0 S 0	0 0 0 0 0 1 0	3 3 3 12 C 3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012	3 3 3 3 repreneu Level 3 3	Project Management Quality Management Service Operations Management Total Credits Total Credits ship Course Title Social Entrepreneurship Family Business Management	3 3 3 3 4 5 5 5 5 7 5 7 5 7 7 7 7 7 7 7 7 7 7 7	0 0 0 T 0 0	0 0 0 0 0 P 0 0	0 0 0 0 S 0 0	0 0 0 0 0 J 0	3 3 3 12 C 3 3 3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012 IENT3052	3 3 3 3 repreneu 3 3 3 3	Project Management Quality Management Service Operations Management Total Credits rship Course Title Social Entrepreneurship Family Business Management Design Thinking and Frugal Innovation	3 3 3 3 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0 0 0 0 T 0 0 0	0 0 0 0 0 P 0 0 0	0 0 0 0 0 S 0 0 0	0 0 0 0 0 J 0 0 0	3 3 3 3 12 C 3 3 3 3 3 3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012 IENT3052 IENT3032 Bachelor of Ba	3 3 3 3 repreneu Level 3 3 3 3 3 3	Project Management Quality Management Service Operations Management Total Credits Total Credits rship Course Title Social Entrepreneurship Family Business Management Design Thinking and Frugal Innovation Contemporary Business Models Total Credits Administration (Management Accounting) –	3 3 3 3 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0 0 0 0 T 0 0 0	0 0 0 0 0 P 0 0 0 0	0 0 0 0 0 S 0 0 0	0 0 0 0 0 J 0 0 0	3 3 3 3 12 C 3 3 3 3 3 3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012 IENT3052 IENT3032 Bachelor of Ba Minimum num	3 3 3 repreneu Level 3 3 3 3 3 usiness <i>A</i>	Project Management Quality Management Service Operations Management Total Credits rship Course Title Social Entrepreneurship Family Business Management Design Thinking and Frugal Innovation Contemporary Business Models Total Credits Administration (Management Accounting) – redits to be earned is 51	3 3 3 3 4 3 3 3 3 3 3	0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0	3 3 3 12 5 3 3 3 3 3 12
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012 IENT3052 IENT3032 Bachelor of Ba Minimum num Course Code	3 3 3 3 repreneu Level 3 3 3 3 3 3 usiness <i>A</i> iber of C Level	Project Management Quality Management Service Operations Management Total Credits Total Credits Interpret State Social Entrepreneurship Family Business Management Design Thinking and Frugal Innovation Contemporary Business Models Total Credits Administration (Management Accounting) – redits to be earned is 51 Course Title	3 3 3 3 4 3 3 3 3 3 3 4 2 4 4 4 4 4 5 4 5 4 5 4 5 4 5 4 5 4 5	0 0 0 7 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0	3 3 3 12 12 3 3 3 3 3 3 12 C C
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012 IENT3052 IENT3032 Bachelor of Bu Minimum num Course Code FINA1101	3 3 3 3 repreneu 3 3 3 3 3 3 usiness <i>A</i> hber of C Level 1	Project Management Quality Management Service Operations Management Total Credits rship Course Title Social Entrepreneurship Family Business Management Design Thinking and Frugal Innovation Contemporary Business Models Total Credits Administration (Management Accounting) – redits to be earned is 51 Course Title Introduction to Financial Accounting	3 3 3 3 3 3 3 3 3 3 3 3 5 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2	0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 3 3 12 3 3 3 3 3 3 3 12 12 5 2 3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012 IENT3052 IENT3032 Bachelor of Br Minimum num Course Code FINA1101 FINA1002	3 3 3 3 repreneu Level 3 3 3 3 3 3 usiness <i>A</i> ber of C Level 1 1	Project Management Quality Management Service Operations Management Total Credits srship Course Title Social Entrepreneurship Family Business Management Design Thinking and Frugal Innovation Contemporary Business Models Total Credits Administration (Management Accounting) – redits to be earned is 51 Course Title Introduction to Financial Accounting Managing Finance in a Digital World	3 3 3 3 4 3 3 3 3 3 3 3 4 2 4 5 4 5 4 5 4 5 4 5 5 5 5 5 5 5 5 5	0 0 0 7 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 5 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 3 3 12 3 3 3 3 3 3 3 3 12 5 6 6 3 3 3 3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012 IENT3052 IENT3032 Bachelor of Ba Minimum num Course Code FINA1101 FINA1002 IENT1022	3 3 3 3 repreneu 2 3 3 3 3 3 3 3 3 usiness <i>A</i> hber of C 2 Level 1 1 1	Project Management Quality Management Service Operations Management Total Credits Social Credits Social Entrepreneurship Family Business Management Design Thinking and Frugal Innovation Contemporary Business Models Total Credits Administration (Management Accounting) – cedits to be earned is 51 Course Title Introduction to Financial Accounting Managing Finance in a Digital World Fundamentals of Business Economics	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	0 0 0 7 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 3 3 12 3 3 3 3 3 3 3 12 5 5 6 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012 IENT3052 IENT3032 Bachelor of Br Minimum num Course Code FINA1101 FINA1002 IENT1022 FINA2121	3 3 3 3 repreneu Level 3 3 3 3 3 3 3 3 usiness <i>A</i> ber of C Level 1 1 1 1 2	Project Management Quality Management Service Operations Management Total Credits srship Course Title Social Entrepreneurship Family Business Management Design Thinking and Frugal Innovation Contemporary Business Models Total Credits Administration (Management Accounting) – redits to be earned is 51 Course Title Introduction to Financial Accounting Managing Finance in a Digital World Fundamentals of Business Economics Management Accounting	3 3 3 3 3 3 3 3 3 3 3 3 3 3 4	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 3 3 3 12 3 3 3 3 3 3 3 3 3 3 3 4
OPTS3171 OPTS3181 OPTS3191 Basket 5: Entr Course Code IENT3002 IENT3012 IENT3052 IENT3032 Bachelor of Ba Minimum num Course Code FINA1101 FINA1002 IENT1022	3 3 3 3 repreneu 2 3 3 3 3 3 3 3 3 usiness <i>A</i> hber of C 2 Level 1 1 1	Project Management Quality Management Service Operations Management Total Credits Social Credits Social Entrepreneurship Family Business Management Design Thinking and Frugal Innovation Contemporary Business Models Total Credits Administration (Management Accounting) – cedits to be earned is 51 Course Title Introduction to Financial Accounting Managing Finance in a Digital World Fundamentals of Business Economics	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 3 3 3 12 7 2 3 3 3 3 3 12 7 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3

