

**LIST OF COURSES TO BE OFFERED IN THE FIRST YEAR,  
SECOND YEAR, THIRD YEAR  
INTEGRATED MBA (\*)**

**BBA Semester System Structure**

**Semester I**

Course No.	Course Type	Course / Subject	Credit
KS_M_EC-111	ELECTIVE	FROM THE LIST BELOW	2
KS_M_FC-112	FOUNDATIONS	FROM THE LIST BELOW	2
KS_M_CC-113	CORE	BUSINESS MANAGEMENT -1	3
KS_M_CC-114	CORE	FUNDAMENTALS OF FINANCIAL ACCOUNTING	3
KS_M_CC-115	CORE	BASIC STATISTICS	3
KS_M_CC-116	CORE	FOUNDATION COURSE IN ECONOMICS	3
KS_M_CC-117	CORE	COMMUNICATION SKILLS	3
KS_M_CC-118	CORE	MERCANTILE LAW	3
KS_M_CC-119	CORE	INTRODUCTION TO INFORMATION TECHNOLOGY	3
		<b>TOTAL CREDITS</b>	<b>25</b>
<b>Foundation Course (any one)</b>		<b>Elective Courses (any one)</b>	
<ul style="list-style-type: none"> <li>• Learning from Leaders</li> <li>• Introduction to Logic</li> <li>• General English</li> </ul>		<ul style="list-style-type: none"> <li>• Indian Culture and Civilization</li> <li>• Health Education</li> <li>• Time Management</li> </ul>	

**Semester – II**

Course No.	Course Type	Course / Subject	Credit
KS_M_EC-121	ELECTIVE	ENVIRONMENTAL STUDIES	2
KS_M_FC-122	FOUNDATIONS	FROM THE LIST BELOW	2
KS_M_CC-123	CORE	BUSINESS MANAGEMENT - 2	3
KS_M_CC-124	CORE	FUNDAMENTALS OF COST ACCOUNTING	3
KS_M_CC-125	CORE	BASIC MATHEMATICS	3
KS_M_CC-126	CORE	ELEMENTARY COURSE IN ECONOMICS	3
KS_M_CC-127	CORE	COMMERCIAL COMMUNICATION	3
KS_M_CC-128	CORE	GROWTH AND STRUCTURE OF INDUSTRIES	3
KS_M_CC-129	CORE	PROJECT	3
		<b>TOTAL CREDITS</b>	<b>25</b>

<b>Foundation Course (any one)</b>		<b>Elective Course</b>	
<ul style="list-style-type: none"> <li>• Personality Development</li> <li>• Indian and Global Economic Development</li> <li>• Stress Management</li> </ul>		<ul style="list-style-type: none"> <li>• Environmental Studies (No option is available)</li> </ul>	

### Semester – III

Course No.	Course Type	Course / Subject	Credit
KS_M_EC-231	ELECTIVE	FROM THE LIST BELOW	2
KS_M_FC-232	FOUNDATIONAL	FROM THE LIST BELOW	2
KS_M_CC-233	CORE	INTRODUCTION TO MARKETING MANAGEMENT	3
KS_M_CC-234	CORE	ADVANCED FINANCIAL ACCOUNTING – 1	3
KS_M_CC-235	CORE	BUSINESS MATHEMATICS	3
KS_M_CC-236	CORE	MICRO ECONOMICS – THEORY	3
KS_M_CC-237	CORE	SOFT SKILL DEVELOPMENT	3
KS_M_CC-238	CORE	DIRECT TAXES – I	3
KS_M_CC-239	CORE	PROJECT	3
		<b>TOTAL CREDITS</b>	<b>25</b>
<b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Humanities – 1</li> <li>• Hospitality Management</li> <li>• Introduction to Technology in Business</li> </ul>		<b>Elective Course(any one)</b> <ul style="list-style-type: none"> <li>• Introduction to Research Methodology</li> <li>• Carbon Credit</li> <li>• Disaster Management</li> </ul>	

### Semester – IV

Course No.	Course Type	Course / Subject	Credit
KS_M_EC-241	ELECTIVE	FROM THE LIST BELOW	2
KS_M_FC-242	FOUNDATIONAL	FROM THE LIST BELOW	2
KS_M_CC-243	CORE	FUNDAMENTALS OF FINANCIAL MANAGEMENT	3
KS_M_CC-244	CORE	ADVANCED FINANCIAL ACCOUNTING – 2	3
KS_M_CC-245	CORE	BUSINESS STATISTICS	3
KS_M_CC-246	CORE	FIRMS AND MARKETS	3
KS_M_CC-247	CORE	BUSINESS COMMUNICATION	3
KS_M_CC-248	CORE	DIRECT TAXES – II	3
KS_M_CC-249	CORE	PROJECT	3
		<b>TOTAL CREDITS</b>	<b>25</b>
<b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Humanities – 2</li> <li>• Management Information System</li> <li>• Tourism Management</li> </ul>		<b>Elective Courses (any one)</b> <ul style="list-style-type: none"> <li>• Introduction to Science and Technology</li> <li>• Agriculture Economics</li> <li>• Export Management</li> </ul>	

