

Course Grid					
BBA- Marketing (Session 2024 – 28)					
SEMESTER I			SEMESTER II		
		Credits			Credits
BBIC 101	Introduction to Corporate Dynamics	2	BBOB 201	Organizational Behavior	3
BBBC 102	Business Communication - I	3	BBBC 202	Business Communication – II	3
BBMS 103	Business Math & Statistics - I	3	BBES 203	Effectual Presentation Skills	1
BBFA104	Fundamentals of Accounting - I	3	BBMS 204	Business Math & Statistics – II	3
BBCS 105	Cultural Studies: North East of India Perspective	1	BBME 205	Macro – Economics for Business Decisions	3
BBBC 106	Business Computing	3	BBEE 206	Environment & Ecology	4
BBME 107	Micro-Economics for Business Decisions	3	BBBE 207	Business Environment	3
BBEC 108	Essentials of Indian Constitution	1	BBFA 208	Fundamentals of Accounting -II	3
BBIP 109	Interest Based Program	2	BBBS 001	Swayam – I (Online – Self Paced)	1
TOTAL		21	TOTAL		24
SEMESTER III			SEMESTER IV		
		Credits			Credits
BBRM 301	Research Methodology	2	BBCB 401	Consumer Behavior & Market Research	3
BBFM 302	Basics of Financial Management	3	BBBR 402	Business Regulatory Framework	3
BBHR 303	Basics of Human Resource Management	3	BBBM 403	Brand Management	3
BFMM 304	Basics Marketing Management	3	BBMS 404	Marketing of Services	2
BBEM305	Event Management	2	BBRM 405	Retail Marketing	2
BBDM 306	Digital Marketing (social media, Mobile & E-Marketing)	3	BBPM 406	Product Management	3
BBSD 307	Sales & Distribution Management	3	BBSN 407	Sales & Negotiation	2
BBEP308	Elective Paper –I	2	BBEP 408	Elective Paper – II	2
BBIP309	Interest Based Program	2	BBBS 002	Swayam II (Online – Self Paced)	1
TOTAL		23	TOTAL		21
SEMESTER V			SEMESTER VI		
		Credits			Credits
BBBP 501	Business Process and Strategic Analysis	3	BBEC601	Business Ethics & CSR	3
BBEV 502	Entrepreneurship & Venture Management	3	BBOM602	Operations Management	3
BBFV 503	Customer Relationship Management	3	BBIM 603	International Marketing	3
BBTS 504	Public Relations	2	BBIC604	Integrated Marketing Communication	2

BFMA 505	Advertising & Sales Promotion	3	BBIF 605	Content Marketing	2
BBRU506	Rural Marketing	3	BBGS606	Green & Sustainable Marketing	3
BBIP507	Interest Based Program	2	BBET607	Emerging Trends & practices of Marketing	3
BBIE 508	Industrial Exposure (Field Visits)	2	BBEP 608	Elective Paper IV	2
BBEP 509	Elective Paper III	2	BBBS003	Swayam III (Online – Self Paced)	1
		23	TOTAL		21
SEMESTER VII			SEMESTER VIII		
		Credits			Credits
BCAP 701	Industry Internship	12	BRFW 801	Research / Field Work	12
BDSR 702	Dissertation	7	BDSR 802	Capstone Project	8
BBPD 001	Professional Development - I	1	BBPD 002	Professional Development - II	1
TOTAL		20	TOTAL		21
Multiple Entry and Exit Mode			End Semester Activities		
Complete 1 year – Certificate Complete 2 years – Diploma Complete 3 years – Degree Complete 4 years – Degree with Honors		After 2 nd and 4 th Sem.	Students will have to Volunteer themselves for Social Impact Projects / Community Services.		(Mandatory + Non - Credited)
Total credit points for BBA (Banking and Finance) are 174					