

Curriculum & Syllabi



(Programme Credit Framework, Courses Credit Structure Semester wise for 4 Year Under Graduate Programme in Business Administration in Alignment with National Education Policy-2020)

in

SRM UNIVERSITY DELHI-NCR
W.e.f. Academic Year 2023-24

**BACHELOR OF BUSINESS ADMINISTRATION[BBA(BA)
HONS.] & [BBA(BA) HONS. WITH RESEARCH]**

(Business Analytics with IBM Sponsored Programme)

(4 YEAR UNDERGRADUATE DEGREE PROGRAMME)

[W. e. f. 2023-24]

**DEPARTMENT OF MANAGEMENT STUDIES
FACULTY OF MANAGEMENT & COMMERCE**

SRM UNIVERSITY DELHI-NCR, SONEPAT

**39, Rajiv Gandhi Education City,
Sonapat, Haryana-131029**

MANAGEMENT GRADUATES EMPLOYABILITY ATTRIBUTES

S. No.	EMPLOYABILITY ATTRIBUTES	DESCRIPTION
1	Sound knowledge, Skills & Understanding of the domain area	Students should have the fundamental knowledge of basic subjects and skills to apply in the domain area.
2	Instilling pragmatic skills	An understanding of management concepts and how management knowledge are used in real-world business settings.
3	Developing communication and deliverable skills	Ability to write and speak well - oral and written communication
4	Inquisitiveness	Eager to learn new things.
5	Leadership Skills	Ability to work as a member as well as leader in teams.
6	Engagement Skills	To have a strong sense of Commitment and involvement.
7	Practical solution building capacity	The ability to analyze a problem to develop workable solutions
8	Universality skills	Ability to work with diverse group of people and handle the pressure of work.
9	Social responsibility	A strong sense of ethics and integrity with the society

DEPARTMENT OF MANAGEMENT STUDIES
PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

BBA is a four-year professional undergraduate course in Business Management. The course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. The course follows CBCS (Choice-Based Credit System) and is evaluated with a continuous grading system. The grading system provides uniformity in the evaluation and computation of cumulative grade points (CGPA) based on students' performance in examinations which enables them to move in a better way toward higher education. The curriculum is dispensed using a combination of classroom teaching, project-based learning, practical, group discussions, presentations, home assignments, industry interactions and exposure, internships and fieldwork. The program has a unique and innovative course structure.

The objectives of the course are:

PEO 1: To make students understand the basic principles of business analytics.

PEO 2: To impart knowledge of functional areas of management like HR, finance and marketing.

PEO 3: To learn various aspects, tools and techniques with reference to use and apply in business problems.

PEO 4: To learn to solve problems from various industries such as banking and finance, healthcare, insurance, retail, services, software etc.

PEO 5: To make students do projects, internship and other soft skill-based activity which prepares them for placement/employment.

PEO 6: To develop strengthening skills in research-based problem-solving and providing innovative solutions.

DEPARTMENT OF MANAGEMENT STUDIES- PROGRAM LEARNING OUTCOMES (PLOs)

The BBA with business analytics course, enabling them to move better for teaching, research and allied business administration. It serves the needs of academics and prepares students for research and teaching. The course is well received in the industry and for years they have been serving the needs of the managerial cadre in business and industry. BBA. Course offers research in diverse areas of management discipline and has a large base of research contribution. Teaching pedagogy is adopted to ensure all-around learning for the students. On the completion of this course, students will have the ability to:

PLO 1: To articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of business analytics.

PLO 2: To identify, formulate and provide innovative solution frameworks to real-world complex business and social problems across all functional areas of business.

PLO 3: To apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, economic and cultural issues and the consequent responsibilities relevant to professional management practices.

PLO 4: To identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing industries.

PLO 5: To comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PLO 6: To pursue higher education and advance research in the field of management with a clear understanding for presenting innovative solutions.

PLO 7: To participate in wider societal concerns through engagement in the professional knowledge of project-based learning.

