

J.D. BIRLA INSTITUTE
B.B.A. Three-Year (6-Semester)
CURRICULUM
(Applicable from Session 2019-2020)

Subject Code	Course Nomenclature	Details	Marks	Credits
SEMESTER-1				
MAN101	CC	Fundamentals of Management & Organizational Behavior	100	6
MAN 102	CC	Business Mathematics	100	6
MAN 103	GE	Entrepreneurship Development	100	6
MAN 104	AECC	Environmental Science	100	2
Total			400	20
SEMESTER-2				
MAN 201	CC	Managerial Economics	100	6
MAN 202	CC	Business Accounting	100	6
MAN 203	GE	Ethics & Corporate Social Responsibility	100	6
MAN 204	AECC	Business Communication	100	2
Total			400	20
SEMESTER-3				
MAN 301	CC	Macro Economics	100	6
MAN 302	CC	Principles of Marketing	100	6
MAN 303	CC	Management Accounting	100	6
MAN 304	GE	Project & Operations Management	100	6
MAN 305	SEC	IT Tools for Business	100	2
Total			500	26
SEMESTER-4				
MAN 401	CC	Statistics for Business Decisions	100	6
MAN 402	CC	Human Resource Management	100	6
MAN 403	CC	Financial Management	100	6
MAN 404	GE	Tax Planning	100	4
MAN 405	SEC	E-Commerce	100	4
Total			500	26
SEMESTER-5				
MAN 501	CC	Quantitative Techniques for Management	100	6
MAN 502	CC	Legal Aspects of Business	100	6
MAN 503 & MAN 504	DSE	<i>Choose any one group:</i> <ul style="list-style-type: none"> • <i>Group A (Finance)</i> - DSE (A1):1 & DSE (A1):2 • <i>Group B (Marketing)</i> - DSE (A2): 1& DSE (A2): 2 • <i>Group C (Human Resource Management)</i> - DSE (A3): 1 & DSE (A3): 2 	200	6 + 6 = 12
	DSE (A1):1	International Finance		
	DSE (A1):2	Investment Analysis & Portfolio Management		
	DSE (A2):1	Retail Management		
	DSE (A2):2	Marketing of Services		
	DSE (A3):1	HRD: Systems and Strategies		
	DSE (A3):2	Management of Industrial Relations		
Total			400	24
SEMESTER-6				
MAN 601	CC	Business Policy & Strategy	100	6
MAN 602	CC	Management Information System	100	6
MAN 603 & MAN 604	DSE	<i>Choose any one group:</i> <ul style="list-style-type: none"> • <i>Group A (Finance)</i> - DSE (B1):1 & DSE (B1):2 • <i>Group B (Marketing)</i> - DSE (B2): 1& DSE (B2): 2 • <i>Group C (Human Resource Management)</i> - DSE (B3): 1 & DSE (B3): 2 	200	6+6=12
	DSE (B1):1	Business Analysis & Valuation		
	DSE (B1):2	Research Project (FINANCE)		
	DSE (B2):1	Distribution & Supply Chain Management		
	DSE (B2): 2	Research Project (MARKETING)		
	DSE (B3): 1	Performance and Compensation Management		
	DSE (B3): 2	Research Project (HUMAN RESOURCE MANAGEMENT)		
Total			400	24
AN AUDIT / OPTIONAL COURSE, INTERNSHIP TRAINING FOR 4 WEEKS WITHIN THE 6 SEMESTERS.				
Total			400	24
Grand Total			2600	140

■ CC: Core ■ DSE: Discipline Specific Elective ■ GE: Generic Elective ■ AECC: Ability Enhancement Compulsory Course ■ SEC: Skill-Enhancement Elective Course