

10 YEARS
OF UNIVERSITY
RECOGNITION
20 YEARS OF
ACADEMIC
EXCELLENCE



REVA
UNIVERSITY
Bengaluru, India

SCHOOL OF MANAGEMENT STUDIES

BBA HANDBOOK

2024-2027/28

SCHOOL OF MANAGEMENT STUDIES

BBA Program

SCHEME OF INSTRUCTION

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

Semester-wise Summary of Credit Distribution

2024-2027/28

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	B24MB0101	Financial Accounting	DSC-1	2+0+2	3	4 Hours
2	B24MB0102	Managerial Economics	DSC-2	2+1+0	3	3 Hours
3	B24MB0103	Management Principles and Behaviour	DSC-3	2+1+0	3	3 Hours
4	B24AHE101	Communicative English-I	AECC-1	3+0+0	3	3 Hours
5	B24AHK102 / B23AHA101/ B24AHH102	Language -: K/ AE/H	AECC-2	3+0+0	3	3 Hours
6	B24MBS111/121 /131/141/151/161	Human Resource Development/Social Media Marketing /Financial Markets & Services/ Global Business Environment /Introduction to Business Analytics using Python/ New Venture Management	DSE -1	2+1+0	3	3 hours
6	B24MB0104	Public speaking and leadership	SEC-1	1+1+0	2	3 hours
7	B24MB0105	Environment Science and sustainability	VAC-1	2+0+0	2	
Sub-Total (A)					22	24 Hours

*Note- DSE (Pre-req) are Discipline specific Elective based Pre-requisite course. Students may select any one option.

Environment Science and Sustainability is a Self- Learning course with activity-based assessment.

Semester-II						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B24MB0201	Financial Management	DSC-4	2+0+2	3	4 Hours
2	B24MB0202	Marketing Management	DSC-5	2+1+0	3	3 Hours
4	B24MB0203	<ul style="list-style-type: none"> Social Entrepreneurship / Public Administration and Governance 	GOE	2+1+0	3	3 Hours
5	B24AHE201	Communicative English-II	AECC-3	3+0+0	3	3 Hours
6	B24AHK202/ B23AHA201/B24 AHH202/	Language -: K/ AE/H	AECC-4	3+0+0	3	3 Hours
7	B24MBS211/221 /231/241/251/2 61	Strategic talent management/ Brand management/management of banks and Financial Institutions/ EXIM policy & documentation /Innovation through design/ Family Business Management	DSE -2	2+1+0	3	3 hours
8	B24MB0204	Digital Education & E-Governance	SEC	2+0+0	2	2 Hours
9	B24MB0205	Fit India (Yoga/Sports/NCC/NSS)	VAC-2	0+0+4	2	4 Hours
Sub-Total (B)					22	25 Hrs

Students Exiting the Program after securing Minimum of 48 Credits are eligible to be awarded - UG Certificate in Business Administration, provided they secured 4 credits in work based vocational course during summer term /Internship/ Apprenticeship (Completion of 44 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	B24MB0301	Cost Accounting	DSC-07	2+0+2	3	4 Hours
2	B24MB0302	Statistics for Business Decisions	DSC-08	2+0+2	3	4 Hours
3	B24MB0303	Human Resource Management	DSC-09	2+1+0	3	3 Hours
4	B24MB0304	Entrepreneurship and Start-up Development	DSC-10	2+1+0	3	3 Hours
5	B24MB0305	Business Communication	AECC-5	2+1+0	3	3 Hours
6	B24AHK302/ B23AHA301/B24AHH302	Language -: K/ AE/H	AECC-6	3+0+0	3	3 Hours
7	B24MBS311/321/331/341/351/361	Organisational change & development/ Digital marketing/ International Financial Management /International trade and policy framework/Data visualization/Business Plan for New Venture	DSE -3	2+1+0	3	3 Hours
8	B24MB0306	E Commerce	SEC-3	1+0+2	2	3 Hours
9	B24MB0307	Indian Constitution and Human rights	VBC-3	2+0+0	2	2 Hours
Sub-Total (C)					25	28 Hrs

