



# **Programme Specifications**

**Bachelor of Business Administration**

**Programme Code: 017**

**Faculty of Management and Commerce**

**Batch 2020-2021**

# University's Vision, Mission and Objectives

The M. S. Ramaiah University of Applied Sciences (MSRUAS) will focus on student-centric professional education and motivates its staff and students to contribute significantly to the growth of technology, science, economy and society through their imaginative, creative and innovative pursuits. Hence, the University has articulated the following vision and objectives.

## Vision

MSRUAS aspires to be the premier university of choice in Asia for student centric professional education and services with a strong focus on applied research whilst maintaining the highest academic and ethical standards in a creative and innovative environment

## Mission

Our purpose is the creation and dissemination of knowledge. We are committed to creativity, innovation and excellence in our teaching and research. We value integrity, quality and teamwork in all our endeavors. We inspire critical thinking, personal development and a passion for lifelong learning. We serve the technical, scientific and economic needs of our Society.

## Objectives

1. To disseminate knowledge and skills through instructions, teaching, training, seminars, workshops and symposia in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences to equip students and scholars to meet the needs of industries, business and society
2. To generate knowledge through research in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences to meet the challenges that arise in industry, business and society
3. To promote health, human well-being and provide holistic healthcare
4. To provide technical and scientific solutions to real life problems posed by industry, business and society in Engineering and Technology, Art and Design, Management and Commerce, Health and Allied Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences
5. To instill the spirit of entrepreneurship in our youth to help create more career opportunities in the society by incubating and nurturing technology product ideas and supporting technology backed business
6. To identify and nurture leadership skills in students and help in the development of our future leaders to enrich the society we live in
7. To develop partnership with universities, industries, businesses, research establishments, NGOs, international organizations, governmental organizations in India and abroad to enrich the experiences of faculties and students through research and developmental programmes

**Programme Specifications: B.B.A.**

<b>Faculty</b>	Management and Commerce
<b>Department</b>	Management Studies
<b>Programme Code</b>	017
<b>Programme Name</b>	Bachelor of Business Administration
<b>Dean of the Faculty</b>	Dr. H S. Srivatsa
<b>Head of the Department</b>	Dr. H S. Srivatsa

- 1. Title of the Award:** Bachelor of Business Administration
- 2. Mode of Study:** Full-Time
- 3. Awarding Institution /Body:** M. S. Ramaiah University of Applied Sciences, Bengaluru
- 4. Joint Award:** Not Applicable
- 5. Teaching Institution:** Faculty of Management and Commerce, M. S. Ramaiah University of Applied Sciences, Bengaluru
- 6. Date of Programme Specifications:** October 2020
- 7. Date of Programme Approval by the Academic Council of MSRUAS:** 23-Oct-2020
- 8. Next Review Date:** May 2023
- 9. Programme Approving Regulating Body and Date of Approval:** All India Council for Technical Education, New Delhi, 30-Jun-2020
- 10. Programme Accredited Body and Date of Accreditation:** Not Applicable
- 11. Grade Awarded by the Accreditation Body:** Not Applicable
- 12. Programme Accreditation Validity:** Not Applicable
- 13. Programme Benchmark:** Not Applicable
- 14. Rationale for the Programme**

Bachelor of Business Administration (B.B.A) is an undergraduate degree Programme designed to create motivated, energetic, thinking and creative graduates to fill the roles as entry and middle level managers, professionals, administrators, teachers and professors.

With the current trends in Self-Employment and Talent Utilization (SETU) program, there is tremendous need for a young workforce with skillset that will make the students readily employable, for various entry level and managerial roles

The growing Indian millennial generation has the opportunity to use the void to create new employment ventures. The atmosphere of enabling policies, ease of doing business, and the zest of India's aspiring youth needs to channelize towards Start-up India. The United Nations World Employment and Social Outlook 2017 report acknowledged that India was responsible for maximum job creation in 2016 in the Asia and Pacific region and that the India's working age population to surpass one billion in ten years.

Currently, the Indian market is expanding in an accelerated rate. As existing companies expand in size, new start-ups have also arrived on the scene. All these companies require candidates with sound business and operations knowledge. The economic growth of India has created unprecedented demand for talented and trained workforce. To meet this demand, the Government of India is encouraging private and public sectors to establish more practical orientation in the management courses, keeping in mind the rapid digitization in the global market

With the economic liberalization of India in the recent times, need for candidates with adequate managerial and business knowledge has gone up. Organization require candidates with sound business knowledge who can facilitate between the operations team and senior management. These candidates would later be groomed into senior management roles. Realizing the vital need for adequately trained management professionals, Ramaiah University of Applied Sciences (RUAS) gives an ideal platform for the students by exposing them to different aspects of business administration and thereby expanding their horizon. Hence RUAS is proposing to offer B.B.A Programme.

