

10 YEARS
OF UNIVERSITY
RECOGNITION
20 YEARS OF
ACADEMIC
EXCELLENCE



REVA
UNIVERSITY
Bengaluru, India

SCHOOL OF MANAGEMENT STUDIES

BBA-NEP HANDBOOK

2023-2026/27

SCHOOL OF MANAGEMENT STUDIES

BBA Program

SCHEME OF INSTRUCTION

(Duration: 6 /8 Semesters - 3 /4Years)

Semester-wise Summary of Credit Distribution

2023-2026/27

NEP-BBA Course Matrix Bachelor of Business Administration						
Semester-I						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B23MB0101	Financial Accounting	DSC-1	3+0+2	4	5 Hours
2	B23MB0102	Managerial Economics	DSC-2	3+1+0	4	4 Hours
3	B23MB0103	Management Principles and Practice	DSC-3	3+1+0	4	4 Hours
4	B23MB0104	Diversity in Indian Business	OE-1	2+1+0	3	3 Hours
5	B23AHE101	Communicative English-I	AEC C-1	2+1+0	3	3 Hours
6	B23AHK102/ B23AHH102/ B23AHA102	Language –: K/ AE/H	AEC C-2	2+1+0	3	3 Hours
7	B23MB0105	Public speaking and Leadership	SEC-1	1+0+2	3	3Hours
8	B23MB0106	The Art of Being Happy	VBC-1	2+0+0	2	2 Hours
Sub-Total (A)					26	26

Semester-II						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B23MB0201	Financial Accounting and Reporting	DSC-4	3+0+2	4	5 Hours
2	B23MB0202	Statistics for Business Decisions	DSC-5	3+0+1	4	4 Hours
3	B23MB0203	Marketing Management	DSC-6	3+0+1	4	4 Hours
4	B23MB0204	Social Entrepreneurship	OE-2	2+1+0	3	3Hours
5	B23AHE201	Communicative English-II	AEC C-3	2+1+0	3	3 Hours
6	B23AHK202/B23AHH202/B23AHA202	Language –: K/ AE/H	AEC C-4	2+1+0	3	3 Hours
7	B23MB0205	Social Media Marketing	SEC-2	2+1+0	3	3 Hours
8	B23MB0206	Fit India	VBC-2	1+0+1	2	2Hours
Sub-Total (B)					26	26 Hrs

Students Exiting the Program after securing Minimum of 56 credits are eligible to be awarded - Certificate in Business Administration, provided they secured 4 credits in work based vocational course during summer term /Internship/ Apprenticeship (Completion of 52 credits required for students who wish to continue; additional 4 credits to be secured by students who wish to quit).

Semester-III						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B23MB0301	Financial Management	DSC-07	2+0+2	3	4 Hours
2	B23MB0302	Production and Operation Management	DSC-08	2+1+0	3	4 Hours
3	B23MB0303	Human Resource Management	DSC-09	2+1+0	3	4 Hours
4	B23MB0304	Entrepreneurship and Start-up Development	MDE-1	2+1+0	3	3 Hours
5	B23MB0305	Business Communication	AEC C-5	2+0+0	2	2 Hours
6	B23AHK302/B23AHH302/B23AHA301	Language –: K/ AE/H	AEC C-6	3+0+0	3	3 Hours
7	B23MB0306	E-Commerce	SEC-3	2+0+0	2	2 Hours
8	B23MB0307	Indian Constitution and Human rights	VBC-3	2+0+0	2	
Sub-Total (C)					21	25 Hrs

