

Indrashil University

School of Economics & Management
Bachelor of Business Administration (BBA)
(Effective from 2023-2026)

Course	Bachelor of Business Administration (BBA)	
Major	Business Administration	
Minor	Economics for Manager	
Semester -1		
Major Courses		
Course Code	Course Name	Credit
23-BBA-101	Principles of Financial Accounting -I	4
23-BBA-102	Principles of Management-I	4
Minor Courses		
Course Code	Course Name	Credit
23-BBA-103	Principles of Microeconomics	4
Inter Disciplinary / Multi-Disciplinary Courses		
Course Code	Course Name	Credit
23-BBA-104	Business Mathematics	4
Ability Enhancement Courses (AEC)		
Course Code	Course Name	Credit
23-HS-107	Communicative English	2
Skill Enhancement Courses (SEC)		
Course Code	Course Name	Credit
23-CA-106	PC Package Lab (MS Office Package)	2
Value Added Courses (VAC)		
Course Code	Course Name	Credit
23-HS-109	Indian Knowledge System	2
Total Credit		22

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Course	Bachelor of Business Administration (BBA)	
Major	Business Management	
Minor	Economics for manager	
Semester -2		
Major Courses		
Course Code	Course Name	Credit
23-BBA-201	Principles of Financial Accounting -II	4
23-BBA-202	Principles of Management-II	4
Minor Courses		
Course Code	Course Name	Credit
23-BBA-203	Economic Environment for Business	4
Inter Disciplinary / Multi-Disciplinary Courses		
Course Code	Course Name	Credit
23-BBA-204	Quantitative Techniques	4
Ability Enhancement Courses (AEC)		
Course Code	Course Name	Credit
23-BBA-205	Business Communication	2
Skill Enhancement Courses (SEC)		
Course Code	Course Name	Credit
23-BBA-206	Fundamentals of Tally	2
Value Added Courses (VAC)		
Course Code	Course Name	Credit
23-HS-208	Environmental Science(ES)	2
Total Credit		22

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Minor	1. Organizational Behavior 2. Production Operation Management	
Major	1. Human Resource Management 2. Marketing Management 3. Finance Management 4. Health Care Management	
Semester -3		
Minor Courses		
Course Code	Course Name	Credit
23-BBA-301	Organization Behavior	4
23-BBA-302	Production Operation Management	4
Major Courses		
Course Code	Course Name	Credit
23-BBA-303	Basics of Human Resource Management	4
23-BBA-304	OR Fundamental of Marketing	
23-BBA-305	OR Basics of Financial Management	
23-BBA 306	OR Introduction to Health Care	
23-BBA 309	OR Introduction to Aviation Industry	
Inter Disciplinary / Multi-Disciplinary Courses		
Course Code	Course Name	Credit
23-BBA-307	Legal Aspects of Business	4
Ability Enhancement Courses (AEC)		
Course Code	Course Name	Credit
23-HS-311	Leadership and Influence	2
Skill Enhancement Courses (SEC)		
Course Code	Course Name	Credit
23-BBA-308	Management Information System	2
Value Added Courses (VAC)		
Course Code	Course Name	Credit
23-HS-313	Renewable Energy	2
Total Credit		22

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Major	Economics for Manager	
Semester -4		
Minor Courses		
Course Code	Course Name	Credit
23-BBA-401	Business Ethics and Corporate Governance	4
23-BBA-402	Marketing in Modern Era	4
Major Courses		
Course Code	Course Name	Credit
23-BBA-403 OR 23-BBA-404 Or 23-BBA-405 Or 23-BBA-406	Talent and Knowledge Management Or Integrated Marketing Communication Or Management of Financial Services Or Digital Health	4
Inter Disciplinary / Multi-Disciplinary Courses		
Course Code	Course Name	Credit
23-BBA-407	Personal Financial Planning	4
Ability Enhancement Courses (AEC)		
Course Code	Course Name	Credit
24HS401	Social Media and Blog Writing	2
Skill Enhancement Courses (SEC)		
Course Code	Course Name	
23-BBA-408	Cyber Security Management	2
Value Added Courses (VAC)		
Course Code	Course Name	Credit
23-HS-408	Yoga and Wellness	2
Total Credit		22

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Semester-5		
Minor Courses		
Course Code	Course Name	Credit
23-BBA-501	Research Methodology	4
23-BBA-502	Entrepreneurship Development	4
Major Courses		
Course Code	Course Name	Credit
23-BBA-503	Training &Development	4
23-BBA-504	Compensation Management	4
	OR	
23-BBA-505	Advertising & Brand Management	4
23-BBA-506	Rural Marketing	4
	OR	
23-BBA-507	Banking & Insurance	4
23-BBA-508	Merger & Acquisition	4
	OR	
23-BBA-509	Quality Assurance & Management	4
23-BBA-510	Hospital Operations Planning & Management	4
Skill Enhancement Courses(SEC)		
Course Code	Course Name	Credit
23-BBA-511	Summer Internship & Viva-voce	4
Total Credit		20

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Semester-6		
Minor Courses		
Course Code	Course Name	Credit
23-BBA-601	Strategic Management	4
Major Courses		
Course Code	Course Name	Credit
23-BBA-602	HRD Systems & Strategies	4
	OR	
23-BBA-603	Consumer Behaviour	4
	OR	
23-BBA-604	Strategic Financial Management	4
	OR	
23-BBA-605	Healthcare Economics & Management	4
Skill Enhancement Courses(SEC)		
Course Code	Course Name	Credit
23-BBA-606	Multidisciplinary Project Report (MAP)	12
Total Credit		20