		-	-	-	-	-	1
3	Advanced Financial Reporting	4	0	0	0	0	4
3	Advanced Management Accounting	4	0	0	0	0	4
3	Managing Performance	3	0	0	0	0	3
3	Management Case Study Analysis	4	0	0	0	0	4
3	Strategic Management	3	0	0	0	0	3
3	Financial Strategy	4	0	0	0	0	4
3	Risk Management	4	0	0	0	0	4
3	Strategic Case Study Analysis	4	0	0	0	0	4
usiness A	Administration (Financial Markets) –						
ber of C	redits to be earned is 24						
Level	Course Title	L	Т	Ρ	S	J	С
1	Introduction to Financial Markets	3	0	0	0	0	3
1	Introduction to Mutual Funds	3	0	0	0	0	3
2	Derivative Market Operations	3	0	0	0	0	3
2	Simulation of Equity Shares	3	0	0	0	0	3
2	Commodities Market Analysis	3	0	0	0	0	3
2	Capital Market Operations	3	0	0	0	0	3
3	Fundamental Analysis	3	0	0	0	0	3
3	Technical Analysis	3	0	0	0	0	3
usiness A	Administration (Business Analytics) –						
ber of C							1
Level	Course Title	L	Т	Ρ	S	J	С
2	Data Analysis with Python	3	0	0	0	0	3
2	Programming with Java	3	0	0	0	0	3
2	Data Visualization	3	0	0	0	0	3
3	Predictive Analytics	3	0	0	0	0	3
2	Artificial Intelligence and Machine Learning	3	0	0	0	0	3
3	Big Data Analytics	3	0	0	0	0	3
3	Functional Analytics with R	3	0	0	0	0	3
3	Decision Sciences	3	0	0	0	0	3
3	Database Systems	3	0	0	0	0	3
	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	3 Advanced Management Accounting 3 Managing Performance 3 Management Case Study Analysis 3 Strategic Management 3 Strategic Management 3 Strategic Management 3 Strategic Case Study Analysis 3 Risk Management 3 Strategic Case Study Analysis usiness Administration (Financial Markets) – nber of Credits to be earned is 24 Level Course Title 1 Introduction to Financial Markets 1 Introduction to Mutual Funds 2 Derivative Market Operations 2 Simulation of Equity Shares 2 Commodities Market Analysis 2 Capital Market Operations 3 Fundamental Analysis 3 Technical Analysis 2 Data Analysis with Python 2 Data Visualization <t< td=""><td>3 Advanced Management Accounting 4 3 Managing Performance 3 3 Management Case Study Analysis 4 3 Strategic Management 3 3 Financial Strategy 4 3 Risk Management 4 3 Strategic Case Study Analysis 4 siness Administration (Financial Markets) – - heer of Credits to be earned is 24 Level Course Title L 1 Introduction to Mutual Funds 3 3 2 Derivative Market Operations 3 3 2 Derivative Market Operations 3 3 2 Commodities Market Analysis 3 3 3 Fundamental Analysis 3 3 3 Technical Analysis 3 3</td><td>3 Advanced Management Accounting 4 0 3 Managing Performance 3 0 3 Management Case Study Analysis 4 0 3 Strategic Management 3 0 3 Financial Strategy 4 0 3 Risk Management 4 0 3 Strategic Case Study Analysis 4 0 3 Derivative Case Study Analysis 4 0 3 Derivative Market Operations 3 0 2 Derivative Market Operations 3 0 2 Commodities Market Analysis 3 0</td><td>3 Advanced Management Accounting 4 0 0 3 Managing Performance 3 0 0 3 Management Case Study Analysis 4 0 0 3 Strategic Management 3 0 0 3 Financial Strategy 4 0 0 3 Risk Management 4 0 0 3 Strategic Case Study Analysis 4 0 0 usiness Administration (Financial Markets) – heer of Credits to be earned is 24 Level L T P 1 Introduction to Financial Markets 3 0 0 0 2 Derivative Market Operations 3 0 0 2 Simulation of Equity Shares 3 0 0 2 Capital Market Operations 3 0 0</td><td>3 Advanced Management Accounting 4 0 0 0 3 Managing Performance 3 0 0 0 3 Management Case Study Analysis 4 0 0 0 3 Strategic Management 3 0 0 0 3 Financial Strategy 4 0 0 0 3 Risk Management 4 0 0 0 3 Risk Management 4 0 0 0 3 Strategic Case Study Analysis 4 0 0 0 usiness Administration (Financial Markets) – - 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Internship (INT)