Semester-IV						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B23MB0401	Cost Accounting	DSC-10	2+0+2	3	4 Hours
2	B23MB0402	Legal Aspects of Business	DSC-11	2+1+0	3	4 Hours
3	B23MB0403	Human Behaviour and Organisation	DSC-12	2+0+2	3	4 Hours
4	B23MB0404	Business Research Methods	DSC-13	2+1+0	3	3 Hours
5	B23AHK402 /B23AHH402/B23AHA401	Language –: K/ AE/H	AEC C-7	3+0+0	3	3 Hours
6	B23MB0406	Stress Management and Emotional Intelligences	SEC-4	2+0+0	2	2 Hours
7	B23MB0407	<ul style="list-style-type: none"> Design Thinking and Innovation / GeoPolitics and Impact on Business / Public Health and Management 	VBC-4	2+0+0	2	2 Hours
Sub-Total (D)					19	22 Hours
Students Exiting the Program after securing a Minimum of 96 Credits (on completion of 92 credits for those students who would continue; 96 credits for those students who wish to quit)- will be awarded Diploma in Business Administration, provided they secured 4 credits in work based vocational course during summer term /Internship/ Apprenticeship.						

Note: Students can opt for any One of the 3 Value Based course in 4th Semester.

Note: 1. At the end of the Fourth Semester every student shall undergo Summer Training / Internship / Capstone for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.

2. An **UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION** will be awarded, if a student wishes to exit at the end of Second year.

Exit Criteria after Second Year of BBA Programme

The students shall have an option to exit after 2nd year of Business Administration Program and will be awarded with a **UG Diploma in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 4 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University / Admitting Body schedule.

Re-entry Criteria in to Third Year (Fifth Semester)

The student who takes an exit after second year with an award of Diploma may be allowed to re-enter in to fifth Semester for completion of the BBA Program as per the respective University / Admitting Body schedule after earning requisite credits in the Second year.

Semester-V						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B23MB0501	Direct Tax	DSC-14	2+0+2	3	4 Hours
2	B23MB0502	Management Accounting	DSC-15	2+1+0	3	3 Hours
3	B23MB0503	Business Policy and Strategy	DSC-15	2+1+0	3	3 Hours
4	B23MB0504	Indian Systems of Health and Wellness	MDE-2	2+0+0	2	2 Hours
5	B23MBS511/521/531/541/551/561	Elective 1 (Major-1/ Discipline -A)	DSE-1	2+1+0	3	3Hours
6	B23MBS512/522/532/542/552/562	Elective 2 (Major-1/ Discipline-A)	DSE-2	2+1+0	3	3 Hours
7	B23MBS513/523/543/553/563	###Elective -1 (Major-2/ Discipline -B) [incase of Dual Major]	DSE-3	2+1+0	3	3 Hours
8	B23MBS514/524/534/544/554/564	### Elective-2 (Major-2/ Discipline -B) [incase of Dual Major]	DSE-4	2+1+0	3	3 Hours
9	B23MB0505	AI for Business	SEC-5	2+0+0	2	2 Hours
Sub-Total (D)					19 (25 credits – Dual Major)	20 Hrs/ 26 Hrs

Note: Discipline Elective :

Major elective in Finance/ Marketing/ HR/International Business/Business Analytics/ Entrepreneurship

Dual Major Elective in Banking/Supply Chain management/Branding/ New Venture creation/ Design thinking/Family Business Management

Semester-VI						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B23MB0601	Goods and Service Tax	DSC-17	2+0+2	3	4 Hours
2	B23MB0602	*Major Project	SEC	0+0+12	6	12 hours

3	B23MBS611/612/613/614/615/616	Elective 3 (Major-1)	DSE-5	2+1+0	3	3 Hours
4	B23MBS612/622/633/644/655/656	Elective 4 (Major-1)	DSE-6	2+1+0	3	3 Hours
5	B23BMS613/623/633/643/653/663	###Elective 3 (Major-2/ Discipline -B)	DSE-7	2+1+0	3	3 Hours
6	B23BMS614/624/634/644/654/654	### Elective 4 (Major-2/ Discipline-B)	DSE-8	2+1+0	3	3 Hours
Sub-Total (D)					15/21 (Dual Major)	
Total Credits(3 Years Under Graduation)					126 credits in Single major / (138 credits in Dual Major)	

***Major Project is OPTIONAL. Either Major Project of 6 credits can be opted OR 2 DSC courses- Management of Cross-Cultural Issues (3 credits) and Fintech and Financial Innovation (3 credits) can be opted by the student of 6th Semester.**

FOR SINGLE MAJOR WITH DISCIPLINE (A)-

Students who complete 3 Years of UG programme (6 semesters) with discipline A as Major upon securing 126 credits and satisfying the minimum credit requirement of 126 credits under each category of courses prescribed.