B.B.A is an undergraduate degree Programme that addresses the core functions of business such as marketing, finance, strategy, decision making, with latest additions in entrepreneurship development and Business Analytics skills etc. The degree also focuses on managerial skills, team skills and communication skills. Some of the core subjects taught in B.B.A course are marketing and sales, organization behaviour, basic management skills, business strategy, market trends and competition, financial accounting, legal regulatory framework, entrepreneurship development, Business Analytics, financial management, E-commerce, communication, etc.

The curriculum is outcome based and it imbibes required theoretical concepts and practical skills in the domain. By undergoing this Programme, students develop critical, analytical thinking and problem solving abilities for a smooth transition from academic to real-life work environment. Opportunities are provided for the students to do internship in business organizations, research & development and also execute a well-defined project in a team to enhance practical skills and problem solving abilities. The students are required to submit a well written project report as partial fulfilment for the award of the degree, which will help develop skills of documenting business operations.

## **15. Programme Mission**

The purpose of the Programme is creation of knowledgeable human resources with contemporary business management knowledge and skills to work in Government, Semi-Government, Private and Public sector organization and also to assume administration positions. With further progression in education, graduates should be able to undertake teaching in schools, colleges and universities and become independent professional practitioners and business analysts.

## **16. Graduate Attributes (GAs)**

**GA-1. Business Management Knowledge:** Impart knowledge on fundamentals of Business Administration and Management

**GA-2. Problem Identification:** Identify business problems and collect suitable data for analysis

- GA-3. Design and Development of Solutions:** Ability to identify and apply appropriate statistical methods and tools to analyze business data, and arrive at meaningful solutions
- GA-4. Conduct Investigation of Complex Problems:** Analyze operations model for a stated business activity through simulations and validations
- GA-5. Efficient Management Practices:** Ability to apply appropriate business tools and management techniques and understand optimal utilization of resources for business activity
- GA-6. The Business Leader and Society:** Apply knowledge of labour welfare, economics, social sciences, legal and professional ethics, and interpersonal skills relevant to professional practice
- GA-7. Environment and Sustainability:** Ability to develop sustainable business solutions and their impact on society environment
- GA-8. Ethics:** Ability to apply ethical principles to business management practices for managerial and leadership responsibility
- GA-9. Individual and Teamwork:** Ability to work as a member of a team, to plan with an integrated approach of bringing together various functional business disciplines and to work in teams from multidisciplinary and multicultural environments
- GA-10. Communication:** Ability to make effective business presentations and communicate business ideas effectively
- GA-11. Entrepreneurial Skills:** Ability to conceptualize entrepreneurial ideas and establish entrepreneurial ventures
- GA-12. Life-long learning:** Inculcate a spirit of lifelong learning to develop required competencies

#### **17. Programme Outcomes (POs)**

B.B.A. graduates will be able to:

- PO-1. Knowledge and Understanding:** Gain knowledge of recognizing the functions of businesses, identifying potential business opportunities, involvement of business enterprises and exploring the entrepreneurial opportunities within the purview of legal and regulatory frameworks.

- PO-2. Environment and sustainability:** Understand the impact of the management decisions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO-3. Social responsibility and Ethics:** Apply ethical principles and adhere to corporate ethics and social responsibilities of a business enterprise.
- PO-4. Problem identification and solution:** Apply functional knowledge to identify and solve business management problems using appropriate qualitative and quantitative tools and techniques
- PO-5. Management decision making:** Analyse business opportunities and challenges using appropriate business data, relevant data analysis techniques and logical thinking to suggest suitable solutions for sustainable business decision making.
- PO-6. Management methodologies:** Evaluate the use of management concepts for business decision making.
- PO-7. Business research:** Review of research literature, identify and articulate the research problem, apply appropriate research methodologies, tools and techniques to solve research problem.
- PO-8. New Knowledge creation:** Create frameworks and models using specialized functional and statistical methodologies, tools and techniques for management decision making.
- PO-9. Leadership and teamwork:** Function effectively as an individual, and as a member or leader in diverse teams, in multidisciplinary settings, cross-cultural and global teams.
- PO-10. Communication:** Effectively communicate with prospective employers, post-employment being able to convey management decisions to the organization and its stakeholders appropriately (comprehend and write effective reports, make effective presentations, and give and receive clear instructions, use of digital communication, social networking platforms and so on).
- PO-11. Lifelong Learning:** Analyse the need for ability to engage in independent and lifelong learning in broader business context and adapt according to the changes.