**MAPPING MATRIX OF PROGRAMME EDUCATIONAL OBJECTIVES(PEOs) AND
PROGRAMME LEARNING OUTCOMES (PLOs)**

PLOs / PEOs	01	02	03	04	05	06	07
01							
02							
03							
04							
05							
06							

**PROGRAMME STRUCTURE – (BBA (Business Analytics) Hons.)
(Business Analytics with IBM Sponsored Programme)**

The curriculum of BBA. Business Analytics with IBM Sponsored Programme will help students to get an insight into the tricks & acumen necessary for competent handling of business and segments constituting it. BBA. Programme also helps the students in sharpening the managerial skills & soft skills necessary for conducting routinized and specialized task in the real work-life scenario. The credit requirements for their Programme of study are comprised of the following Programme Structure:

- **Major Courses included IBM Sponsored Courses**

The core courses are aimed at providing the student with a solid foundation in their chosen field of study as per Industry 5.0 skills and knowledge that includes effective collaborations of human and machine. The purpose of core courses is to lay a strong foundation of basic principles of various disciplines such as Business Analytics, Human Resource, Marketing, International Business, accounting and finance in the mind of the learners so that they proceed to the best of their years of study with up-to-date knowledge. Some core courses are interdisciplinary due to their requirements in the management Programme. IBM Courses lay foundation and then advance knowledge among the students concerning algorithms related to analytics. These courses are taught by IBM professionals and administered on departmental level.

- **Minor stream courses:**

Discipline-specific elective courses may be offered by the main discipline/subject of study is referred to as Functional Elective and minor courses. The functional electives, on the other hand, provide the student with an option to gain exposure to different specializations within the discipline, or an opportunity to study two of the subfields in some depth. A student may opt for any two electives belonging to any two specializations and increase the probability of employment in the coming years. Once a group has been selected, no change in selected groups will be allowed later. Both papers of the selected specialization will be taught from the V semester to the VII semester. These courses are interdisciplinary due to their requirements in the management program.

- **Multidisciplinary Courses (MDC):**

Multidisciplinary courses are offered in the I, II, III and IV semesters. The aim of introducing these courses is to broaden the intellectual knowledge of students in the fields related to management, computers, law and other fields.

- **Ability Enhancement courses (AEC):**

Mandated by the University Grant Commission, Ability Enhancement Courses aim to hone the social and leadership skills that are crucial for students to succeed in their personal and professional life. Ability enhancement courses are offered in the 1st and 2nd Semesters.

- **Skill Enhancement Courses (SEC)- Technical & Soft Skills:**

Under Skill Enhancement Courses five (SEC) with defined nomenclature and course content for BBA graduates from 1st Semester to 5th semester are offered. By gaining new skills and knowledge, students can make more valuable to potential employers and broaden the origin of learners. This will include Digital Literacy and IT Skills, Advanced Excel/Power BI, SPSS, Essentials of Block Chain, Effective Communication Skills, Teamwork & Interpersonal Skills, Presentation & Speaking Skills and Professional Writing and Interpersonal skill: strategies.

- **Value Added Courses (VAC):**

These courses help to develop students' interpersonal skills, technical skills, life skills and employability skills to meet industry demands as well as their own interest and aptitude. These courses are offered from the 1st to the 4th Semester. These are intended to impart knowledge regarding our constitution, Environment, Technology and Physical Fitness through Sports Yoga etc.

- **Research Project & Dissertation:**

A student pursuing a four-year undergraduate program shall be awarded the Honors degree with research. Students pursuing Hons. would complete 12 Credits of Research/Dissertation. Students pursuing Hons. will do 2 Courses of 8 Credits in lieu of the Research Project in the VII Semester and a Summer Internship of 6 to 8 weeks in lieu of the Research Project in the VIII Semester.

- **Live Projects/Fieldwork/Vocational Courses/Summer Internship (LP/VC/SIP)**

Fieldwork and Live projects will be taken during the II, IV and VI semester. Students will work on one more project pertaining to their chosen domain. After semester IV, students are directed to prepare one summer internship project on the basis of internship which is scheduled for 6-8 weeks and evaluation will be done in the sixth semester and VIII semester to complete the BBA honors with research. Each student undertakes a project to be pursued by him/her under the supervision of internal faculty to be appointed by the Head of Department. The project should be based on Primary data and in the case of secondary data quality of the project should be justified by the supervisor. The title of the project and the name of the supervisor should be approved by the Head of the department.

