## **Bachelor of Business Administration (Honours)**

**VIT Business School** 

	BBA	BBA(Honours)	BBA(Honours with Research)#
Discipline Core Courses	60	80	80
Specialisation Elective Courses	24	44	32
Ability Enhancement Courses	80	80	08
<b>Skill Enhancement Elective Courses</b>	09	09	09
Value Added Courses	80	08	08
Open Elective Courses	09	09	09
Project and Internship	02	02	14
Total Graded Credit Requirement	120	160	160

## Note:

# Students who secure 7.5 CGPA and above at the end of sixth semester are eligible to undertake research stream in the fourth year.

Students those who complete 24 credits from Digital Marketing and Communication Strategy/ Business Analytics and AI basket of courses, will be awarded BBA (Digital Marketing and Communication Strategy) / BBA( Business Analytics and AI).

Students who complete 24 credits either from General Management basket of courses or a mix of courses from the three baskets will be awarded BBA (General Management)

For students pursuing BBA and BBA (Honours), Co-op (8 credits) in the chosen area of specialization is compulsory and will be counted towards the credit requirement for Specialization Electives. Students pursuing BBA (Honours with Research) will not be doing Co-op

Programme Credit Structure  Discipline Core Courses Specialisation Elective Courses Ability Enhancement Courses Skill Enhancement Elective Courses Value Added Courses Open Elective Courses Project and Internship			() ()	30 32 08 09 08 09	ULAS200L Liberal Arts and Science-1 4 UBBH301L Strategic Management 4 UBBH302L Business Research Methods 4 UBBH303L Entrepreneurship 4 UBBH304L Global Business Environment 4	0 0 0 0	2 0 0 0 0 0	4 4 4 4
Total Graded Credit Requirement			1	60		0	0	4
Discipline Core Courses				80	ULAS103L Cultural Studies 4	0	0 0 0	4
				С		•	0	•
UBBH101L Micro Economics	4	-		4		-	0	
UBBH102L Information Systems and Tech-	4	0	0	4		-	0	
nology						•	0	•
UBBH103L Financial Accounting	_	1	-	4	,	-	0	-
UBBH104L Business Law and Ethics	4	-		4	ULAS110L Contemporary Philosophy 4	0	0	4
UBBH105L Calculus and Probability UBBH106L Management Accounting	3 3	1	0	4 4	Specialisation Elective Courses		;	32
UBBH107L Macro Economics UBBH108L Management and Organizations	4 4	0		4 4	General Management			
UBBH109E Data and Decisions UBBH201L Human Resource Management	3 4	0		4 4	UBBH208L Managing People & Teams at 4	0	0	4
UBBH202L Marketing Management	-	0			Work	^	^	
UBBH203L Operations and Supply Chain Management	4		0	4	UBBH209L Managing Innovation 4	U	U	4
UBBH204L Financial Management	3	ı	U	4				