## **18. Programme Goal**

The program goal is to produce business graduates having competencies and practical skills required for effective problem solving and right decision making in different activities relevant to business administration and pursue career in business administration/ management

## **19. Program Educational Objectives (PEOs)**

The objectives of the B.B.A. Programme are to:

- PEO-1.** Provide students with a strong foundation in the fundamentals of business administration, management and corporate governance to enable them to devise and deliver efficient solutions to business problems considering the different functional areas of business environment i.e, marketing, finance, human resource management.
- PEO-2.** Analyze business opportunities and convert them into feasible products/services using statistical methods or tool for managing resources effectively and for optimal business decision making.
- PEO-3.** Provide sound theoretical and practical knowledge of functional areas of business Managerial and entrepreneurial skills to enable students to contribute to the well-being and welfare of the society
- PEO-4.** Inculcate strong human values and social, interpersonal and leadership skills required for professional success in evolving global professional environments

## 20. Programme Specific Outcomes (PSOs)

At the end of the B.B.A. Programme, the graduate will be able to:

- PSO-1.** Apply the knowledge in Financial Management, Human Resource Management and Marketing Management to develop innovative and safe solutions to real-world business problems
- PSO-2.** Adapt to changing business environment and apply tools to analyse business problems and provide effective solutions
- PSO-3.** Demonstrate the leadership qualities and strive for the betterment of organization, environment, and society
- PSO-4.** Demonstrate an understanding of the importance of life-long learning through professional development, practical training, and specialized certifications

## 21. Programme Structure:

Semester 1							
Sl. No.	Code	Course Title	Theory (h/w/s)	Tutorials (h/w/s)	Practical (h/w/s)	Total Credits	Max. Marks
1.	19BMC101B	Principles of Management	3			3	100
2.	19BMC102B	Microeconomics	3			3	100
3.	19BMC103B	Business Mathematics - I	3			3	100
4.	19BMC104B	Marketing Management	3			3	100
5.	19BMC105B	Accounting for Business	2		2	3	100
6	19BML108B	Computer Applications – I			2	1	50
7.	20HST103A	Communication Skills - I	3			3	100
<b>Total</b>			<b>17</b>		<b>4</b>	<b>19</b>	<b>650</b>
<b>Total number of contact hours per week (Max)</b>			<b>21 hours</b>				



Semester 2							
Sl. No.	Code	Course Title	Theory (h/w/s)	Tutorials (h/w/s)	Practical (h/w/s)	Total Credits	Max. Marks
1.	19BMC107B	Business Law	3			3	100
2.	19BMC108B	Macroeconomics	3			3	100
3.	19BMC109B	Organizational Behaviour	3			3	100
4.	19BMC110B	Business Taxation	2		2	3	100
5.	19BMC111B	Business Mathematics - II	2		2	3	100
6.	19BML112B	Computer Applications - II			2	1	50
7.	20HST104A	Communication Skills – II	3			3	100
<b>Total</b>			<b>16</b>		<b>6</b>	<b>19</b>	<b>650</b>
<b>Total number of contact hours per week (Max)</b>			<b>22 hours</b>				

Semester 3							
Sl. No.	Code	Course Title	Theory (h/w/s)	Tutorials (h/w/s)	Practical (h/w/s)	Total Credits	Max. Marks
1.	19BMC201B	Human Resource Management	3			3	100
2.	19BMC202B	International Business	3			3	100
3.	19BMC203B	Consumer Behaviour and Industrial Marketing	3			3	100
4.	19BMC204B	Business Analytics and Quantitative methods	2		2	3	100
5.	19BMC205B	Banking, Financial Institutions and Insurance Services	3			3	100
6.	19BMC206B	Company Law and Corporate Governance	3			3	100
<b>Total</b>			<b>17</b>		<b>2</b>	<b>18</b>	<b>600</b>
<b>Total number of contact hours per week (Max)</b>			<b>19 hours</b>				