Course code	Level	Course Title	L	Т	Ρ	S	J	С
INTN3444	300	Internship	2	0	0	0	8	4

University Core (UC)

Course code	Level	Course Title	L	Т	Ρ	S	J	С			
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			

Bachelor of Business Administration, w.e.f. 2023 – 24 Admitted Batch

CLAD1012 100 CLAD1022 100 CLAD1032 100 ENVS1002 100 POLS1051 100	Leadership Skills & Quantitative Aptitude Verbal Ability & Quantitative Ability Practicing Verbal Ability & Quantitative Aptitude Value Added Courses Environmental Studies * The Indian Constitution *	0 0 0	0 0 0	2 2 2	0 0 0	0 0 0	1 1 1
CLAD1032 100 ENVS1002 100	Practicing Verbal Ability & Quantitative Aptitude Value Added Courses Environmental Studies *	0					
ENVS1002 100	Aptitude Value Added Courses Environmental Studies *		0	2	0	0	1
	Environmental Studies *						1
		-					
POLS1051 100	The Indian Constitution *	3	0	0	0	0	3
	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
Pa	ass / Fail Courses (Any one course to be cho	osen)					
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	<u>Carrom</u>	0	0	2	0	0	0
DOSP1032 100	<u>Football</u>	0	0	2	0	0	0
DOSP1042 100	Volleyball	0	0	2	0	0	0
DOSP1052 100	<u>Kabaddi</u>	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	Т	Ρ	S	J	С
FINA4011	400	Security Analysis and Portfolio Management	4	0	0	0	0	4
FINA4001	400	Retail Bank Management	4	0	0	0	0	4
HRMG4001	400	Change Management	4	0	0	0	0	4
HRMG4011	400	Human Resource Development	4	0	0	0	0	4
MKTG4001	400	Consumer Behaviour	4	0	0	0	0	4
MKTG4011	400	Services Marketing	4	0	0	0	0	4

OPTS3161	400	Logistics and Supply Chain Management	4	0	0	0	0	4
IENT4021	400	Business Plan Preparation	4	0	0	0	0	4
BUAN4001	400	Emerging Technologies	4	0	0	0	0	4
OPTS4041	400	Statistical Quality Control and Six Sigma	4	0	0	0	0	4
IENT4011	400	Entrepreneurial Financing	4	0	0	0	0	4

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	Т	Ρ	S	J	С
OPTS4031	400	Research Methodology	4	0	0	0	0	4
OPTS4021	400	Research and Publication Ethics*	2	0	0	0	0	2
FINA4011	400	Security Analysis and Portfolio Management	4	0	0	0	0	4
HRMG4001	400	Change Management	4	0	0	0	0	4
MKTG4011	400	Services Marketing	4	0	0	0	0	4
OPTS4011	400	Logistics Management	4	0	0	0	0	4
BUAN4001	400	Emerging Technologies	4	0	0	0	0	4
IENT4021	400	Business Plan Preparation	4	0	0	0	0	4
Research Project / Dissertation (PROJ)								
DIST4888	400	Dissertation - I (Review of Literature & Research Proposal)	0	0	0	0	8	4
DIST4999	400	Dissertation – II (Thesis and Viva)	0	0	0	0	16	8

* Massive Open Online Course (MOOC)

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.	Miner	Credits F	Credits Required			
	Minor	3-Year UG	4-Year UG			
1	Biochemistry	24	32			
2	Bioinformatics	24	32			
3	<u>Biotechnology</u>	24	32			
4	Chemistry	24	32			
5	Environmental Science	24	32			
6	<u>Mathematics</u>	24	32			
7	<u>Statistics</u>	24	32			
8	<u>Microbiology</u>	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
24	<u>Mohiniyattam</u>	24	32
25	<u>Mridangam</u>	24	32
26	Theatre Arts	24	32
27	Business Administration	24	32



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