Semester-IV						
Sl No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B24MB0401	Management Accounting	DSC-11	3+0+2	4	5 Hours
2	B24MB0402	Business Research Methods	DSC-12	2+1+0	3	4 Hours
3	B24MB0403	Production and Operation Management	DSC-13	2+0+2	3	4 Hours
4	B24MBS411/421/431/441/451/461	Brand Identity and strategy/ Inventory management/ Investment banking /Opportunity sensing and launching of new ventures/Design thinking and creative idea generation/Entrepreneurial Leadership	DSE-4	2+1+0	3	3 Hours
5	B24AHK402/ B23AHA401/ B23AHH402/	Language –: K/ AE/H	AECC-7	2+1+0	3	3 Hours
6	B24MB0404	Indian Knowledge System in Business	MDE-1	2+0+0	2	2 Hours
7	B24MB0405	Stress Management and Emotional Intelligence	SEC-4	2+0+0	2	2 Hours
8	B24MB0406	<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	
Sub-Total (D)					22	23 Hours
Students Exiting the Program after securing a Minimum of 95 Credits - will be awarded Diploma in Business Administration, provided they secured 4 credits in work based vocational course during summer term /Internship/ Apprenticeship (completion of 91 credits is required for those students who wish to continue; 95 credits for those students who wish to quit).						

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

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	B24MB0501	Direct Tax	DSC-14	3+0+2	4	5 Hours
2	B24MB0502	Business Policy and Strategy	DSC-15	2+1+0	3	3 Hours
4	B24MB0503	Legal Aspects of Business	DSC-16	2+1+0	3	3 Hours
5	B24MBS511/521/531/541/551/561	Elective 1 (Major-1/ Discipline -A) Performance and Compensation Management/Consumer Behaviour/Advanced Financial Management/Foreign Exchange management/Advanced statistics for Analytics/Project Feasibility Analysis for start-ups	DSE-5	2+1+0	3	3Hours
6	B24MBS512/522/532/542/552/562	Elective 2 (Major-1/ Discipline- A) Employee welfare and social security/Sales & distribution Management/Investment Analysis & Portfolio Management/Management of Cross-cultural issues/ Data Mining /Financial sources for start-ups	DSE-6	2+1+0	3	3 Hours
7	B24MBS513/523/533/543/553/563	###Elective -1 (Major-2/ Discipline -B) [incase of Dual Major] Brand Communication & Reputation management/Global Operations & Logistics/Corporate Banking/Marketing for Start-Ups/Design thinking for Digital age/Succession planning in Family Business.	DSE-7	2+1+0	3	3 Hours
8	B24MBS514/524/534/544/554/564	### Elective-2 (Major-2/ Discipline -B) [incase of Dual Major] Branding Laws & ethics/Logistics Distribution & Management/Banking technology &	DSE-8	2+1+0	3	3 Hours

		management/Financial management in new ventures/Design led strategy/Global family business management				
9	B24MB0504	AI for Business	SEC-5	2+0+0	2	2 Hours
Sub-Total (D)					18 (24 credits – Dual Major)	19 Hrs/25 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	B24MB0601	Goods and Service Tax	DSC-17	3+0+2	4	5 Hours
2	B24MB0602	Indian systems of Health and wellness	MDE-2	2+0+0	2	
2	B24MB0603	Major Project	SEC	0+0+12	6	12 hours
3	B24MBS611/612/613/614/615/616	Elective 3 (Major-1/ Discipline-A) International HRM/Advertising and marketing communication/Behavioural Finance / Globalising Indian business/HR analytics/Managing growth and diversification	DSE-5	2+1+0	3	3 Hours
4	B24BMS612/622/632/642/652/662	###Elective 3 (Major-2/ Discipline -B) Brand Designing/ Supply chain analytics/ Digital Banking operations/ Business Negotiation strategies/ Business Models and cases/Professionalization of Family Business	DSE-6	2+1+0	3	3 Hours
Sub-Total (D)					15/18 (Dual Major)	23 hours/29 hours
Total Credits(3 Years Under Graduation)					124 credits in Single major / (133credits in Dual Major)	
<p># FOR SINGLE MAJOR WITH DISCIPLINE (A)- Students who complete 3 Years of UG programme (6 semesters) with discipline A as Major upon securing 124 credits and satisfying the minimum credit requirement of 124 credits under each category of courses prescribed.</p> <p>### FOR DUAL MAJOR WITH DISCIPLINE (A) AND MINOR WITH DISCIPLINE (B)-</p>						

#Students who complete 3 Years of UG programme (6 semesters) with discipline A and Discipline B as Dual Major upon securing 133 credits and satisfying the minimum credit requirement of 133 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 into Seventh Semester for completion of the BBA (Honours) or BBA (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 with minimum 7.5 CGPA or equivalent.