**Four Year Under Graduate BBA(BA(Hons.) Programme Structure
in
Alignment with NEP-2020 in SRMUH
W.e.f. Academic Year 2023-24**

S.No.	Broad Category of Courses	Abbreviation
1	Major Courses	DSC/Interdisciplinary Courses (IDC)
2	Minor Stream Courses	Interdisciplinary Courses (IDC)/DSE
3	Multidisciplinary Courses	MDC
4	Ability Enhancement Courses	AEC
5	Skill Enhancement Courses	SEC
6	Value Added Courses	VAC
7	Summer Internship	SIP*
8	Research Project/Dissertation	RP/Dissertation**

* Students would require to complete SIP during the summer term of 6 to 8 weeks.

**Students pursuing Hons. will do 3 courses for 12 Credits in lieu of a Research Project/Dissertation.

**Students pursuing Hons. with Research would complete 12 Credits of Research/Dissertation.

**Four Year Under Graduate BBA (BA (Hons.) Programme Credit
Structure in Alignment with NEP-2020 in SRMUH
w.e.f. Academic Year 2023-24**

Sl. No.	Course Category	Abbreviation	Credit Requirement in SRMUH		
			3 Year UG	4 Year UG	
				BBA	BBA with Research
1	Major Courses	DSC/Interdisciplinary Courses (IDC)/Business Analytics courses	72	96	96
2	Minor Stream Courses	Interdisciplinary Courses (IDC)/DSE	24	32	24
3	Multidisciplinary Courses	MDC	12	12	12
4	Ability Enhancement Courses	AEC	8	8	8
5	Skill Enhancement Courses	SEC	10	10	10
6	Value Added Courses	VAC	6	6	6
7	Live Projects/Fieldwork/Vocational Courses/Summer Internship	LP/VC/SIP*	14	14	14
8	Research Project/Dissertation	RP/Dissertation**	0	4	12
	TOTAL		146	182	182

* Students would require to complete SIP during the summer training after IV semester of 6 to 8 weeks.

**Students pursuing Hons. will do 3 courses for 12 Credits in lieu of a Research Project/Dissertation.

**Students pursuing Hons. will do 2 courses of 4 credits each and one dissertation of 4 credits in lieu of a Research project.

Four Year Under Graduate BBA(BA(Hons.)) Programme Credit Structure Semester wise in Alignment with NEP-2020 in SRMUH w.e.f. Academic Year 2023-24

BBA (Business Analytics with IBM Sponsored Programme) Structure

Four Year Under Graduate BBA Programme Credit Structure Semesterwise in alignment with NEP-2020 in SRMUH w.e.f. Academic Year 2023-24										
Department of Management Studies										
Semester	Broad Category of Courses								Total Credits	Remarks
	Major	Minor	Multidisciplinary	AEC	SEC	VAC	RP /Dissertation	Live Projects/ Vocational Courses/ Summer Internship		
I	12		3	4	2	2			23	Certificate: 46 Credits
II	12		3	4	2			2	23	
III	12	4	3		2	2			23	Diploma: 94 Credits
IV	12	4	3		2	2		2	25	
V	12	8			2			4	26	Degree: 146 Credits
VI	12	8						2+4	26	
VII	12	8*					6**		20*/18**	Hons./Hons. with Research: 182 Credits
VIII	12						4*/6**	4*	16*/18**	
3 Years	72	24	12	8	10	6	0	14	146	
4 Years	96	24**/32*	12	8	10	6	4*/12**	14*/14**	182*/182**	

*Students pursuing Hons. Will do 2 courses of 4 credits each and one dissertation of 4 credits in lieu of a Research project.

**Students pursuing Hons. will do 3 courses for 12 Credits in lieu of a Research Project/Dissertation.

**Four Year Under Graduate BBA (BA (Hons.) Programme Courses Credit Structure
Semesterwise in Alignment with NEP-2020 in SRMUH
w.e.f. Academic Year 2023-24**

