



VIT[®]
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

Business School

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CURRICULUM & SYLLABUS

4 Years Under-Graduate Programme –

Bachelor of Business Administration (BBA)

VIT Business School, Vellore Institute of Technology, Vellore

VIT Vision

“Transforming life through excellence in education and research”.

Mission of VIT Business School

“To develop innovative, globally competitive and socially responsible Leaders”.

Program Objectives (POs)

The objective of the BBA program is to develop a pool of young talent with specialized knowledge in the fields of management and it's all the functional areas. Many managers recognize that sustainable competitive advantage comes not from having state-of-the art technology, ingenious product design, or best marketing strategy but from managing administration effectively. However reality remains many organizations fail in effective management practices. BBA program is designed to help students to systematically think of managing organization's resources, assets and to implement polices to achieve competitive edge through people.

VIT Business School BBA students will be:-

1. original thinkers and creative problem solvers
2. compete in multi-cultural environments
3. make responsible decisions, considering stakeholders' interests
4. analyse the managerial situations and communicate effectively
5. will foster participative team work

Program Learning Objectives (PLOs)

VIT Business School BBA students will be able to:-

1. To understand and develop the analytical, problem-solving and decision-making abilities for managing resources in an organization.
2. To make the holistic development of their overall personality and have a positive attitude with an explanatory performance and committed service to society.
3. Learn about ethical values in achieving stakeholders welfare
4. Examine global trends influencing the business environment
5. Associate with competitive strategies for the digital market places
6. Recognize business problems and find a solutions for describing alternative courses of action
7. To initiate start up and become entrepreneur on the basis of locally available resources
8. To conduct independent research, interpret and discuss results of qualitative and quantitative analysis.
9. Summarize and express (oral and written) their views on decision
10. To acquire knowledge and develop skillsets of all the management domain areas and to get the entry-level managerial positions in the organizations.

OR

BBA Program Learning Objectives (PLOs)

1. The students will acquire and demonstrate professional level written and oral communication skills.
2. The students will gain team skills to perform effectively in a diversified work environment.
3. The students will develop critical thinking and analytical skills and apply the skill sets in interpreting and analyzing the business information and data.
4. The students will acquire problem solving skills to make optimal decisions in the uncertain business scenario.
5. The students will develop theoretical expertise in basic and core business domain concepts.
6. The students will acquire global level awareness and knowledge to face the dynamic and challenging economic environment.
7. The students will acquire and utilize Information Technology skills to ensure time and cost saving decision making process.
8. The students will learn to approach and solve real business related issues with ethical and socially sensitive perspectives.
9. The students will demonstrate the ability to integrate the knowledge and skills derived from the different functional areas of business.
10. The students will exhibit a high level of professionalism and social etiquette, with emphasis on human values.

CURRICULUM

2023 Batch Onwards

4 years Bachelor of Business Administration (BBA) Program

Credit Distributions

Courses	BBA (Exit at the end of 3rd year) Credits	BBA (Honors) (Exit at the end of 4th Year) Credits	BBA (Honors with Research) (Exit at the end of 4th Year) Credits
Discipline Core Courses	60	80	80
Discipline Elective Courses	24	32	32
Open Elective Courses (Multidisciplinary)	09	09	09
Ability Enhancement Courses	08	08	08
Skill Enhancement Courses	09	09	09
Value Added Courses	08	08	08
Summer Internship	02	02	02
Research Project/Dissertation	00	12 (3 Courses)	12
Total Graded Credit Requirement	120	160	160

Discipline Core Courses

Courses	BBA (Exit at the end of 3rd year) Credits	BBA (Honors) (Exit at the end of 4th Year) Credits	BBA (Honors with Research) (Exit at the end of 4th Year) Credits
Discipline Core Courses	60	80	80