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	B24MB0701	Corporate Governance	DSC-18	2+1+0	3	3 Hours
2	B24MB0702	Operations Research for Managerial decisions	DSC-19	3+0+2	4	5 Hours
3	24MBH711/712/713/714/715/716	Discipline Specific electives (Major Discipline-A)	DSE	2+1+0	3	3 Hours
4	24MBH721/722/723/724/725/726	Discipline Specific Elective (Major Discipline -A)	DSE	2+1+0	3	3 Hours
5	24MBH731/732/733/734/735/736	Discipline specific elective – (Dual Major Discipline – B)	DSE	2+1+0	3	3 Hours
6	24MBH741/742/743/744/745/746	Discipline specific elective – (Dual Major Discipline – B)	DSE	2+1+0	3	3 Hours
7	B24MB0703	<ul style="list-style-type: none"> • DBMS / • Diversity Equity Inclusion / 	OE	1+1+0	2	2 Hours

		• Digital Ethnography				
8	B24MB0704	Technology-enabled Business Solutions	VAC	1+0+ 2	2	3 Hours
9	B24MB0705	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	B24MB0801	Project Management	DSC-20	3+1+ 0	4	4 Hours
2	24MBH811/812/813/814/815/816	Discipline Specific Elective- (Discipline-A)	DSE	2+1+ 0	3	3 Hours
3	24MBH821/822/823/824/825/826	Discipline specific Elective- (Discipline-A)	DSE	2+1+ 0	3	3 Hours
4	24MBH831/832/833/834/835/836	Discipline Specific Elective (Dual Major Discipline-B)	DSE	2+1+ 0	3	3 Hours
5	24MBH841/842/843/844/845/846	Discipline Specific Elective (Dual Major Discipline-B)	DSE	2+1+ 0	3	3 Hours
6	B24MB0802	Dissertation Work	SEC		8	16 hours
		Sub-Total (D)			18 / 24	
Total Credits(4 Years Honors)					162 credits / 183credits	

Note: Total Credits to be acquired for BBA Honors Degree- 162 Credits | Total Credits to be acquired for BBA Honors Degree with Dual Major – 183 credits

SCHOOL OF MANAGEMENT STUDIES

BBA Program

SCHEME OF INSTRUCTION

Semester-VII Honours with Research						
S1 No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B24MBS701	Advanced Data analysis Tools	DSC-21	3+0+2	4	5 Hours
2	B24MBS702	Operations Research for managerial decisions	DSC-22	3+0+2	4	5 Hours
3	24MBHR711/712/713/714/715/716	Discipline Specific Elective-1	DSE	2+1+0	3	3 Hours
4	24MBHR721/722/723/724/725/726	Discipline specific Elective-2	DSE	2+1+0	3	3 Hours
5	B24MBS703	Case Study Research	VAC-1	1+0+2	2	3Hours
6	B24MBS704	Minor research	SEC-1	0+0+8	4	8 hours
		Sub-Total (D)			20 credit	

Semester-VIII Honours with Research						
S1 No	Course Code	Title of the Course	Type of Course	L+T+P	Total Credits	Contact Hours
1	B24MBS801	Digital Transformation and Innovation	DSC-23	3+1+0	4	4 Hours
2	B24MBS802	Management of Cross-Cultural Issues	DSC-24	2+1+0	3	3Hours
3	B24MBS803	Ethnographic Research	VBC	2+0+0	2	2 Hours
4	B24MBS804	Research Project / Dissertation		0+0+24	12	24 hours
		Sub-Total (D)			21 credits	33 Hrs
		TOTAL CREDITS FOR BBA (HONORS WITH RESEARCH)			165 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 Re-port and Viva –Voce and Dissertation (For Research Track).