### Semester – V

Course No.	Course Type	Course / Subject	Credit
KS_M_EC-351	ELECTIVE	FROM THE LIST BELOW	2
KS_M_FC-352	FOUNDATIONAL	FROM THE LIST BELOW	2
KS_M_CC-353	CORE	ORGANISATION BEHAVIOUR AND PERSONNEL MANAGEMENT	3
KS_M_CC-354	CORE	FINANCIAL ANALYSIS AND REPORTING	3
KS_M_CC-355	CORE	QUANTITATIVE TECHNIQUES	3
KS_M_CC-356	CORE	MACRO ECONOMICS	3
KS_M_CC-357	CORE	CORPORATE COMMUNICATION	3
KS_M_CC-358	CORE	PROJECT	3
KS_M_SE-359	SUBJECT ELECTIVE	FROM THE LIST BELOW	3
		<b>TOTAL CREDITS</b>	<b>25</b>
<b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Entrepreneurship Development</li> <li>• Auditing</li> <li>• Emerging Trends in Management</li> </ul> <b>Elective Course</b> <ul style="list-style-type: none"> <li>• Health and Fitness Management</li> </ul>		<b>Subject Electives (any one for Sem V &amp; VI)</b> <ul style="list-style-type: none"> <li>• Financial Management – I</li> <li>• Marketing Management – Theory and practice I</li> <li>• Human Resource Management – I</li> <li>• Advanced Taxation – I</li> </ul>	

### Semester – VI

Course No.	Course Type	Course / Subject	Credit
KS_M_EC-361	ELECTIVE	FROM THE LIST BELOW	2
KS_M_FC-362	FOUNDATIONAL	FROM THE LIST BELOW	2
KS_M_CC-363	CORE	INDUSTRIAL RELATIONS AND PRODUCTION MANAGEMENT	3
KS_M_CC-364	CORE	COST AND MANAGEMENT ACCOUNTING	3
KS_M_CC-365	CORE	OPERATIONS RESEARCH	3
KS_M_CC-366	CORE	PUBLIC FINANCE, MONEY AND BANKING	3
KS_M_CC-367	CORE	BUSINESS ENGLISH	3
KS_M_CC-368	CORE	PROJECT	3
KS_M_SE-369	SUBJECT ELECTIVE	FROM THE LIST BELOW	3
		<b>TOTAL CREDITS</b>	<b>25</b>
<b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• History and Culture of Gujarat</li> <li>• Business Ethics</li> <li>• Event Management</li> </ul> <b>Elective Course</b> <ul style="list-style-type: none"> <li>• World Geography</li> </ul>		<b>Subject Electives (any one)</b> <ul style="list-style-type: none"> <li>• Financial Management - II</li> <li>• Marketing Management – Theory and practice II</li> <li>• Human Resource Management - II</li> <li>• Advanced Taxation – II</li> </ul>	

### BBA Semester System Structure

Year	Core courses	Subjective Elective	Elective	Foundation	Total
<b>First</b>	<b>7</b>		<b>1</b>	<b>1</b>	<b>9</b>
	<b>7</b>		<b>1</b>	<b>1</b>	<b>9</b>
<b>Second</b>	<b>7</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>9</b>
	<b>7</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>9</b>
<b>Third</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>9</b>
	<b>6</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>9</b>
<b>Total</b>	<b>40</b>	<b>2</b>	<b>6</b>	<b>6</b>	<b>54</b>

### LIST OF COURSES TO BE OFFERED IN THE 4<sup>TH</sup> AND 5<sup>TH</sup> YEAR IN INTEGRATED MBA (\*)

#### Semester - VII (Ist SEMESTER of Fourth Year)

Course No.	Course / Subject	Credit
KS_M_471	PRINCIPLES AND PRACTICES OF MANAGEMENT	3
KS_M_472	QUANTITATIVE TECHNIQUES FOR MANAGEMENT – I	3
KS_M_473	ORGANIZATIONAL BEHAVIOUR	3
KS_M_474	MANAGERIAL ECONOMICS	3
KS_M_475	MANAGEMENT INFORMATION SYSTEMS	3
KS_M_476	FINANCIAL ACCOUNTING FOR MANAGEMENT	3
KS_M_477	MANAGERIAL COMMUNICATION	3
KS_M_478	ETHICS, ETHOS AND VALUES	3
	<b>Total</b>	<b>24</b>

