



SIR PADAMPAT SINGHANIA UNIVERSITY UDAIPUR

School of Management

Department of Management

Vision

- SOM is committed to educate and develop leaders and builders of enterprises who create value for their stakeholders and society at large. Vision is to develop future managers possessing a portfolio of capabilities.
- The School of Management draws inspiration from the Founder Chancellor's vision of focusing on creating knowledge, knowledge that liberates all humans from limitations.
- We also draw our vision from our parent organization's legacy, of public service, research and educational outreach and to move towards achieving academic excellence in all disciplines as also envisioned by our President.
- We strive to deliver a distinctive first quality education and foster research.

WISDOM

Mission

- Mission of the School is to create an intellectual engine for students, faculty and the community – to expand our capacity & development of students through brainstorming ,case studies , personal guidance and discussions. It is set to develop responsible value-based executives with overall personality development of students.
- SOM has dedicated to identifying much deeper understanding of corporate needs to build closer Industry-Academia interaction through partnerships and joint ventures . This convergence of approach of practitioners and academicians will result in focused management strategy.
- It plans to promote learning as a cherished organizational value by imparting knowledge and developing contemporary skills and services.
- SOM aims to revise courses regularly to meet the industry challenges and change.
- SOM aims at internationalization of management curricula to develop the students to face global challenges
- At the same time it aims at an equal emphasis on empirical research.

BBA Degree Program Course Structure

(2021-2024)

Overview

Bachelor of Business Administration or BBA is one of the most popular and sought after bachelor degree programmes pursued by students after Class 12. The BBA course is the gateway to a plethora of job opportunities in numerous sectors such as Marketing, Education, Finance, Sales, and Government to name a few.

BBA is a three-year professional undergraduate course in Business Management. It is open to students from all the three streams: Science, Arts and Commerce. The BBA course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship.

The course will help the students learn various aspects of business administration and management through classroom lectures and practical projects like internships. The course will acquaint the students with various aspects of the business administration, market, marketing trends, etc.

Programme Educational Objectives (PEO's)

PEO1: Critical Thinking Skills

Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

PEO2: Communication Skills

Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

PEO3: Entrepreneurship and Innovation

Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

PEO4: Business Knowledge

Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

PEO5: Ethics

Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PEO6: Environment and sustainability

Students can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PEO7: Individual and team work

Students can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

Program Outcomes (PO's)

- PO1 To develop problem solving skills
- PO2 Knowledge and understanding of various functional areas of management
- PO3 To understand corporate policies & strategies.
- PO4 Basic knowledge of management and communicational skills.
- PO5 Basic understanding of financial perspective
- PO6 Development of Marketing perspective
- PO7 Understanding Human resource policy and teamwork.
- PO8 Basic knowledge of information technology and its use.
- PO9 Developing basic computational ability
- PO10 Development of understanding of Ethics & Governance
- PO11 Understanding of Economic and legal framework of business
- PO12 Understanding International perspective of Business

WISDOM

Credit Structure

| B. B.A. Core | | B. B.A. Elective | |
|--------------------------------------|---------|-----------------------------------|---------|
| Category | Credits | Category | Credits |
| Departmental Core Subjects | 64 | Department Level Optional Courses | 21 |
| Humanities & Basic Sciences Subjects | 11 | | Project |
| Anandam-an exercise of trusteeship | 12 | | |
| Total | 87 | Total | 41 |
| Grand Total | | | 128 |

Distribution of Total Credits & Contact Hours in all Semesters

| S. No. | Semester Number | Credits/Semester | Contact hours/week |
|--------------|-----------------|------------------|--------------------|
| 1 | I | 20 | 18 |
| 2 | II | 20 | 18 |
| 3 | III | 21 | 20 |
| 4 | IV | 23 | 21 |
| 5 | V | 26 | 19 |
| 6 | VI | 18 | - |
| Total | | 128 | - |

Value Addition Courses (Optional)

| Sr. No | Semester | Course code | Title | L | T | P | S | Credits |
|--------|----------|-------------|-------------------|---|---|---|---|---------|
| 1 | II | EP-2001 | Project Endeavour | - | - | - | 1 | 1 |
| 2 | III | EP-2002 | Project Endeavour | - | - | - | 1 | 1 |
| 3 | IV | EP-4001 | Project Endeavour | - | - | - | 2 | 2 |
| 4 | V | EP-2003 | Project Endeavour | - | - | - | 1 | 1 |
| 5 | VI | EP-4002 | Project Endeavour | - | - | - | 2 | 2 |

* MOOCs may be studied by the student upon his request for any of the courses in the program.

