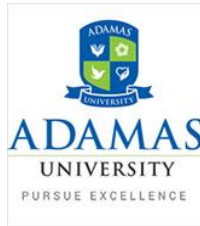




ADAMAS UNIVERSITY
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT

PROGRAMME STRUCTURE & SYLLABUS
for
BACHELOR OF BUSINESS ADMINISTRATION
(Hons.)
3 Years Programme
Academic Year - 2022-23



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE UNIVERSITY

To be an internationally recognized university through excellence in inter-disciplinary education, research and innovation, preparing socially responsible well-grounded individuals contributing to nation building.

MISSION STATEMENTS OF THE UNIVERSITY

M.S 01: Improve employability through futuristic curriculum and progressive pedagogy with cutting-edge technology

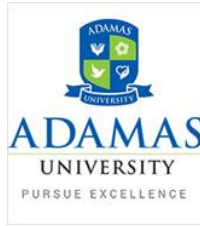
M.S 02: Foster outcomes based education system for continuous improvement in education, research and all allied activities

M.S 03: Instill the notion of lifelong learning through culture of research and innovation

M.S 04: Collaborate with industries, research centers and professional bodies to stay relevant and up-to-date

M.S 05: Inculcate ethical principles and develop understanding of environmental and social realities

CHANCELLOR / VICE CHANCELLOR



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE SCHOOL

To be a new-age school maintaining international standards of industry-relevant interdisciplinary education and research in the field of business, commerce and economics, developing professionals adept at leveraging technology, and conscious of society and environment.

MISSION STATEMENTS OF THE SCHOOL

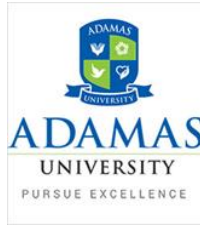
M.S 01: Focus on outcome based curriculum enabling intellectual, personal and professional growth through life-long learning.

M.S 02: Integrate theory with practice to create solutions, embracing sustainability and diversity

M.S 03: Inculcate trans-disciplinary culture through teaching and research in emerging areas.

M.S 04: Encourage students to inculcate entrepreneurial spirit, ethical and societal values, and contribute to nation-building.

DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE DEPARTMENT

To be an internationally recognized center for management education through excellence in pedagogy, research and innovation, preparing socially responsible and industry-ready management professionals who will emerge as the preferred choice for organisations.

MISSION STATEMENTS OF THE DEPARTMENT

M.S 01: Improve employability through progressive, outcome based pedagogy and regular interaction with industry for lifelong learning.

M.S 02: Integrate theoretical knowledge with real-life practices through industry interface.

M.S 03: Holistic development through trans disciplinary teaching and research in emerging areas leveraging technology.

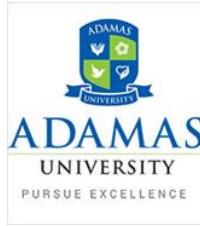
M.S 04: Encourage students to inculcate entrepreneurial spirit, ethical, societal and professional values, and contribute to nation-building.

A handwritten signature in purple ink, appearing to read 'Pk Bose'.

HOD

A handwritten signature in black ink, appearing to read 'R. Datta'.

DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

Name of the Programme: Bachelor of Business Administration (Hons)

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 01: Imparting knowledge of the fundamentals of Management theory and its applications in problem solving.

PEO 02: Developing expertise in the areas of leadership, interpersonal skills, entrepreneurship, finance, and marketing.

PEO 03: Enhancing professional competency in meeting the challenges of a globalized world of business.

PEO 04: Developing ethical, social and environmental consciousness.

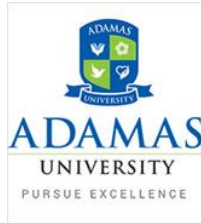
PEO 05: Inculcating fundamental concepts and skills of research in various fields of business.