S. No	Course Code	Course Title	L	T	P	C	Pre-requisites	Remarks
		OB & HR Domain						
1	UBBA101L	Principles of Management	3	0	0	3		
2	UBBA105L	Organisational Behaviour	3	0	0	3		
3	UBBA201L	Human Resource Management	3	0	0	3		
		General Management Area						
4	UBBA206L	Corporate Social Responsibility	3	0	0	3		
5	UBBA205L	Business Law	3	0	0	3		
6	UBBA301L	International Business	3	0	0	3		
7	UBBA401L	Entrepreneurship	3	1	0	4		To be offered in 7th Semester
8	UBBA402L	Strategic Management	3	1	0	4		To be offered in 7th Semester
		Marketing Management Area						
9	UBBA108L	Marketing Management-1	3	0	0	3		
10	UBBA202L	Marketing Management-2	3	0	0	3		
11	UBBA207L	Consumer Behaviour	3	0	0	3		
12	UBBA403L	Research Methodology	3	0	0	3		To be offered in 7th Semester
13	UBBA403P	Research Methodology Lab	0	0	2	1		To be offered in 7th Semester
		Finance Domain						
14	UBBA102L	Micro Economics	3	0	0	3		
15	UBBA106L	Macro Economics	3	0	0	3		
16	UBBA104L	Financial Accounting	3	1	0	4		
17	UBBA109L	Financial Management	3	0	0	3		
18	UBBA203L	Management Accounting	3	0	0	3		
19	UBBA415L	Fintech	3	0	0	3		
20	UBBA404L	Econometrics	3	0	0	3		To be offered in 7th Semester
21	UBBA404P	Econometrics Lab	0	0	2	1		To be offered in 7th Semester
		Operations Management Area						
22	UBBA103L	Business Mathematics	3	1	0	4		
23	UBBA107L	Business Statistics	3	1	0	4		
24	UBBA204L	Operations Management- 1	3	0	0	3		
25	UBBA209L	Operations Management- 2	3	0	0	3		
26	UBBA405L	Operations Research	3	1	0	4		To be offered in 7th Semester
		Total Credits	60 - 80					
	UBBA399J	Summer Internship			2			

Discipline Elective Courses

Courses	BBA (Exit at the end of 3rd year) Credits	BBA (Honors) (Exit at the end of 4th Year) Credits	BBA (Honors with Research) (Exit at the end of 4th Year) Credits
Discipline Elective Courses	24	32	32

Course Code	Courses	L	T	P	C	Pre-requisites
	HRM Electives					
UBBA110L	Recruitment and Selection	3	0	0	3	
UBBA111L	Training and Development	3	0	0	3	
UBBA112L	Organizational Change and Development	3	0	0	3	
UBBA113L	Industrial Relations and Labour Laws	3	0	0	3	
UBBA406E	Compensation Management	3	0	2	4	To be offered in 7 th Sem
UBBA407L	Leadership and Team Building	4	0	0	4	To be offered in 7 th Sem
UBBA414E	HR Analytics	3	0	2	4	To be offered in 8 th Sem
	Marketing Management Electives					
UBBA210L	Sales Management	3	0	0	3	
UBBA211L	Retail Management	3	0	0	3	
UBBA212L	Brand Management	3	0	0	3	
UBBA213L	Services Marketing	3	0	0	3	
UBBA408L	Digital and Social Media Marketing	3	1	0	4	To be offered in 7 th Sem
UBBA410L	Integrated Marketing Communication	3	1	0	4	To be offered in 7 th Sem
	Business Marketing	3	1	0	4	To be offered in 7 th Sem
	Finance Electives					
UBBA302L	Risk Management	3	0	0	3	
UBBA303L	Principles of Taxation	3	0	0	3	
UBBA304L	Banking and Insurance	3	0	0	3	
UBBA305L	Financial Markets and Institutions	3	0	0	3	
UBBA409L	Investment Analysis and Portfolio Management	3	1	0	4	To be offered in 7 th Semester
UBBA411L	Financial Derivatives	3	1	0	4	To be offered in 7 th Sem
UBBA208L	Financial Reporting	3	1	0	4	To be offered in 8 th Sem
	Operations Management Electives					
UBBA306L	Total Quality Management	3	0	0	3	
UBBA307L	Supply Chain Management	3	0	0	3	
UBBA308L	Project Management	3	0	0	3	
UBBA309L	Business Analytics	3	0	0	3	
UBBA412E	Operations Analytics	3	0	2	4	To be offered in 7 th Sem
UBBA413L	Materials Management	3	1	0	4	To be offered in 7 th Sem
UBBA416E	Enterprise Resource Planning (ERP)	3	0	2	4	To be offered in 8 th Sem
	Total Credits	24 - 32				
UBBA499J	Research Project/Dissertation				12	To be offered in 8 th Sem