PS

WISDOM

Course Structure: B.B.A 2021-2024

Semester - I

| S. No. | Course Code | Course Title | L | T | P | S | Credit(s) | Hrs. |
|---------------------|-------------|------------------------------------|---|---|---|---|-----------|------|
| 1 | BM-1101 | Introduction to Financial Accounts | 3 | 0 | 0 | - | 3 | 3 |
| 2 | BM-1102 | Business Law | 3 | 0 | 0 | - | 3 | 3 |
| 3 | BM-1103 | Business Statistics | 3 | 0 | 0 | - | 3 | 3 |
| 4 | BM-1104 | Foundation of Human Skills | 3 | 0 | 0 | - | 3 | 3 |
| 5 | BM-1105 | Business Economics-I | 3 | 0 | 0 | - | 3 | 3 |
| 6 | HU-1014 | Business Communication - I | 2 | 1 | 0 | - | 3 | 3 |
| 7 | AM-1001 | Anandam-an exercise of trusteeship | - | - | - | - | 2 | |
| Total Credits | | | | | | | | 20 |
| Total Contact hours | | | | | | | | 18 |

Semester - II

| S. No. | Course Code | Course Title | L | T | P | S | Credit(s) | Hrs. |
|---------------------|-------------|------------------------------------|---|---|---|---|-----------|------|
| 1 | BM-1106 | Principles of Marketing | 3 | 0 | 0 | - | 3 | 3 |
| 2 | BM-1107 | Industrial Law | 3 | 0 | 0 | - | 3 | 3 |
| 3 | BM-1108 | Business Mathematics | 3 | 0 | 0 | - | 3 | 3 |
| 4 | BM-1109 | Business Environment | 3 | 0 | 0 | - | 3 | 3 |
| 5 | BM-1110 | Principles of Management | 3 | 0 | 0 | - | 3 | 3 |
| 6 | HU-1015 | Business Communication –II | 2 | 1 | 0 | - | 3 | 3 |
| 7 | AM-1002 | Anandam-an exercise of trusteeship | - | - | - | - | 2 | - |
| Total Credits | | | | | | | | 20 |
| 8 | EP-2001 | Project Endeavour | - | - | - | - | 1 | 1 |
| Total Contact hours | | | | | | | | 18 |

Semester – III

| S N o. | Course Code | Course Title | L | T | P | S | Cre dit(s) | Hrs . |
|---------------------|----------------|---|---|---|---|---|-------------------|----------|
| 1 | BM-2201 | Business Planning & Entrepreneurial Management | 3 | 0 | 0 | - | 3 | 3 |
| 2 | BM-2202 | Accounting for Managerial Decisions | 3 | 0 | 0 | - | 3 | 3 |
| 3 | BM-2203 | Strategic Management | 3 | 0 | 0 | - | 3 | 3 |
| 4 | BM-2204 | Information Technology in Business Management – I | 1 | 0 | 1 | - | 2 | 3 |
| 5 | BMX-XXXX | Departmental Elective-I | 3 | 0 | 0 | - | 3 | 3 |
| 6 | BMX-XXXX | Departmental Elective-II | 3 | 0 | 0 | - | 3 | 3 |
| 7 | CH-2002 | Environmental Management | 2 | 0 | 0 | - | 2 | 2 |
| 8 | AM-2001 | Anandam-an exercise of trusteeship | - | - | - | - | 2 | 2 |
| Total Credits | | | | | | | 21 | |
| 9 | EP-2002 | Project Endeavour | | | | 1 | 1 | |
| Total Contact hours | | | | | | | | 20 |