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HOD

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DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

Name of the Programme: Bachelor of Business Administration (Hons)

GRADUATE ATTRIBUTE / PROGRAMME OUTCOME (PO)

GA 01 / PO 01: Management Knowledge- Understanding of basic knowledge in the different fields of business & management in terms of concepts and principles.

GA 02 / PO 02: Problem Solution: Identify, formulate and analyze business problems utilizing knowledge of multiple disciplines including economics, statistics, commerce, law and technology and solve such problems using appropriate methodology culled from various fields.

GA 03 / PO 03: Leadership and Organization Skills- Develop strategic, organizational, and leadership skills for new organizations paradigm.

GA 04 / PO 04: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the business practices.

GA 05 / PO 05: Environment and Sustainability- Understand the impact of the professionals in societal contexts, and demonstrate the knowledge of, and need for sustainable development

GA 06 / PO 06: Life-long Learning- Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of business world.

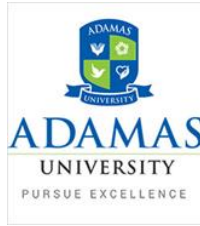
GA 07 / PO 07: Creativity and Innovation- Develop inquisitive and innovative minds trained in the concepts of research and innovative practices.

A handwritten signature in blue ink, appearing to read 'Pk Bose'.

HOD

A handwritten signature in blue ink, appearing to read 'N. Datta'.

DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

**Name of the Programme: Bachelor of Business Administration (Hons)
PROGRAMME SPECIFIC OUTCOME (PSO)**

PSO 01: Prepare basic knowledge, skills, tools and techniques to enable them to take up higher studies and research.

PSO 02: Development of entrepreneurial skills and spirit.

PSO 03: Develop competencies to be socially responsible business professionals.

HOD

DEAN / SCHOOL CONCERNED

SEMESTER-III						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
AECC	SOC14100	Community Services	0	0	2	1
SEC	IDP14001	Interdisciplinary Project	3	0	0	3
Core	MKT11002	Marketing Management - I	3	1	0	4
Core	FAC11007	Financial Management	3	1	0	4
Core	OBH11004	Human Resource Management – I	3	1	0	4
Core	OLS11001	Supply Chain Management	3	1	0	4
GE	OLS11002	Production & Operations Management	2	0	0	2
SEC	MGT11004	Employability and Practitioner Skills-I	--	--	--	PPSD/SSD
						22

SEMESTER-IV						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
GE	PSG11021	Human Values and Professional Ethics	2	0	0	2
Core	MKT11003	Marketing Management – II	3	1	0	4
Core	FAC11008	Cost & Management Accounting	3	1	0	4
Core	OBH11006	Human Resource Management – II	3	1	0	4
GE	IST11001	Management Information System & ERP	2	0	0	2
Core	MGT11005	Introduction to Research Methodology	3	1	0	4
GE	EIC11002	Entrepreneurship Development	3	1	0	4
SEC	BAN12002	Introduction to Data Analytics	1	0	2	2
SEC	MGT11006	Employability and Practitioner Skills-II	--	--	--	PPSD/SSD
						26

At the end of 2nd Year, the students are required to opt for **two electives** in the order of their preference. For each elective, they must study two courses in the Semesters V and VI. Allotment of electives shall be based on aptitude and merit of the student and availability of the seats.

The students must also undertake **Summer Internship Training/Project at the end of 2nd Year for a period of 6-8 weeks, during the months of May, June & July.**

During the internship the students are required to learn about the realities of work environment. They are required to submit a training report for evaluation/assessment. Successful completion of the internship shall facilitate the students to be **rated for 2 credits**.

The students must undertake a **Dissertation/ Live Project worth 4 credits during the Semester VI**. Unlike internship, the dissertation project work must be conducted on a topic chosen from the elective area of specialization in which the student wants to build his/her career. The student is also required to submit a detailed report to the school/university and present the work to the faculty panel for evaluation/assessment.