First Semester								
Sl.No.	Course Code	Course Title	L	T	P	Hours	Credits	Course Category
1	23BBA101	Principles and Practices of Management	4	0	0	4	4	Major Course
2	23BBA102	Financial Accounting	4	0	0	4	4	Major Course
3	23BBA103	Principles of Marketing	4	0	0	4	4	Major Course
4		MDC-I	3	0	0	3	3	Multidisciplinary Course
5	23AEC101	Functional English-I	2	0	0	2	2	Ability Enhancement Course
6	23FLFR /23FLGR/23 HIN101-I	French/German/Hindi- I	2	0	0	2	2	Ability Enhancement Course
7	23SS151	Effective Communication Skills	0	0	2	2	1	Skill Enhancement Course
8	23TS101	Digital Literacy & IT Skills	0	0	2	2	1	Skill Enhancement Course
9	23VAC103	Sports, Yoga & Fitness	0	0	4	4	2	Value Added Course
TOTAL						27	23	
Second Semester								
Sl.No.	Course Code	Course Title	L	T	P	Hours	Credits	Course Category
1	23BBA201	Fundamentals of O. B	4	0	0	4	4	Major Course
2	23BBA202	Cost and Management Accounting	4	0	0	4	4	Major Course
3	23BBA203/ 19BBB1205	Business Law/Data Analytics Fundamentals	4	0	0	4	4	Major Course
4		MDC-II	3	0	0	3	3	Multidisciplinary Course
5	23AEC201	Functional English-II	2	0	0	2	2	Ability Enhancement Course
6	23FLFR /23FLGR/23 HIN101-I	French/German/Hindi-II	2	0	0	2	2	Ability Enhancement Course
7	23SS252	Teamwork and Interpersonal skills	0	0	2	2	1	Skill Enhancement Course
8	23TS201	Advanced Excel	0	0	2	2	1	Skill Enhancement Course
9	23BBA204P	*Community Engagement and Service	0	0	0	0	2	Fieldwork
TOTAL						23	23	
*Students would require to go to nearby villages for Community Engagement and Service **On exit, students shall be awarded a UG Certificate (in the field of study/discipline) on securing the requisite 46 Credits on completion of II-Semester.								

Third Semester								
Sl. No.	Course Code	Course Title	L	T	P	Hours	Credits	Course Category
1.	23BBA301	Creating an Entrepreneurial Mindset	4	0	0	4	4	Major Course
2.	23BBA302/ 19BBB1301	Quantitative Techniques for Managers/ Data Engineering for Analytics	3	0	2	5	4	Major Course
3.	23BBA303	Digital Marketing	4	0	0	4	4	Major Course
4.	23BBA304	Micro Economics	4	0	0	4	4	Minor Course
5.		MDC-III	3	0	0	3	3	Multidisciplinary Course
6.	23SS353	Presentation Skills	0	0	2	2	1	Skill Enhancement Courses
7.	23TS301	Spreadsheet Tools for Financial Predictions	0	0	2	2	1	Skill Enhancement Courses
8.	23VAC102	Indian Constitution & Polity	2	0	0	2	2	Value Added Courses
TOTAL						26	23	

Fourth Semester								
Sl. No.	Course Code	Course Title	L	T	P	Hours	Credits	Course Category
1.	23BBA401	Business Research Methods	4	0	0	4	4	Major Course
2.	23BBA402	Human Resource Management	4	0	0	4	4	Major Course
3	23BBA403/ 19BBB1404	Corporate law/ Dashboard Analytics and Reporting with BI	3	0	2	5	4	Major Course
4	23BBA404	Macro Economics	4	0	0	4	4	Minor Course
5		MDC-IV	3	0	0	3	3	Multidisciplinary Course
6	23SS454	Professional Skills	0	0	2	2	1	Skill Enhancement Courses
7	23TS401	Statistical Analysis with SPSS	0	0	2	2	1	Skill Enhancement Courses
8	23VAC101	Environment Protection & Sustainable Development	2	0	0	2	2	Value Added Courses
9	23BBA405P	Live Project-I	0	0	0	0	2	Live Project
TOTAL						26	25	
*Students would require to complete Live Project during the semester **On exit, students shall be awarded a UG Diploma (in the field of study/discipline) on securing the requisite 94 Credits on completion of IV-Semester.								

