

Name of the School Anil Surendra Modi School of Commerce  
Proposed Course Structure BBA - 2025 - 29

Semester - I			
S.No .	Course Name	Credits	Nature of Course
1.1	Principles of Management	3	A
1.2	Financial Accounting	4	A
1.3	Quantitative Techniques - I	4	OE
1.4	Spreadsheets for Managers	3	SEC
1.5	Personal Finance	2	SEC
1.6	Indian Knowledge System	2	IKS
1.7	Soft Skills	2	AEC
1.8	Yoga	2	CC
	<b>Total</b>	<b>22</b>	

Semester - II			
S.No .	Course Name	Credits	Nature of Course
2.1	Cost Accounting	3	A
2.2	Principles of Marketing	3	A
2.3	Quantitative Techniques - II	3	OE
2.4	Organizational Behaviour	3	B
2.5	Indian Management Thoughts	2	VEC
2.6	Corporate Communications	2	AEC
2.7	Environment Management	2	VEC
2.8	Business Ethics	2	VEC
2.9	Internship with NGO	2	CEP
	<b>Total</b>	<b>22</b>	

Semester - III			
S.No .	Course Name	Credits	Nature of Course
3.1	Financial Statement Analysis	4	A
3.2	Retail Management	3	A
3.3	Microeconomics	3	B
3.4	Services Marketing	2	OE
3.5	Direct and Indirect Taxes	4	VSC
3.6	Operations Research	4	B
3.7	Sports Psychology	2	CC
	<b>Total</b>	<b>22</b>	

Semester - IV			
S.No .	Course Name	Credits	Nature of Course
4.1	Financial Management	4	A
4.2	Management Accounting	4	A
4.3	Macroeconomics	3	B
4.4	Advertising and Media	2	OE
4.5	Research Methodology	4	SEC
4.6	Business Law	3	VSC
4.7	Business News Analysis	2	CC
	<b>Total</b>	<b>22</b>	

Semester - V			
S.No .	Course Name	Credits	Nature of Course
5.1	Strategic Management	4	A
5.2	International Business	2	A
5.3	Business Analytics	4	VSC
5.4	Corporate Internship	2	OJT
	<b>Finance Specialization</b>		
5.5	Investment Analysis and Portfolio Management	4	A
5.6	Advanced Financial Management	4	A
5.7	Financial Markets and Institutions	2	B
	<b>Marketing Specialization</b>		
5.5	Sales and Distribution Management	4	A
5.6	Consumer Behaviour and Neuromarketing	4	A
5.7	Digital Marketing	2	B
	<b>Total</b>	<b>22</b>	

Semester - VI			
S.No .	Course Name	Credits	Nature of Course
6.1	Operations and Supply Chain Management	4	A
6.2	Entrepreneurship and Business Plan	4	FP
	<b>Finance Specialization</b>		
6.3	Forex and Risk Management in Derivatives	4	A
6.4	Financial Planning and Wealth Management	4	B
6.5	Equity Fund Management	4	A
6.6	Financial Modeling	2	A
	<b>Marketing Specialization</b>		
6.3	Customer Relationship Management	4	B
6.4	Strategic Brand Management	4	A
6.5	Marketing Analytics	2	A
6.6	Marketing Strategy	4	A
	<b>Total</b>	<b>22</b>	

#### BBA - Finance

Semester - VII			
S.No .	Course Name	Credits	Nature of Course
7.1	Portfolio Management	4	A
7.2	Derivatives and Risk Management Models	4	A
7.3	Project and Infrastructure Finance	4	A
7.4	Introduction to Technology in Finance	2	A
7.5	Advanced Research Methodology	4	B
7.6	Business Internship	2	OJT
	<b>Total</b>	<b>20</b>	

Semester - VIII			
S.No .	Course Name	Credits	Nature of Course
8.1	Strategic Financial Management	4	A
8.2	Mergers and Acquisitions	4	A
8.3	Analytics in Finance	4	A
8.4	Behavioural Finance	4	A
8.5	Research Project	4	A
	<b>Total</b>	<b>20</b>	

**BBA - Marketing**

Semester - VII			
S.No.	Course Name	Credits	Nature of Course
7.1	International Marketing	2	A
7.2	Logistics and Supply Chain Management	4	A
7.3	Marketing Information System	4	A
7.4	B2B Marketing	4	A
7.5	Marketing Research	4	B
7.6	Research Project	2	A
Total		20	

Semester - VIII			
S.No.	Course Name	Credits	Nature of Course
8.1	Product Management and Design Thinking	2	A
8.2	Fashion and Luxury Marketing	4	A
8.3	Data Visualization and Predictive Marketing	4	A
8.4	Rural Marketing	2	A
8.5	Event Management	4	A
8.6	Research Project	4	A
Total		20	

Total Program credits = 172

Total no of courses in the program (including specialization) = 74