SEMESTER-V						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
Core	MKT11025	International Business	3	1	0	4
GE	MGT11003	Business Ethics & Corporate Governance	3	1	0	4
Marketing specialization (any two)	MKT11004	Digital Marketing	3	1	0	4
	MKT11005	Services Marketing	3	1	0	4
	MKT11006	Consumer Behavior	3	1	0	4
Finance specialization (any two)	FAC11009	Financial Services	3	1	0	4
	FAC11010	Investment Management	3	1	0	4
	FAC11011	Financial Institutions & Market	3	1	0	4
Human Resource specialization (any two)	OBH11007	Industrial Relations & Labor Laws	3	1	0	4
	OBH11008	Compensation & Rewards Management	3	1	0	4
	OBH11009	Performance Management System	3	1	0	4
Core	MGT14001	Summer Internship Training/Project	0	0	4	2
						26

SEMESTER-VI						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
Core	MGT11008	Business Strategy & Policy	3	1	0	4
SEC	MKT11007	E-Commerce	2	0	0	2
Marketing specialization	MKT11008	Advertising & Sales Management	3	1	0	4

ion	MKT11009	Retail Management	3	1	0	4
Finance specializat ion	FAC11012	Banking & Insurance Management	3	1	0	4
	FAC11013	Corporate Finance	3	1	0	4
Human Resource specializat ion	OBH11010	Organization Change & Development	3	1	0	4
	OBH11011	Training & Development	3	1	0	4
Core	MGT14002	Dissertation/ Live Project	0	0	8	4
						26

<i>Annexure-II</i>		<i>School of Business & Economics</i>						
BBA								
NEP								
Academic Year 2023-24 & 2024-25								
Semester- I								
S. No	Type of Course	Code	Title of the Course	Contact Hours Per Week				Remarks
				L	T	P	C	
1	CC	MGT101	Principles of Management	3	1	0	4	CC-1
2	CC	MGT102	Business Environment	3	1	0	4	CC-2
3	MDC	ECO107	Principles of Economics	3	0	0	3	
4	AEC	AEC101	Communicative English-I	2	1	0	3	
5	Minor	COM105	Principles of Accounting	3	1	0	4	
6	VAC	VAC105	Community Engagement & Social Responsibility	2	0	0	2	
Semester Credits							20	
Semester- II								
7	CC	MGT103	Behavioural Science	3	1	0	4	CC-3
8	CC	MGT104	Business Mathematics & Statistics-I	3	1	0	4	CC-4
9	MDC	COM108	Basics of Insurance	3	0	0	3	
10	SEC	SEC151	Basics of Data Analytics	2	0	0	2	
11	VAC	VAC101	Environmental Education-I	2	0	0	2	
12	AEC	AEC102	Communicative English-II	2	1	0	3	
13	Minor	COM106	Cost and management accounting	3	1	0	4	
Semester Credits							22	
Semester- III								
14	CC	MGT201	Marketing Management – I	3	1	0	4	CC-5
15	CC	MGT202	Human Resource Management – I	3	1	0	4	CC-6
16	MDC	JMC203 LWJ11024 COM211 BGA203	Videography Basics Cyber Law(IT) Basics of Custom Law Introduction to				3	