Fifth Semester								
Sl.No.	Course Code	Course Title	L	T	P	Hours	Credits	Course Category
1	23BBA501/ 19BBB1502	Production and Operations Management/ Statistics Fundamental for Analytics	3	0	2	5	4	Major Course
2	23BBA502	E-Commerce	4	0	0	4	4	Major Course
3	23BBA503	Fundamentals of Financial Management	4	0	0	4	4	Major Course
4	23BBA504 HR/F/M	DSE-I HR/Mkt/Finance/IB	4	0	0	4	4	Minor Course(DSE)
5	23BBA505 HR/F/M	DSE-II HR/Mkt/Finance/IB	4	0	0	4	4	Minor Course (DSE)
6	23AR555	Aptitude and Reasoning	0	0	2	2	1	Skill Enhancement Course
7	23TS501	Essentials of Block chain and IoT	0	0	2	2	1	Skill Enhancement Course
8	23BBA506P	Summer Internship Project*	0	0	0	0	4	Summer Internship
TOTAL						25	26	

Sixth Semester								
Sl.No.	Course Code	Course Title	L	T	P	Hours	Credits	Course Category
1	23BBA601/ 19BBB1602	Introduction to Business Strategy/ Analytics with R	3	0	2	5	4	Major Course
2	23BBA602	Income tax law and Practice	4	0	0	4	4	Major Course
3	23BBA603	Business Ethics and CSR	4	0	0	4	4	Major Course
4	23BBA604 HR/F/M	DSE-III HR/Mkt/Finance/IB	4	0	0	4	4	Minor Course (DSE)
5	23BBA605 HR/F/M	DSE-IV HR/Mkt/Finance/IB	4	0	0	4	4	Minor Course (DSE)
6	23VOC607	Project Management	4	0	0	4	4	Vocational Course
7	23BBA606P	Live Project-II	0	0	0	0	2	Live Project
TOTAL						25	26	

Note

***Students would require to complete a summer internship program during the summer term of 6-8 weeks after completion of the IV semester and present the report for evaluation in the V semester.**

****Students would require to complete Live Project during the VI semester**

*****On exit, students shall be awarded a Bachelor of Business Administration (BBA) degree on securing the requisite 146 Credits on completion of VI-Semester.**

Seventh Semester								
Sl. No.	Course Code	Course Title	L	T	P	Hours	Credits	Course Category
1	23BBA701	Business Environment	4	0	0	4	4	Major Course
2	23BBA702	Goods and Service Tax	4	0	0	4	4	Major Course
3	23BBA703	International Business Management	4	0	0	4	4	Major Course
4	23BBA704H R/F/M	DSE-V* HR/Mkt/Finance/IB	4	0	0	4	4	Major/Minor Course* (DSE) (Students pursuing Hons. degree)
5	23BBA 705HR/F/M	DSE-VI* HR/Mkt/Finance/IB	4	0	0	4	4	Major/Minor Course* (DSE) (Students pursuing Hons. degree)
6	23BBA706P	Research Project-I**	0	0	0	0	6	Research Project** (Students pursuing Hons. with Research degree)
TOTAL						20/12	20*/18**	

Eighth Semester								
Sl. No.	Course Code	Course Title	L	T	P	Hours	Credits	Course Category
1	23BBA801	Corporate Governance	4	0	0	4	4	Major Course
2	23BBA802	Supply Chain Management	4	0	0	4	4	Major Course
3	23BBA803	India Diversity and Business	4	0	0	4	4	Major Course
4	23BBA804P	Dissertation*	0	0	0	0	4	Summer Internship*(Students pursuing Hons. degree)
5	23BBA805P	Research Project-II**	0	0	0	0	6	Research Project (Students pursuing Hons. with Research degree)
TOTAL						12	16*/18**	

***Students pursuing Hons. Would require to do 2 courses of 4 credits each in lieu of a Research Project in VII Semester and one dissertation in the VIII semester.**

****Students pursuing BBA Hons. With research world complete 12 Credits of Research Project.**

***** On completion of the VIII Semester, students shall be awarded a Bachelor of Business Administration degree (BBA Hons. or BBA Hons. with Research) after securing the requisite 182/182 Credits.**

Table-1
Multidisciplinary Courses (MDC)

MULTIDISCIPLINARY COURSES (MDC)		
Total : 12 (3*4) Credits		
Sl. No.		Credits
1	MDC-I	3
2	MDC-II	3
3	MDC-III	3
4	MDC-IV	3
NOTE		
1. These Courses will be of Introductory Level and shall be of 3 Credits.		
2. Students will not be allowed to choose or repeat the Course already gone through in XII class and present Major & Minor Streams		
* Course shall be based on applications, tools & techniques		