Open Elective Courses (Multidisciplinary)

Courses	BBA (Exit at the end of 3rd year) Credits	BBA (Honors) (Exit at the end of 4th Year) Credits	BBA (Honors with Research) (Exit at the end of 4th Year) Credits
Open Elective Courses (Multidisciplinary)	09	09	09

Course code	Course Title	L	T	P	C	Pre-requisites
	Modelling with MS Excel	1	0	4	3	
	Structured Query Language Lab	1	0	4	3	
	Python Programming for Analytics	1	0	4	3	
	Accounting Software Lab	1	0	4	3	
	Managing Personal Finance	3	0	0	3	
	Total Credits				9	

(Student can choose any of the university offered open elective courses)

Ability Enhancement Courses

Courses	BBA (Exit at the end of 3rd year) Credits	BBA (Honors) (Exit at the end of 4th Year) Credits	BBA (Honors with Research) (Exit at the end of 4th Year) Credits
Ability Enhancement Courses	08	08	08

Course code	Course Title	L	T	P	C	Pre-requisites
UENG101L	Effective English Communication	2	0	0	2	
UENG102L	Technical English Communication	2	0	0	2	
UENG102P	Technical English Communication Lab	0	0	2	1	
UMIL100L	Modern Indian Language	3	0	0	3	
	Total Credits				8	

Skill Enhancement Courses

Courses	BBA (Exit at the end of 3rd year) Credits	BBA (Honors) (Exit at the end of 4th Year) Credits	BBA (Honors with Research) (Exit at the end of 4th Year) Credits
Skill Enhancement Courses	09	09	09

Course code	Course Title	L	T	P	C	Pre-requisites
USTS101P	Qualitative Skills	0	0	3	1.5	
USTS102P	Quantitative Skills	0	0	3	1.5	
USTS201P	Advanced Competitive Coding - I	0	0	3	1.5	
USTS202P	Advanced Competitive Coding - II	0	0	3	1.5	
UBBA115E	Modelling with MS Excel	1	0	4	3	Employability Course
UCSC212E	Structured Query Language Lab	1	0	4	3	
UCSC213E	Python Programming for Analytics	1	0	4	3	
UBBA114E	Accounting Software Lab	1	0	4	3	
Total Credits					9	

Value Added Courses

Courses	BBA (Exit at the end of 3rd year) Credits	BBA (Honors) (Exit at the end of 4th Year) Credits	BBA (Honors with Research) (Exit at the end of 4th Year) Credits
Value Added Courses	08	08	08

Course code	Course Title	L	T	P	C	Pre-requisites
USSC101L	Indian Constitution	2	0	0	2	
UCHY101L	Environmental Science	2	0	0	2	
UCSC110L	Artificial Intelligence	3	0	0	3	
UCXC100V	Co-Curricular Course	0	0	0	1	
Total Credits					8	

Note:

- *Students exiting the programme after securing 40 credits will be awarded UG Certificate in the relevant Discipline /Subject provided they secure 4 credits in work based vocational courses offered during summer term or internship / Apprenticeship in addition to 6 credits from skill-based courses earned during first and second semester.*
- *Students exiting the programme after securing 80 credits will be awarded UG Diploma in the relevant Discipline /Subject provided they secure additional 4 credit in skill based vocational courses offered during first year or second year summer term.*
- *Students who want to undertake 3-year UG programme will be awarded UG Degree in the relevant Discipline /Subject upon securing 120 credits.*
- *Students will be awarded UG Degree (Honours) with Research in the relevant Discipline /Subject provided they secure 160 credits.*

Syllabus will be attached here