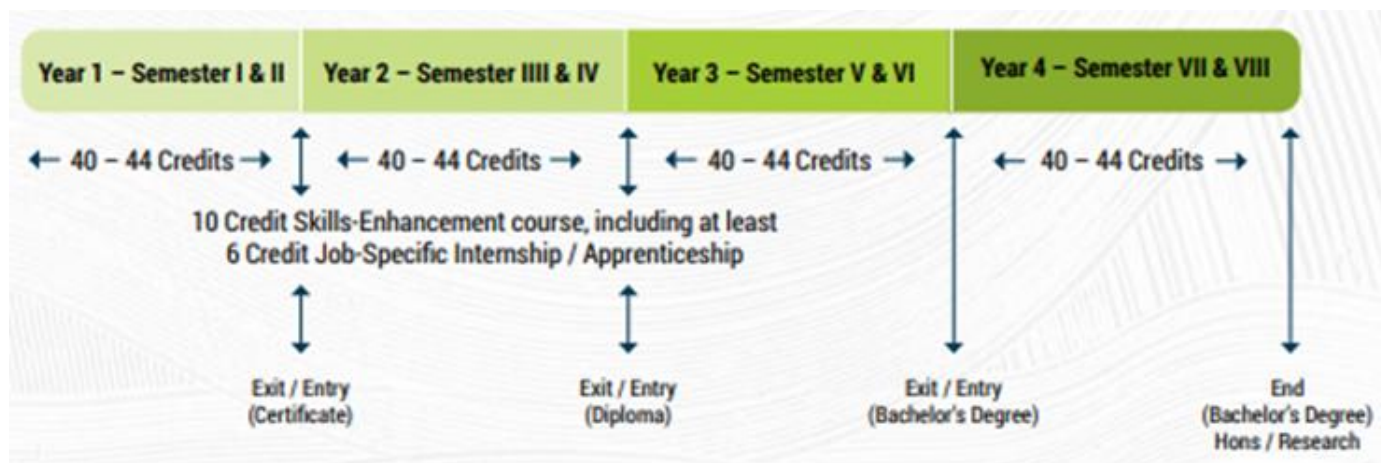


## B.B.A. (Research)

(4 Years Undergraduate Degree Programme as per NEP 2020)

### Tentative Semester wise Course List



#### Year I: Semester I

- Accounting for Business
- Business Statistics
- Digital Fluency/Partnership Firm
- Business Etiquettes
- Proficiency in English
- Organization Behavior
- Happiness & Positivity
- Community Service through Trekking & Adventure

#### Year I: Semester II

- Human Resource Management
- Micro Economics
- Managing Digital Platform/Audit & Compliance
- Personal Financial Planning
- Book Appreciation
- Environmental Studies
- Community Engagement

#### Year II: Semester III

- Operations & Supply Chain Management
- Marketing Management
- E-Business / Business Intelligence for Finance
- Indian Business Environment
- Entrepreneurship Development
- Content Writing
- Constitutional Values, Gender, Diversity and Inclusion
- Projects on Sustainable Development Goals

## **Year II: Semester IV**

- Financial Management
- Business Policy & Strategy
- Emerging Trends in IT/Alternative Investment (Bayesian Thinking)
- Leadership & Team Development
- Certification in Digital Marketing/ BFSI/ Tally
- Constitution of India
- Group Discussion
- Enterprise Analysis Desk Research

## **Year III – Semester V**

- Retail Marketing/Introduction to Financial Markets/Training and Development
- Advertising & Sales Promotion/Taxation/Employee Relations Management
- Research Methodology
- Analysis Tool Pak
- Ethics & Values
- Industry Analysis & Desk Research

## **Year III – Semester VI**

- Marketing of Services/Banking and Financial Institution/Fundamentals of Strategic Human Resource Management
- Social Media Marketing/Project Appraisal & Finance/Managerial Competencies and Career Development
- Minor Track Project
- Dashboard Design & Reporting
- VU Level-Soft Skills
- Graduate Internship

## **Year IV – Semester VII**

- Research Seminars
- Research Project on Minor

## **Year IV – Semester VIII**

- Six Month Research Internship on Major

**Note:** Research components include Symposium, Research Project / Dissertation and Research Internship.