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UBBH210L	Venture Capital and Private Eq-	4	0	0	4	UBBH219L Cognitive Processes	4	0	0 4	4
	uity					UBBH220L Applied Mathematics for Man-	3	1	0 4	4
	Business Consulting		0			agement				
UBBH212L	Fundamentals of Inter-	4	0	0	4	UBBH221E AI and ML in Business			2 4	
	Governmental Management					UBBH317E Database Programming			2 4	
UBBH305L		4	0	0	4	UBBH318L Big Data Management			0 4	
UBBH306L	Al for Managers	4	0	0	4	UBBH319E Data Analytics using R and	3	0	2 4	4
UBBH307L	Project Management	4	0	0	4	Python				
UBBH308L	Managing Change	4	0	0	4	UBBH320E HR Analytics	3	0	2 4	4
UBBH309L	Industrial Relations and Labour	4	0	0	4	UBBH411E Financial Analytics	3	0	2 4	4
	Law					UBBH412E Big Data & Customer Analytics	3	0	2 4	4
UBBH310L	Corporate Finance	4	0	0	4	UBBH413E Supply Chain Analytics	3	0	2 4	4
UBBH401L	ESG Management	4	0	0	4	UBBH414E Generative AI for Business	3	0	2 4	4
UBBH402L	Growing, Financing, and Man-	4	0	0	4	UBBH415E Natural Language Processing	3	0	2 4	4
	aging Family Firms					UBBH497J Co-Op			8	8
UBBH403L	Financial Markets and Institu-	4	0	0	4					
	tions					Ability Enhancement Courses			0	8
UBBH404L	Services Operation Manage-	4	0	0	4	Ability Elimandement Courses			U	•
	ment					UIFL100L Indian / Foreign Language	3	0	0 3	3
UBBH497J	Co-Op				8	UENG104L Writing Across Context			0 2	
	·					UBBH205L Design Thinking			0 3	
Digital Mark	keting and Communication Strat	۵a،	,				_			-
Digital Mail	keting and Communication Strat	cgy				Chill Enhancement Courses			,	00
UBBH213L	Brand Strategies	4	0	0	4	Skill Enhancement Courses			,	9
	Digital and Social Media Market-		0			UCSC116E Excel and Google Sheet	1	Λ	4 3	3
	ing					UCSC117E Introduction to Programming			4 3	
UBBH215E	Marketing Analytics	3	0	2	4	UCSC214E Basic Data Visualization			4 3	
				0		OOOOZITE Dasic Data Visualization	•	U	т ,	,
ODDDZIOL	SEO and Content Marketing	4	U	v	_					
	SEO and Content Marketing Consumer Behaviour									
UBBH311L	Consumer Behaviour	4	0	0	4	Value Added Courses			C	80
UBBH311L UBBH312L	Consumer Behaviour Generative AI in Marketing	4 4	0	0	4 4		2	0		
UBBH311L UBBH312L	Consumer Behaviour	4 4	0	0	4 4	USSC101L* Indian Constitution			0 2	2
UBBH311L UBBH312L UBBH313L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication	4 4 4	0 0 0	0 0 0	4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science			0 2	2 2
UBBH311L UBBH312L UBBH313L UBBH314L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels	4 4 4	0 0 0	0 0 0	4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course	2	0	0 2	2 2 1
UBBH311L UBBH312L UBBH313L UBBH314L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital	4 4 4	0 0 0	0 0 0	4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning	2	0	0 2	2 2 1
UBBH311L UBBH312L UBBH313L UBBH314L UBBH315L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age	4 4 4 4	0 0 0	0 0 0 0	4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning	2 1 1	0 0 0	0 2 0 0	2 2 1 1
UBBH311L UBBH312L UBBH313L UBBH314L UBBH315L UBBH316L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising	4 4 4 4 4	0 0 0 0 0	0 0 0 0	4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting	2 1 1 1	0 0 0	0 2 0 0 0 0	2 2 1 1 1
UBBH311L UBBH312L UBBH313L UBBH315L UBBH316L UBBH405L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising	4 4 4 4 4	0 0 0 0 0	0 0 0 0 0	4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey	2 1 1 1 1	0 0 0 0	0 2 0 0 0 0 0 0	2 2 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH315L UBBH316L UBBH405L UBBH406L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing	4 4 4 4 4 4	0 0 0 0 0	0 0 0 0 0 0 0	4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership	1 1 1 1 1	0 0 0 0 0	0 2 0 2 0 0 0 0	2 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH315L UBBH316L UBBH405L UBBH406L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication &	4 4 4 4 4 4	0 0 0 0 0	0 0 0 0 0 0 0	4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program	1 1 1 1 1	0 0 0 0 0	0 2 0 2 0 0 0 0 0 0	2 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH315L UBBH316L UBBH405L UBBH406L UBBH407L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management	4 4 4 4 4 4 4	0 0 0 0 0 0 0	0 0 0 0 0 0	4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism	1 1 1 1 1 1	0 0 0 0 0 0	0 2 0 2 0 0 0 0 0 0	2 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH315L UBBH316L UBBH405L UBBH406L UBBH407L UBBH408L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication	4 4 4 4 4 4 4 4	0 0 0 0 0 0 0	0 0 0 0 0 0 0 0	4 4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program	1 1 1 1 1 1	0 0 0 0 0 0	0 2 0 2 0 0 0 0 0 0	2 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH315L UBBH316L UBBH405L UBBH406L UBBH407L UBBH408L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication Pricing and Promotion Manage-	4 4 4 4 4 4 4 4	0 0 0 0 0 0 0	0 0 0 0 0 0 0 0	4 4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism USSC102L Wellness and Yoga	1 1 1 1 1 1	0 0 0 0 0 0	0 2 0 2 0 0 0 0 0 0	2 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH315L UBBH316L UBBH405L UBBH406L UBBH407L UBBH408L UBBH409L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication Pricing and Promotion Management	4 4 4 4 4 4 4 4 4	0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0	4 4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism	1 1 1 1 1 1	0 0 0 0 0 0	0 2 