<b>Semester 4</b>							
<b>Sl. No.</b>	<b>Code</b>	<b>Course Title</b>	<b>Theory (h/w/s)</b>	<b>Tutorials (h/w/s)</b>	<b>Practical (h/w/s)</b>	<b>Total Credits</b>	<b>Max. Marks</b>
1.	19BMC207B	Services Marketing	3			3	100
2.	19BMC208B	Operations Management	3			3	100
3.	19BMC209B	Management Information Systems (MIS)	2		2	3	100
4.	19BMC210B	Managerial Accounting	2		2	3	100
5.	19BMC211B	Entrepreneurship Development	3			3	100
6.	19BMC212B	Principles of Strategic Management	3			3	100
7.	20HST101A	Elements of Social Science and Ethics	2			2	50
<b>Total</b>			<b>18</b>		<b>4</b>	<b>20</b>	<b>650</b>
<b>Total number of contact hours per week (Max)</b>			<b>22 hours</b>				

<b>Semester 5</b>							
<b>Sl. No.</b>	<b>Code</b>	<b>Course Title</b>	<b>Theory (h/w/s)</b>	<b>Tutorials (h/w/s)</b>	<b>Practical (h/w/s)</b>	<b>Total Credits</b>	<b>Max. Marks</b>
1.	19BMC301B	Business Research	3			3	100
2.	19OEE31XB	Open Elective – 1 / Online Course	3			3	100
3.	19BML302B	Internship			8	4	100
4.	19BML303B/19BML305B	MOOC/ Certification Program			4	2	50
5.	19BMC304B	Logistics and Supply Chain Management	3			3	100
6.	19BTN201A	Environmental Studies	2			2	50
<b>Financial Management</b>							
7.	19BMC311B	Security Analysis and Portfolio Management	3			3	100
8.	19BMC312B	Financial Risk Management	3			3	100

Marketing Management							
9.	19BMC321B	Sales Management	3			3	100
10.	19BMC322B	Advertising and Brand Management	3			3	100
Human Resource Management							
11.	19BMC331B	Industrial Relations	3			3	100
12.	19BMC332B	Organisational Development and Change Management	3			3	100
<b>Total (Max)</b>			<b>17</b>		<b>12</b>	<b>23</b>	<b>700</b>
<b>Total number of contact hours per week (Max)</b>			<b>29 hours</b>				

Semester 6							
Sl. No.	Code	Course Title	Theory (h/w/s)	Tutorials (h/w/s)	Practical (h/w/s)	Total Credits	Max. Marks
1.	19OEE32XB	Open Elective – 2/ Online Course	3			3	100
2.	19BMP310B	Project Work			20	10	100
3.	19HST201A	Constitution, Human Rights and Law	2			2	50
Financial Management							
4.	19BMC313B	Financial Management and project appraisal	3			3	100
5.	19BMC314B	Financial statement analysis	2		2	3	100
Marketing Management							
6.	19BMC323B	Digital Marketing	2		2	3	100
7.	19BMC324B	Retail Marketing	3			3	100
Human Resource Management							
8.	19BMC333B	Labour Legislations	3			3	100
9.	19BMC334B	Human Resource Planning and Development	3			3	100
<b>Total (Max)</b>			<b>10/10/11</b>		<b>22/22/20</b>	<b>21</b>	<b>450 (Max)</b>
<b>Total number of contact hours per week (Max)</b>			<b>32/32/31</b>				

## 22. Open Elective Courses

A number of Open Elective Courses from Faculties of engineering, Management and Commerce, art and design, hospitality management and catering technology, pharmacy, dental sciences are offered as mentioned in the University's website. Students can choose the Open Electives on their own choice.

### 22.1. Innovation Courses in Lieu of Open Elective Courses

Students can take the following 3-credit innovation courses in lieu of Open Elective Courses.

- a) Design Thinking and Innovation (20INO250A)
- b) Skill Development (20INO251A)
- c) Industrial Problem Solving and Hackathons (20INO252A)

## 23. Course Delivery: As per the Timetable

## 24. Teaching and Learning Methods

1. Face to Face Lectures using Audio-Visuals
2. Workshops, Group Discussions, Debates, Presentations
3. Demonstrations
4. Guest Lectures
5. Laboratory work/Field work/Workshop
6. Industry Visit
7. Seminars
8. Group Exercises
9. Project Work
10. Project
11. Exhibitions
12. Technical Festivals

## 25. Assessment and Grading

### 25.1. Components of Grading

There shall be **two components** of grading in the assessment of each course:

**Component 1, Continuous Evaluation (CE):** This component involves multiple subcomponents (SC1, SC2, etc.) of learning assessment. The assessment of the subcomponents of CE is conducted during the semester at regular intervals. This subcomponent represents the formative assessment of students' learning.