			Digital Media					
17	Minor	COM206	Introduction to financial Management	3	1	0	4	
18	AEC	AEC106	Professional Communication Skills	2	0	0	2	
19	SEC	SEC154	People Management and Leadership				2	
20	VAC	VAC102	Human Values & Ethics	2	0	0	2	
Semester Credits							21	
Semester- IV								
21	CC	MGT205	Marketing Management – II	3	1	0	4	CC-7
22	CC	MGT206	Human Resource Management – II	3	1	0	4	CC-8
23	CC	MGT207	Business Statistics	3	1	0	4	CC-9
24	SEC	SEC152	Negotiation Skills in Business and Management	2	0	0	2	
25	Minor	COM207	Direct Tax	3	1	0	4	
26	VAC	VAC103	Constitution and Human Rights	2	0	0	2	
Semester Credits							20	
Semester- V								
27	CC	MGT301	Management Information System & ERP	3	1	0	4	CC-10
28	CC	MGT302	Business Law	3	1	0	4	CC-11
29	CC (Specialization Marketing)	MGT305	Digital Marketing	3	1	0	4	CC-12
30	CC (Specialization Finance)	MGT306	Financial Services	3	1	0	4	CC-12
31	CC (Specialization Human Resource Management)	MGT307	Industrial Relations & Labour Laws	3	1	0	4	CC-12
32	CC (Specialization Entrepreneurship & Family Business)	MGT308	Launching and Managing an Enterprise	3	1	0	4	CC-12
33	CC (Specialization Business Analytics)	MGT309	Business Intelligence: Concepts, Tools, and Applications	3	1	0	4	CC-12

34	CC (Specialization Digital Marketing)	MGT310	Digital Marketing	3	1	0	4	CC-12
35	Minor			3	1	0	4	
36	SEC	SEC155	Research Methodology	2	0	0	2	
37	INT301		Internship				4	
Semester Credits								22
Semester- VI								
38	CC	MGT311	Operations Management	3	1	0	4	CC-13
39	CC	MGT312	International Business	3	1	0	4	CC-14
40	CC (Specialization Marketing)	MGT316	Consumer Behaviour	3	1	0	4	CC-15
41	CC (Specialization Finance)	MGT317	Financial Institutions & Markets	3	1	0		CC-15
42	CC (Specialization Human Resource Management)	MGT318	Compensation & Rewards Management	3	1	0		CC-15
43	CC (Specialization Entrepreneurship & Family Business)	MGT319	Designing and Configuring Business Model	3	1	0		CC-15
44	CC (Specialization Business Analytics)	MGT320	Introduction to Data Analytics using Spreadsheet	3	1	0		CC-15
45	CC (Specialization Digital Marketing)	MGT321	Customer Relationship Management in Digital Age	3	1	0		CC-15
46	Minor	300-399		3	1	0	4	
47	SEC	SEC156	Team Management	2	0	0	2	
48	Project	MGT322	Project				4	
Semester Credits								22
Total Credits of the Program after 3rd Year								127
Semester- VII								
49	CC	MGT401	Business Strategy & Policy	3	1	0	4	CC-16
50	CC (Specialization Marketing)	MGT404	Services Marketing	3	1	0	4	CC-17
51	CC (Specialization Finance)	MGT405	Investment Management	3	1	0	4	CC-17
52	CC (Specialization	MGT406	Performance Management	3	1	0	4	CC-17

	Human Resource Management)		System.					
53	CC (Specialization Entrepreneurship & Family Business)	MGT407	Doing Business with Government & Public Sectors	3	1	0	4	CC-17
54	CC (Specialization Business Analytics)	MGT408	SQL and Data Warehousing	3	1	0	4	CC-17
55	CC (Specialization Digital Marketing)	MGT409	Social Media Marketing	3	1	0	4	CC-17
56	CC (Specialization Marketing)	MGT410	Sales and Distribution Management	3	1	0	4	CC-18
57	CC (Specialization Finance)	MGT411	Corporate Finance	3	1	0	4	CC-18
58	CC (Specialization Human Resource Management)	MGT412	Training & Development	3	1	0	4	CC-18
59	CC (Specialization Entrepreneurship & Family Business)	MGT413	Dynamics of Family Business	3	1	0	4	CC-18
60	CC (Specialization Business Analytics)	MGT414	Data Analytics using R	3	1	0	4	CC-18
61	CC (Specialization Digital Marketing)	MGT415	Integrated Marketing Communication	3	1	0	4	
62	CC (For With research)	MGT440	Research Methodology (should start working on the Dissertation topic)	3	1	0	4	CC-19 (Research)
63	CC (For Without research) (Specialization Marketing)	MGT417	Retail Management	3	1	0	4	CC-19 (Without Research)
64	CC (For Without research) (Specialization Finance)	MGT418	Banking & Insurance Management	3	1	0	4	CC-19 (Without Research)
65	CC (For Without	MGT419	Organization	3	1	0	4	CC-19