SCHOOL OF MANAGEMENT STUDIES

BBA Program 2024 – 27/28

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

Semesters	No. of Credits
First Semester	22
Second Semester	22
Third Semester	25
Fourth Semester	22
Fifth Semester	18 / 24
Sixth Semester	15/ 18
3 YEARS GRADUATION	124 / 133
Seventh Semester	20 / 26 / 20
Eighth Semester	18 / 24 / 21
Total Credits(4th Year)	162/ 183 / 165

NOTE:

- **BBA DEGREE WITH SINGLE MAJOR – 124 CREDITS**
- **BBA DEGREE WITH DUAL MAJOR- 133 CREDITS**
- **BBA HONORS DEGREE WITH SINGLE MAJOR- 162 CREDITS**
- **BBA HONORS DEGREE WITH DUAL MAJOR – 183 CREDITS**
- **BBA HONORS WITH RESEARCH DEGREE (SINGLE MAJOR) – 165 CREDITS**

Details of Disciplines Specific Electives

Discipline Specific Electives for (DISCIPLINE- A Major)						
Semester	Human Resource Management	Marketing	Finance	International Business	Business Analytics	Entrepreneurship
1st Semester	Human Resource Development	Social Media Marketing	Financial Markets & Services	Global Business Environment	Introduction to Business Analytics using Python	New Venture Management
2nd semester	Strategic talent management			EXIM policy & documentation		

3rd semester	Organisational change & development	Digital marketing	International Financial Management	International trade and policy framework	Data visualization	Business Plan for New Venture
4th semester						Entrepreneurial leadership
5th Semester	Performance and Compensation Management	Consumer behaviour	Advanced Financial Management	Foreign Exchange management	Advanced statistics for Analytics	Project Feasibility Analysis for start-ups
	Employee welfare and social security	Sales & distribution Management	Investment Analysis & Portfolio Management	Management of Cross-cultural issues	Data Mining	Financial sources for start-ups
6th Semester	International HRM	Advertising and marketing communication	Corporate Financial Policy	Globalising Indian business	HR analytics	Managing growth and diversification
7th Semester	Labour Law and Industrial Relations	Retail management	Risk management	International Negotiations and strategies	Risk Analytics	Entrepreneurship, Innovation and design thinking
	Global Cultural Integration	Marketing Analytics	Behavioural Finance	International Marketing Management	Marketing analytics	Entrepreneurial Finance
8th semester	Talent management and organisational environment	Rural and Agricultural marketing	Project Financing	Structure of Global Economy	Machine Learning & Artificial Intelligence	Small enterprises and family businesses Management
	People analytics	Marketing Intelligence	Financial Innovation, Blockchain and decentralised finance	International Operations management	Supply Chain Analytics	Entrepreneurial Marketing
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
2nd semester	Brand Management		Management of banks and Financial Institutions		Innovation through design	Family business management
3rd seemster						
4th semester	Brand Identity and strategy	Inventory Management	Investment banking	Opportunity sensing and launching of new ventures	Design thinking and creative idea generation	

5th Semester	Brand Communication & Reputation management	Global Operations & Logistics	Corporate Banking	Marketing for Start-Ups	Design thinking for Digital age	Succession planning in Family Business
	Branding Laws & ethics	Logistics Distribution & Management	Banking technology & management	Financial management in new ventures	Design led strategy	Global Family Business Management
6th Semester	Brand Designing	Supply chain analytics	Digital Banking operations	Business Negotiation strategies	Business Models and cases	Professionalization of Family Business
7th Semester	Brand metrics	Sourcing and procurement	Retail Banking	Analytics for Entrepreneurs	Strategic leadership for design thinking	Family business Governance
	Global Brand management	Transportation planning	International Banking operations	Start-Up Financing	Design thinking-tools and techniques	Family business Dynamics and Communication
8th semester	Luxury Branding	Global supply chain strategy	Banking Law and Practice	Managing growth and diversification of Small businesses	Design thinking and product development	Strategic management for Family Business
	Branding in Digital world	Process and Quality management	Banking and Fintech	Design thinking for entrepreneurs	Design thinking for entrepreneurs	Financial planning for Family Business