**Component 2, Semester-end Examination (SEE):** This component represents the summative assessment carried out in the form an examination conducted at the end of the semester.

Marks obtained CE and SEE components have equal weightage (CE: 50% and SEE: 50%) in determining the final marks obtained by a student in a Course.

The complete details of Grading are given in the Academic Regulations.

## 25.2. Continuous Evaluation Policies

Continuous evaluation depends on the type of the course as discussed below:

### 25.2.1 Theory Courses

The following **TWO options** are available for each Faculty to perform the CE exercise.

#### Option 1 for a Theory Course:

Theory Course			
SC1	SC2	SC3	SC4
25 Marks	25 Marks	25 Marks	25 Marks

In Option 1, there shall be four subcomponents of CE (SC1, SC2, SC3 and SC4). Each subcomponent is evaluated individually for 25 marks. It is mandatory that two of the four subcomponents are term-tests. The remaining two subcomponents can be of any of the following types:

- a) Online Test
- b) Assignments/Problem Solving
- c) Field Assignment
- d) Open Book Test
- e) Portfolio
- f) Reports
- g) Case Study
- h) Group Task
- i) Any other

After the four subcomponents are evaluated, the CE component marks are determined as:

$$\text{CE Component Marks} = (\text{Total of the marks obtained in all the four subcomponents}) \div 2$$

An additional subcomponent (SC5) may be used at the discretion of the Faculty/Department. The department can conduct the 5<sup>th</sup> subcomponent SC5 if this subcomponent gives benefit to students. If the Department/Faculty conducts the SC5 subcomponent of evaluation, and the score obtained by the student in SC5 is greater than the lowest score of the previous four subcomponents SC1 to SC4, then it replaces the lowest of the four scores.

### 25.2.2 Laboratory Course

For a laboratory course, the scheme for determining the CE marks is as under:

Laboratory Course		
SC1	SC2	SC3 (Optional)

25 Marks	25 Marks	25 Marks
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The subcomponents can be of any of the following types:

- a) Laboratory / Clinical Work Record
- b) Experiments
- c) Computer Simulations
- d) Creative Submission
- e) Virtual Labs
- f) Viva / Oral Exam
- g) Lab Manual Report
- h) Any other (e.g. combinations)

After the subcomponents of CE are evaluated, the CE component Marks are determined as:

CE Component Marks = (Total of the best two subcomponent marks out of the three) ÷ 2

### 25.2.3 Course Having a Combination of Theory and Laboratory

For a course that contains the combination of theory and laboratory sessions, the scheme for determining the CE marks is as under:

For a Course having a Combination of Theory and Laboratory Sessions			
SC1 (Theory)	SC2 (Theory)	SC3 (Theory)	SC4 (Laboratory)
25 Marks	25 Marks	25 Marks	25 Marks

There shall be four subcomponents, each carrying 25 marks. Out of these, there shall be two term-tests and an assignment to evaluate the students' performance in theory. The fourth subcomponent shall be set to evaluate the students' performance in the laboratory.

The theory assignment can be of any of the following types:

- a) Online Test
- b) Problem Solving
- c) Field Assignment
- d) Open Book Test
- e) Portfolio
- f) Reports
- g) Case Study
- h) Group Task
- i) Any other

The laboratory subcomponent can be of any of the following types:

- a) Laboratory / Clinical Work Record

- b) Experiments
- c) Computer Simulations
- d) Creative Submission
- e) Virtual Labs
- f) Viva / Oral Exam
- g) Lab Manual Report
- h) Any other (e.g. combinations)

After the four subcomponents are evaluated, the CE component marks are determined as:

$$\text{CE Component Marks} = (\text{Total of the marks obtained in all the four subcomponents}) \div 2$$

## **26. Student Support for Learning**

1. Course Notes
2. Reference Books in the Library
3. Magazines and Journals
4. Internet Facility
5. Computing Facility
6. Laboratory Facility
7. Workshop Facility
8. Staff Support
9. Lounges for Discussions
10. Any other support that enhances their learning