	research) (Specialization Human Resource Management)		Change & Development					(Without Research)
66	CC (For Without research) (Specialization Entrepreneurship & Family Business)	MGT420	Entrepreneurial Finance	3	1	0	4	CC-19 (Without Research)
67	CC (For Without research) (Specialization Business Analytics)	MGT421	Machine Learning using Python	3	1	0	4	CC-19 (Without Research)
68	CC (For Without research) (Specialization Digital Marketing)	MGT422	Search Engine Marketing and SEO	3	1	0	4	CC-19 (Without Research)
69	Minor	300-399		3	1	0	4	
Total Semester Credit							20	
Semester- VIII								
70	CC	MGT423	Supply Chain Management	3	1	0	4	CC-20
71	CC (For Without research)	MGT428	Business Ethics & Corporate Governance	3	1	0	4	CC-21 (without Research)
72	CC (For Without research) (Specialization Marketing)	MGT429	Rural Marketing	3	1	0	4	CC- 22(without Research)
73	CC (For Without research) (Specialization Finance)	MGT430	Mergers, Acquisitions & Corporate Restructuring	3	1	0	4	CC- 22(without Research)
74	CC (For Without research) (Specialization Human Resource Management)	MGT431	Cross Cultural Management	3	1	0	4	CC- 22(without Research)
75	CC (For Without research) (Specialization Entrepreneurship & Family Business)	MGT432	Project Management	3	1	0	4	CC- 22(without Research)
76	CC (For Without research) (Specialization Business Analytics)	MGT433	Visual Data Analytics	3	1	0	4	CC- 22(without Research)

77	CC (For Without research) (Specialization Digital Marketing)	MGT434	Cyber Security in Digital Market	3	1	0	4	CC-22(without Research)
78	Minor	300-399		3	1	0	4	
79	Minor (For without research)	300-399		3	1	0	4	
80	Dissertation	MGT435	Project/Dissertation	12	0	0	12	
Total Semester Credit								20
Total Credits of the Program after 4th Year								167

*NOTE: With research is only allowed for Students *who secure 75% marks and above in the first six semesters*

Minors to be offered by the Department of Management

Serial No.	Course Code	Courses	L	T	P	C	SEMESTER
1	MGT105	Principles of Management	3	1	0	4	SEM I
2	MGT107	Behavioral Science	3	1	0	4	SEM II
3	MGT205	Marketing Management	3	1	0	4	SEM III
4	MGT204	Human Resource Management	3	1	0	4	SEM IV
5	MGT303	International Business	3	1	0	4	SEM V
6	MGT311	Operations Management	3	1	0	4	SEM VI
7	MGT401	Business Strategy & Policy	3	1	0	4	SEMVII
8	MGT423	Supply Chain Management	3	1	0	4	SEM VIII

MDC Courses to be offered by the Department of Management

Serial No.	Course Code	Courses	L	T	P	C	Department
1	MGT121	Management and Sustainability	3	0	0	3	SEM I
2	MGT122	Corporate Wisdom	3	0	0	3	SEM II
3	MGT211	Creativity and Innovation *	2	0	2	3	SEM III

SEC Courses to be offered by the Department of Management

Serial No.	Course Code	Courses	L	T	P	C	Department
1	SEC 152	Negotiation Skills in Business and Management	2	0	0	2	SEM V
2	SEC154	People Management and Leadership	1	1	0	2	SEM III

3	SEC151	Basics of Data Analytics	1	1	0	2	SEM II
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*MGT211 mode of exam: 25 marks theory + 25 marks practical