Table-2
Ability Enhancement Courses (AEC)

ABILITY ENHANCEMENT COURSES		
Total: 8 (2*4) Credits		
Sl. No.	Course Name	Credits
1	Functional English-I	2
2	Functional English-II	2
3	French-I/German-I/Hindi-I	2
4	French-II/German-II/Hindi-II	2
NOTE:		
1. All Courses are compulsory in this category and there is a choice among language courses		

Table-3
Skill Enhancement Courses (SEC)

Soft Skills Courses					
Total: 5 (1*5) Credits					
Sl. No.	Name of the Course	L	T	P	Credits
1	Effective Communication Skills	0	0	2	1
2	Team Work & Interpersonal Skills	0	0	2	1
3	Presentation & Speaking Skills	0	0	2	1
4	Professional Writing Skills & Interpersonal Skills: Strategies	0	0	2	1
5	Aptitude & Reasoning	0	0	2	1
Technical Skills Courses					
Total: 5 (1*5) Credits					
1	Digital Literacy & IT Skills	0	0	2	1
2	Advanced Excel/Power BI	0	0	2	1
3	Spreadsheet tools for Financial Predictions	0	0	2	1
4	Statistical analysis with SPSS & R	0	0	2	1
5	Essentials of Block Chain & IoT	0	0	2	1

NOTE: Students will be offered all the Ten Skill enhancement courses

Table-4
Value Added Courses (VAC)

Sl. No.	Course Title	L	T	P	Credits
1	Sports, Yoga & Fitness	0	0	4	2
2	Indian Constitution & Polity	2	0	0	2
3	Environment Protection, Sustainable Development	2	0	0	2

Table-5
Vocational Courses
Total: 4 (4*1) Credits

Sl. No.		L	T	P	Credits
1	Project Management	4	0	0	4

Table: 6
List of Core Courses

S. No	Course Type	Course code	Subject	Credits
1	Major course	23BBA101	Principles and Practices of Management	4
2	Major course	23BBA102	Financial Accounting	4
3	Major course	23BBA103	Principles of Marketing	4
4	Major course	23BBA201	Fundamentals of O.B	4
5	Major course	23BBA202	Cost and Management Accounting	4
6	Major course	23BBA 203/19BBB1205	Business Law/ Data Analytics Fundamentals	4
7	Major course	23BBA301	Creating an Entrepreneurial Mindset	4
8	Major course	23BBA302/ 19BBB1301	Quantitative Techniques for Managers/ Data Engineering for Analytics(T)	4
9	Major Course	23BBA303	Digital Marketing	4
10	Major Course	23BBA401	Business Research Methods	4
11	Major Course	23BBA402	Human Resource Management	4
12	Major Course	23BBA403/ 19BBB1404	Corporate Law/ Dashboard Analytics and Reporting with BI(T)	4

13	Major Course	23BBA501/ 19BBB1503	Production and Operations management/ Statistics Fundamental for Analytics	4
14	Major Course	23BBA502	E-Commerce	4
15	Major Course	23BBA503	Fundamentals of Financial Management	4
16	Major Course	23BBA601/ 19B BB1602	Introduction to Business Strategy/ Analytics with R	4
17	Major Course	23BBA602	Income tax, law and Practice	4
18	Major course	23BBA603	Business Ethics and CSR	4
19	Major course	23BBA701	Business Environment	4
20	Major course	23BBA702	Goods and Service Tax	4
21	Major course	23BBA703	International Business Management	4
22	Major Course	23BBA801	Corporate Governance	4
23	Major Course	23BBA802	Supply Chain Management	4
24	Major Course	23BBA803	India Diversity and Business	4