FOR MAJOR WITH DISCIPLINE (A) AND MINOR WITH DISCIPLINE (B)-

#Students who complete 3 Years of UG programme (6 semesters) with discipline A as Major and Discipline B as Dual Major upon securing 138 credits and satisfying the minimum credit requirement of 138 credits under each category of courses prescribed

Note:

1. BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded, if a student wishes to exit at the end of Third year.

Exit Criteria after Third Year of BBA Programme -

The students shall have an option to exit after 3rd year of Business Administration Program and will be awarded with a Bachelor's in Business Administration.

Re-entry Criteria in to Fourth Year (Seventh Semester) -

The student who takes an exit after third year with an award of BBA may be allowed to re-enter in to Seventh Semester for completion of the BBA (Honours) or BA (Honours with Research) Program as per the respective University / Admitting Body schedule after earning requisite credits in the Third year.

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

☐ **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

☐ **For BBA (Honours):** BBA Degree

SCHOOL OF MANAGEMENT STUDIES

BBA Program

SCHEME OF INSTRUCTION

Semester-VII Honours						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B23MBS701	Corporate Governance	DSC-18	2+1+0	3	3 Hours
2	B23MBS702	Operations Research for managerial decisions	DSC-19	3+0+2	4	5 Hours
3	23MBH701/702/703/704/705/706	Discipline Specific electives-5	DSE	2+1+0	3	3 Hours
4	23MBH721/722/723/724/725/726	Discipline Specific Elective-6	DSE	2+1+0	3	3 Hours
5	23MBH731/732/733/734/735/736	Discipline specific elective – 7 (Dual Major Discipline – B)	DSE	2+1+0	3	3 Hours
6	23MBH741/742/743/744/745/746	Discipline specific elective – 8 (Dual Major Discipline – B)	DSE	2+1+0	3	3 Hours
7	B23MBS703	<ul style="list-style-type: none"> • DBMS / • Diversity Equity Inclusion / • Digital Ethnography 	OE	1+1+0	2	2 Hours
8	B23MBS704	Technology-enabled Business Solutions	VAC	1+0+2	2	3 Hours
9	B23MBS705	Cyber security	SEC	2+1+0	3	3 Hours
		Sub-Total (D)			20/26	17/23 Hrs

Semester-VIII Honours						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B23MBS801	Project Management	DSC-20	3+1+0	4	4 Hours
2	23MBH801/802/803/804/805/806	Discipline Specific Elective- 9	DSE	2+1+0	3	3 Hours
3	23MBH811/812/813/814/815/816	Discipline specific Elective- 10	DSE	2+1+0	3	3 Hours
4	23MBH821/822/823/824/825/826	Discipline Specific Elective –11 (Dual Major Discipline-B)	DSE	1+0+2	3	3 Hours
	23MBH831/832/833/834/835/836	Discipline Specific Elective –12 (Dual Major Discipline-B)			3	
5	B23MBS805	Dissertation Work	SEC		8	16 hours
		Sub-Total (D)			18 / 24	
Total Credits(4 Years Honors)					164 credits / 188credits	

Note: Total Credits to be acquired for BBA Honors Degree- 164 Credits | Total Credits to be acquired for BBA Dual Honors Degree – 188 credits

Semester-VII Honours with Research						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B23MBS701	Advanced Data analysis Tools	DSC-21	2+0+4	4	6 Hours
2	B23MBS702	Operations research for decision making	DSC-22	3+0+2	4	5 Hours
3	23MBHR701/702/703/704/705/706	Discipline Specific Elective-5	DSE	2+1+0	3	3 Hours
4	23MBHR711/712/713/714/715/716	Discipline specific Elective-6	DSE	2+1+0	3	4 Hours
5	B23MBS704	Case Study Research	VAC-1	1+0+2	2	3Hours