SEMESTER – III List of Departmental Electives

| | | | L | T | P | Credits |
|----|----------|---------------------------------|---|---|---|---------|
| 1 | BMF-2101 | Basics of Financial Services | 3 | 0 | 0 | 3 |
| 2 | BMF-2102 | Introduction to Cost Accounting | 3 | 0 | 0 | 3 |
| 3 | BMF-2103 | Equity and Debt Market | 3 | 0 | 0 | 3 |
| 4 | BMF-2104 | Corporate Finance | 3 | 0 | 0 | 3 |
| 5 | BMM-2101 | Consumer Behaviour | 3 | 0 | 0 | 3 |
| 6 | BMM-2102 | Product Innovations Management | 3 | 0 | 0 | 3 |
| 7 | BMM-2103 | Advertising | 3 | 0 | 0 | 3 |
| 8 | BMM-2104 | Social Marketing | 3 | 0 | 0 | 3 |
| 9 | BMH-2101 | Recruitment & Selection | 3 | 0 | 0 | 3 |
| 10 | BMH-2102 | Motivation & Leadership | 3 | 0 | 0 | 3 |
| 11 | BMH-2103 | Employees Relations & Welfare | 3 | 0 | 0 | 3 |
| 12 | BMH-2104 | Organization Behaviour & HRM | 3 | 0 | 0 | 3 |

Semester IV

| S. No. | Course Code | Course Title | L | T | P | S | Credits | Hrs |
|---------------------|-------------|--|---|---|---|---|---------|-----|
| 1 | BM-1111 | Business Economics- II | 3 | 0 | 0 | - | 3 | 3 |
| 2 | BM-2205 | Business Research Methods | 3 | 0 | 0 | - | 3 | 3 |
| 3 | BM-1112 | Ethics & Governance | 3 | 0 | 0 | - | 3 | 3 |
| 4 | BM-2206 | Information Technology in Business Management – II | 2 | 0 | 0 | - | 2 | 2 |
| 5 | BM-3201 | Operation Research | 4 | 0 | 0 | - | 4 | 4 |
| 6 | BMX-XXXX | Departmental Elective-III | 3 | 0 | 0 | - | 3 | 3 |
| 7 | BMX-XXXX | Departmental Elective-IV | 3 | 0 | 0 | - | 3 | 3 |
| 8 | AM-2002 | Anandam-an exercise of trusteeship | - | - | - | | 2 | |
| Total Credits | | | | | | | 23 | |
| 9 | EP-4001 | Project Endeavour | | | | 2 | 2 | |
| Total Contact hours | | | | | | | | 21 |

WISDOM

List of Departmental Electives

Semester IV

| | | | L | T | P | Credits |
|----|----------|---|---|---|---|---------|
| 1 | BMF-2105 | Financial Institutions & Markets | 3 | 0 | 0 | 3 |
| 2 | BMF-2106 | Auditing | 3 | 0 | 0 | 3 |
| 3 | BMF-2107 | Strategic Cost Management | 3 | 0 | 0 | 3 |
| 4 | BMF-2108 | Corporate Restructuring | 3 | 0 | 0 | 3 |
| 5 | BMM-2105 | Integrated Marketing Communication | 3 | 0 | 0 | 3 |
| 6 | BMM-2106 | Rural Marketing | 3 | 0 | 0 | 3 |
| 7 | BMM-2107 | Event Marketing | 3 | 0 | 0 | 3 |
| 8 | BMM-2108 | Tourism Marketing | 3 | 0 | 0 | 3 |
| 9 | BMH-2105 | Human Resource Planning & Information System | 3 | 0 | 0 | 3 |
| 10 | BMH-2106 | Training & Development in HRM | 3 | 0 | 0 | 3 |
| 11 | BMH-2107 | Change Management | 3 | 0 | 0 | 3 |
| 12 | BMH-2108 | Conflict & Negotiation | 3 | 0 | 0 | 3 |
| 13 | BMO-2101 | Production & Total Quality Management | 3 | 0 | 0 | 3 |