0 2 0 0 0 0 0 0	2 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH315L UBBH316L UBBH405L UBBH406L UBBH407L UBBH408L UBBH409L UBBH410L	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication Pricing and Promotion Management B2B Marketing	4 4 4 4 4 4 4 4 4	0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0	4 4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism USSC102L Wellness and Yoga	1 1 1 1 1 1	0 0 0 0 0 0	0 2 0 2 0 0 0 0 0 0	2 2 1 1 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH315L UBBH316L UBBH405L UBBH407L UBBH408L UBBH409L UBBH410L UBBH497J	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication Pricing and Promotion Management B2B Marketing Co-Op	4 4 4 4 4 4 4 4 4	0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0	4 4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism USSC102L Wellness and Yoga  * Mandatory Courses	1 1 1 1 1 1	0 0 0 0 0 0	0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2 2 1 1 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH315L UBBH316L UBBH405L UBBH407L UBBH408L UBBH409L UBBH410L UBBH497J	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication Pricing and Promotion Management B2B Marketing	4 4 4 4 4 4 4 4 4	0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0 0	4 4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism USSC102L Wellness and Yoga  * Mandatory Courses  Open Elective Courses	2 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0	0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2 2 1 1 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH314L UBBH315L UBBH405L UBBH406L UBBH407L UBBH407L UBBH409L UBBH409L UBBH410L UBBH497J Business A	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication Pricing and Promotion Management B2B Marketing Co-Op Analytics and AI	4 4 4 4 4 4 4 4 4			4 4 4 4 4 4 4 4 4 8	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism USSC102L Wellness and Yoga  * Mandatory Courses	2 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0	0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2 2 1 1 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH314L UBBH315L UBBH316L UBBH405L UBBH407L UBBH407L UBBH409L UBBH409L UBBH410L UBBH497J Business A	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication Pricing and Promotion Management B2B Marketing Co-Op Analytics and AI Marketing Analytics	4 4 4 4 4 4 4 4 4 3		000000000000000000000000000000000000000	4 4 4 4 4 4 4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism USSC102L Wellness and Yoga  * Mandatory Courses  Open Elective Courses	2 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0	0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2 2 1 1 1 1 1 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH314L UBBH315L UBBH316L UBBH405L UBBH407L UBBH407L UBBH409L UBBH409L UBBH410L UBBH497J Business A	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication Pricing and Promotion Management B2B Marketing Co-Op Analytics and AI  Marketing Analytics Advanced Statistics for Data Sci-	4 4 4 4 4 4 4 4 4 3		000000000000000000000000000000000000000	4 4 4 4 4 4 4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism USSC102L Wellness and Yoga  * Mandatory Courses  Open Elective Courses	2 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0	0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2 2 1 1 1 1 1 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH314L UBBH315L UBBH405L UBBH406L UBBH407L UBBH409L UBBH409L UBBH410L UBBH497J Business A UBBH215E UBBH217E	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication Pricing and Promotion Management B2B Marketing Co-Op Analytics and AI  Marketing Analytics Advanced Statistics for Data Science	4 4 4 4 4 4 4 4 4 3 3		000000000000000000000000000000000000000	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism USSC102L Wellness and Yoga  * Mandatory Courses  Open Elective Courses  Management   Humanities   Science   Social Section 1988   Science   Social Section 2088   Science   Science   Social Section 2088   Science   Science   Social Section 2088   Science   S	2 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0	0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2 2 1 1 1 1 1 1 1 1 1 1 1 1
UBBH311L UBBH312L UBBH313L UBBH314L UBBH315L UBBH405L UBBH406L UBBH407L UBBH409L UBBH409L UBBH410L UBBH497J Business A UBBH215E UBBH217E	Consumer Behaviour Generative AI in Marketing Integrated Marketing Communication Digital Channels Services Marketing in the Digital Age SEM and Display Advertising Advertising Omni Channel Retailing Corporate Communication & Reputation Management Persuasive Communication Pricing and Promotion Management B2B Marketing Co-Op Analytics and AI  Marketing Analytics Advanced Statistics for Data Sci-	4 4 4 4 4 4 4 4 4 3 3		000000000000000000000000000000000000000	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	USSC101L* Indian Constitution UCHY101L* Environmental Science UCXC100V* Co-Curricular Course UBBH151L* Verbal Reasoning UBBH152L* Quantitative Reasoning UBBH153L Student Led Consulting UBBH154L Trading Journey UBBH155L Student Leadership UBBH156L Global Immersion Program UBBH157L Business Journalism USSC102L Wellness and Yoga  * Mandatory Courses  Open Elective Courses	2 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0	0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1