6	B23MBS704	Minor research	SEC-1	0+0+8	4	8 hours
		Sub-Total (D)			20 credits	

Semester-VIII Honours with Research						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B23MBS801	Digital Transformation and Innovation	DSC-23	2+0+2	3	4 Hours
2	B23MBS802	Ethnographic Research	VAC	2+0+2	3	3Hours
3		Research Project / Dissertation		0+0+24	12	24 hours
		Sub-Total (D)			18 credits	31 Hrs
		TOTAL CREDITS FOR BBA (HONORS WITH RESEARCH)			164 credits	

Note: *The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program.

Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voce and Dissertation (For Research Track).



SCHOOL OF MANAGEMENT STUDIES

BBA Program 2023 – 26/27

Semester-wise Summary of Credit Distribution (4th Year)

Semesters	No. of Credits
First Semester	26
Second Semester	26
Third Semester	21
Fourth Semester	19
Fifth Semester	19 / 25
Sixth Semester	15 / 21
3 YEARS GRADUATION	126 / 138
Seventh Semester	20 / 26 / 20
Eighth Semester	18 / 24 / 18
Total Credits(4th Year)	164 / 188 / 164

- **NOTE:**

- **BBA DEGREE WITH SINGLE MAJOR – 126 CREDITS**
- **BBA DEGREE WITH DUAL MAJOR- 138 CREDITS**
- **BBA HONORS DEGREE WITH SINGLE MAJOR- 164 CREDITS**
- **BBA HONORS DEGREE WITH DUAL MAJOR – 188 CREDITS**
- **BBA HONORS WITH RESEARCH DEGREE (SINGLE MAJOR) – 164 CREDITS**

Details of Discipline Specific Electives

Discipline Specific Electives for 5th & 6th Semester (DISCIPLINE- A Major)						
Semester	Human Resource Management	Marketing	Finance	International Business	Business Analytics	Entrepreneurship
5th Semester	Training and Development	Consumer Behaviour	Financial Market and service	International trade and policy framework	Business Analytics using python	Business plan for new venture
	Performance and Compensation Management	Retail Marketing	Multinational Business Finance	Foreign exchange management	Advance Statistics for Analytics	Project Feasibility Analysis
6th Semester	Organizational change & Development	Sales & Distribution Management	Investment Management	Global Operations and Logistics	Data Visualization using tableau	Entrepreneurial Leadership
	Employee Welfare and Social Security	Advertising & Marketing Communication	Advance financial Management	International financial institutions	Data Mining	Financial Sources for Start-ups
7th Semester	Global Culture Integration	Marketing Analytics	International Finance and Foreign Exchange Management	Globalizing Indian Business	Risk Analytics	Entrepreneurship, Innovation and design thinking
	Labour Law and Industrial Relations	Rural and agricultural marketing	Behavioural Finance	International Marketing strategies	Marketing analytics	Entrepreneurial Finance
8th semester	International Human Resource Management or Negotiation Skills	Marketing Survey	Security Analysis and Portfolio Management	Structure of Global Economy	Operations and Supply Chain Analytics	Small enterprises and family businesses Management
Discipline Specific Electives for 5th & 6th Semester (DISCIPLINE-B- FOR DUAL MAJOR)						
Semester	Branding	Supply Chain Management	Banking	New Venture Creation	Design Thinking	Family Business Management
5th Semester	Strategic Brand Management (employability)	Inventory Management	Management of Banks and Financial Institutions	Opportunity sensing and preparing for launch	Innovation through Design	Growth and Diversification of Family Business
	Brand communication and reputation management	Global Operations and logistics	Investment Banking	Project Feasibility analysis for new ventures	Design for Digital Age	Global Family Business Management
6th Semester	Internet & Social Media Branding	Logistics & Distribution Management	Banking Technology & Management	Financial management in new ventures	Design led Strategy	Succession planning in family business
	Branding and Laws & Ethics	Supply chain analytics	Corporate Banking	Marketing for Start-ups	Design thinking and problem solving	Managing set backs and failures