WISDOM

Semester V

| S. No | Course Code | Course Title | L | T | P | S | Credits | Hrs. |
|---------------------|-------------|---------------------------------------|---|---|---|---|---------|------|
| 1 | BM-1113 | Logistics and Supply Chain Management | 4 | 0 | 0 | - | 4 | 4 |
| 2 | BM-3202 | Management Accounting | 4 | 0 | 0 | - | 4 | 4 |
| 3 | BM-3100 | Project Work | - | - | - | - | 4 | - |
| 4 | BMX-XXXX | Specialisation Elective-I | 2 | 0 | 0 | 1 | 3 | 2 |
| 5 | BMX-XXXX | Specialisation Elective-II | 3 | 0 | 0 | - | 3 | 3 |
| 6 | BMX-XXXX | Specialisation Elective-III | 3 | 0 | 0 | - | 3 | 3 |
| 7 | HU-3013 | Language through Literature and Films | 0 | 3 | 0 | - | 3 | 3 |
| 8 | AM-3001 | Anandam-an exercise of trusteeship | - | - | - | - | 2 | - |
| Total Credits | | | | | | | 26 | |
| 8 | EP-2003 | Project Endeavour | | | | 1 | 1 | |
| Total Contact Hours | | | | | | | | 19 |

List of Departmental Electives SEMESTER – V

| | | L | T | P | Credits |
|--|--|---|---|---|---------|
| List of Discipline specific Electives (DSE)-1 (Finance) | | | | | |
| BMF-2109 | Investment Analysis & Portfolio Management | 3 | 0 | 0 | 3 |
| BMF-2110 | Commodity & Derivatives Market | 3 | 0 | 0 | 3 |
| BMF-2111 | Wealth Management | 3 | 0 | 0 | 3 |
| BMF-2112 | Strategic Financial Management | 3 | 0 | 0 | 3 |
| BMF-2113 | Risk Management | 3 | 0 | 0 | 3 |
| BMF-2114 | International Finance | 3 | 0 | 0 | 3 |
| BMF-2115 | Innovative Financial Services | 3 | 0 | 0 | 3 |
| BMF-2116 | Project Management | 3 | 0 | 0 | 3 |
| List of Discipline specific Electives (DSE)-2 (Marketing) | | | | | |
| BMM-2109 | Service Marketing | 3 | 0 | 0 | 3 |
| BMM-2110 | E-Commerce & Digital Marketing | 3 | 0 | 0 | 3 |
| BMM-2111 | Sales & Distribution Management | 3 | 0 | 0 | 3 |

| | | | | | |
|---|--|---|---|---|---|
| BMM-2112 | Customer Relationship Management | 3 | 0 | 0 | 3 |
| BMM-2113 | Brand Management | 3 | 0 | 0 | 3 |
| BMM-2114 | Retail Management | 3 | 0 | 0 | 3 |
| BMM-2115 | International Marketing | 3 | 0 | 0 | 3 |
| BMM-2116 | Media Planning and Management | 3 | 0 | 0 | 3 |
| List of Discipline specific Electives (DSE)-3 (Human Resource) | | | | | |
| BMH-2109 | Finance for HR Professionals & Compensation Management | 3 | 0 | 0 | 3 |
| BMH-2110 | Performance Management & Career Planning | 3 | 0 | 0 | 3 |
| BMH-2111 | Industrial Relations | 3 | 0 | 0 | 3 |
| BMH-2112 | Human Resource Management | 3 | 0 | 0 | 3 |
| BMH-2113 | HRM in Global Perspective | 3 | 0 | 0 | 3 |
| BMH-2114 | Organizational Development | 3 | 0 | 0 | 3 |
| BMH-2115 | HRM In Service Sector Management | 3 | 0 | 0 | 3 |
| BMH-2116 | Human Resource Planning and Information System | 3 | 0 | 0 | 3 |

WISDOM

Semester - VI

| S. No | Course Code | Course Title | L | T | P | S | Credits |
|---------------------|-------------|--|---|---|---|---|---------|
| 1 | BM-3200 | Project Work-II | - | - | - | - | 8 |
| 2 | BMX-3300 | Project -Specialisation | 0 | 0 | 0 | - | 8 |
| 3 | AM-3002 | Anandam-an exercise of trusteeship | - | - | - | - | 2 |
| Total Credits | | | | | | | 18 |
| 4 | EP-4002 | Endeavour Project(Beyond the Syllabus) | | | | 2 | 2 |
| Total Contact Hours | | | | | | | - |

PS

WISDOM