## **27. Quality Control Measures**

1. Review of Course Notes
2. Review of Question Papers and Assignment Questions
3. Student Feedback
4. Moderation of Assessed Work
5. Opportunities for students to see their assessed work
6. Review by external examiners and external examiners reports
7. Staff Student Consultative Committee meetings
8. Student exit feedback
9. Subject Assessment Board (SAB)
10. Programme Assessment Board (PAB)



**28. Programme Map (Course-PO-PSO Map)**

Sem.	Course Title	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PSO-1	PSO-2	PSO-3	PSO-4
1	Principles of Management	2	2	1					2	2	2		3	3	2	1
1	Microeconomics	1	2	2	1	3	3						3	2		
1	Business Mathematics - I	1	2	3	3								2	2		
1	Marketing Management	3	2		2		2	3					3	3		
1	Accounting for Business	1	2		3	3							3	3		2
1	Computer Applications – I	1	3	2		3								3		2
1	Communication Skills - I	2							1	2	3		3	2		
2	Business Law	1	3	3	2				2	2	2		2	2	2	2
2	Macroeconomics	2	2	2	3			3			1		2	2		
2	Organizational Behaviour	1			2		1	2	2	2	1		2	3	2	2
2	Business Taxation	2	3	3								1	3	3	1	1
2	Business Mathematics - II	1		2	3	3					1	1	1	3		
2	Computer Applications - II	1	2	2	3						2	1	2	3		2
2	Communication Skills – II	2							2	3	3	2	3	2		
3	Human Resource Management	2	2	2					3	2	2		3	1	3	2
3	International Business	3	2					2	2	1	1	1	3	2		
3	Consumer Behaviour and Industrial Marketing	1	2	2	2	1	1	2	3	2	3		2	2		
3	Business Analytics and Quantitative methods	2	2	1	2		3	3					2	3		
3	Banking, Financial Institutions and Insurance Services	3	2					3				1	3	2		1
3	Company Law and Corporate Governance	3	3	2	3		3	3	2	3		2	2	2	2	2
4	Services Marketing	1		2	3		3						3			
4	Operations Management	2		2	3		3							3	1	2
4	Management Information Systems (MIS)	1	2	3	4									3		1
4	Managerial Accounting	1		3	3								3	1		1
4	Entrepreneurship Development	2	1	1	2		1	1		1	1	1	3	3	2	2
4	Principles of Strategic Management	3	2	3		2	3						2	3		
4	Elements of Social Science and Ethics	2		3	3	1	2		1		2		1	2		2
5	Business Research	3	3	3	3	3	3	3			3		3	3		
5	Internship	3	2	2	3	1	2	3	2	2	2	2		3	2	2
5	Logistics and Supply Chain Management	1	2	2		3	3							3	3	2
5	Environmental Studies	2			3							2	1	2		2
5	Security Analysis and Portfolio Management	3	2	3	3	2	2	2				1	3	1		3

Sem	Course Title	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PSO-1	PSO-2	PSO-3	PSO-4
5	Financial Risk Management				3	2							3	3		
5	Sales Management	1	2	2	3	1	2	2	2	3	3	2	3	2		
5	Advertising and Brand Management	1	2	2	3	2	2	3	3	3	3		2	3		
5	Industrial Relations	2	2	1				2		2	3	2	2	3	3	2
5	Organisational Development and Change Management	2		2	2		3	1	1	2	1		3	2	2	1
6	Project Work			2	3	2	2	3		2	3	3	3	3	2	3
6	Constitution, Human Rights and Law	2	2	3				3				3	2	2	2	2
6	Financial Management and project appraisal	2	3	3									3	3	1	1
6	Financial statement analysis	2		3	3			3					3	2		
6	Digital Marketing	3	3	3	2			2				1	3	3		
6	Retail Marketing	3	2	3	3		3	3					2	3		
6	Labour Legislations	3	3									2	3			
6	Human Resource Planning and Development	2	3	2	1			1	2		1	2	2	2	3	2

### 29. Co-curricular Activities

Students are encouraged to take part in co-curricular activities like seminars, conferences, symposia, paper writing, attending industry exhibitions, project competitions and related activities for enhancing their knowledge and networking.

### 30. Cultural and Literary Activities

Annual cultural festivals are held to showcase the creative talents in students. They are involved in planning and organizing the activities.

### 31. Sports and Athletics

Students are encouraged to take part in sports and athletic events regularly. Annual sports meet will be held to demonstrate sportsmanship and competitive spirit.