Table-7
Minor courses/Discipline Specific Electives

1	23BBA304	Micro Economics	4
2	23BBA404	Macro Economics	4
3	23BBA504F	Principles of Banking and Insurance	4
4	23BBA505F	Security Analysis and Portfolio Management	4
5	23BBA604F	Financial Institutions and Markets	4
6	23BBA605F	Corporate Valuation	4
7	23BBA704F	Stock Market Operations	4
8	23BBA705F	Merchant Banking and Financial Services	4
9	23BBA504M	Consumer Behavior	4
10	23BBA505M	Marketing of Services	4
11	23BBA604M	Industrial Marketing	4
12	23BBA605M	Fundamentals of Sales and Distribution	4
13	23BBA704M	Foundations of Branding	4
14	23BBA705M	International Marketing	4
15	23BBA504HR	HRD system and strategies	4
16	23BBA505HR	Introduction to Performance Management	4
17	23BBA604HR	Introduction to Human Resource Planning	4
18	23BBA605HR	Industrial Relations and Labour Laws	4
19	23BBA704HR	HR Metric and Analytics	4
20	23BBA705HR	Compensation Management	4
21	23BBA504IB	International Business	4
22	23BBA505IB	Fundamentals of International Trade	4
23	23BBA604IB	Global Strategic Management	4
24	23BBA605IB	Transnational and Cross-Cultural Marketing	4
25	23BBA704IB	Global Logistics Management	4
26	23BBA705IB	Foreign Trade Policy	4

Table-8
List of IBM Sponsored Courses

Sr. No.	Course Type	Course Code	Subject	P	C
1.	IBM Sponsored Course	19BBB1205	Data Analytics Fundamentals	0	4
2.	IBM Sponsored Course	19BBB1301	Data Engineering for Analytics(T)	0	3
3.	IBM Sponsored Course Lab	19BBB1301 P	Data Engineering for Analytics (Lab)	2	1
4.	IBM Sponsored Course	19BBB1404	Dashboard Analytics and Reporting with BI(T)	0	3
5	IBM Sponsored Course Lab	19BBB1404 P	Dashboard Analytics and Reporting with BI(lab)	2	1
6	IBM Sponsored Course	19BBB1502	Statistics Fundamental for Analytics(T)	0	3
7	IBM Sponsored Course Lab	19BBB1502 P	Statistics Fundamental for Analytics (Lab)	2	1
8	IBM Sponsored Course	19BBB1602	Analytics with R (T)	0	3
9	IBM Sponsored Course lab	19BBB1602 P	Analytics with R	2	1

Four Year Undergraduate Programme (BBA(BA) Hons. & BBA(BA) Hons. with Research): Examination, Assessment & Evaluation System in SRMUH w.e.f. Academic Year 2023-24

- An Academic Year is divided into Two Semesters and a minimum of 90 working days in each Semester.
- A Summer Term is for 6 to 8 Weeks during the Summer Vacation.
- Assessment would be conducted in Semester wise. It would be Formative and Summative.
- Assessment would be Learning Outcome Based and more focus would be on formative Assessment
- Formative Assessment includes various parameters such as Assignments, Assignment based Presentation/Project Based Presentation/Presentation, Class Test /Quizzes/ Surprise Tests /Class Participation etc.

Table-9

Four Year Under Graduate BBA(BA)(Hons.) Programme: Examination, Assessment & Evaluation System in SRMUH w.e.f. Academic Year 2023-24			
Course Category	Examination	Assessment & Evaluation Details	
		Continuous	End Semester
Major Courses	Theory	40	60
	Practical	60	40
Minor Courses	Theory	40	60
	Practical	60	40
Multidisciplinary Courses	Theory	40	60
	Practical	60	40
SEC		70	30
VAC * (Sports, Yoga & Fitness)		70	30
Live Projects/Vocational Courses /Summer Internship		60	40
Research Project / Dissertation		70	30

Summer Internships in alignment with NEP-2020 in SRMUH w.e.f. Academic Year 2023-24

The Summer Internship would be conducted in the summer term of 6 to 8 Weeks:

- a). 2 Credits comprising of Fieldwork and **Live Projects** during II, IV and VI Semester.
- b). 4 Credits comprising of **Vocational Course** in VI semester.
- c). 4 Credits comprising of **Summer Internship** during the summer term of 6 to 8 weeks after the IV semester
- d). 12 Credit comprising of **Research Project I and II** during VII and VIII Semester for those who opted for honors with research.

List of Live Project/ Summer Internship Project/Dissertation

Sr. No.	Course Code	Subject	P	C
1	23BBA204P	Community Engagement and Service		2
2	23BBA405P	Live Project-I		2
3	23BBA506P	Summer Internship Project		4
4	23BBA606 P	Live Project-II		2
5	23BBA706P	Research Project-I		6
6	23BBA804P	Dissertation		4
7	23BBA805P	Research Project-II		6