#### Semester - VIII (IInd SEMESTER of Fourth Year)

Course No.	Course / Subject	Credit
KS_M_481	QUANTITATIVE TECHNIQUES FOR MANAGEMENT – II	3
KS_M_482	ADVANCED MARKETING MANAGEMENT	3
KS_M_483	HUMAN RESOURCE DEVELOPMENT	3
KS_M_484	ADVANCED COST AND MANAGEMENT ACCOUNTING	3
KS_M_485	PRODUCTION AND OPERATIONS MANAGEMENT	3
KS_M_486	INDIAN BUSINESS ENVIRONMENT	3
KS_M_487	ADVANCED FINANCIAL MANAGEMENT	3
KS_M_488	BUSINESS RESEARCH METHODOLOGY	3
	<b>Total</b>	<b>24</b>

**Semester - IX and X (IIIrd and IVth SEMESTER (Compulsory Subject) of Fifth year)**

<b>Course No.</b>	<b>Course / Subject</b>	<b>Credit</b>
KS_M_C_51	STRATEGIC MANAGEMENT	3
KS_M_C_52	LEGAL ASPECTS OF BUSINESS	3
KS_M_C_53	ENTREPRENEURIAL DEVELOPMENT AND INNOVATION MANAGEMENT	3
KS_M_C_54	CORPORATE SOCIAL AND ENVIRONMENTAL RESPONSIBILITY	3
KS_M_C_55	MANAGEMENT CONTROL SYSTEM	3
KS_M_C_56	INTERNATIONAL BUSINESS	3
KS_M_C_57	BUSINESS AND TECHNOLOGY	3
KS_M_C_58	COMPREHENSIVE PROJECT	3
	<b>Total</b>	<b>24</b>

**Semester - IX and X (IIIrd and IVth SEMESTER (Marketing Elective) of Fifth year)**

<b>Course No.</b>	<b>Course / Subject</b>	<b>Credit</b>
KS_M_M_51	MARKETING RESEARCH	3
KS_M_M_52	ADVERTISING AND SALES PROMOTION	3
KS_M_M_53	CONSUMER BEHAVIOUR	3
KS_M_M_54	SALES AND DISTRIBUTION MANAGEMENT	3
KS_M_M_55	INTERNATIONAL MARKETING MANAGEMENT	3
KS_M_M_56	STRATEGIC BRAND MANAGEMENT	3
KS_M_M_57	SERVICES MARKETING	3
KS_M_M_58	RURAL MARKETING	3
KS_M_M_59	RETAIL MANAGEMENT	3
KS_M_M_510	GLOBAL MARKETING STRATEGY	3
KS_M_M_511	CUSTOMER RELATIONSHIP MANAGEMENT	3
KS_M_M_512	E-MARKETING	3
KS_M_M_513	INDUSTRIAL MARKETING	3
KS_M_M_514	SEMINAR AND CONTEMPORARY ISSUES IN MARKETING	3

**Semester - IX and X (IIIrd and IVth SEMESTER (Finance Elective) of Fifth year)**

<b>Course No.</b>	<b>Course / Subject</b>	<b>Credit</b>
KS_M_F_51	WORKING CAPITAL MANAGEMENT	3
KS_M_F_52	BANK MANAGEMENT	3
KS_M_F_53	MANAGEMENT OF FINANCIAL SERVICES	3
KS_M_F_54	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	3
KS_M_F_55	STRATEGIC FINANCIAL MANAGEMENT	3
KS_M_F_56	MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING	3
KS_M_F_57	CORPORATE TAXATION	3
KS_M_F_58	INSURANCE AND RISK MANAGEMENT	3
KS_M_F_59	COMMODITY DERIVATIVES MARKET	3
KS_M_F_510	FINANCIAL DERIVATIVES	3
KS_M_F_511	FOREIGN EXCHANGE AND TREASURY MANAGEMENT	3
KS_M_F_512	QUANTITATIVE EQUITY PORTFOLIO MANAGEMENT	3
KS_M_F_513	INTERNATIONAL FINANCIAL MANAGEMENT	3
KS_M_F_514	SEMINAR AND CONTEMPORARY ISSUES IN FINANCE	3



**Semester - IX and X (IIIrd and IVth SEMESTER (HR Elective) of Fifth year)**

<b>Course No.</b>	<b>Course / Subject</b>	<b>Credit</b>
KS_M_H_51	ORGANIZATIONAL DEVELOPMENT AND CHANGE MANAGEMENT	3
KS_M_H_52	COMPENSATION MANAGEMENT	3
KS_M_H_53	HUMAN RESOURCE INFORMATION SYSTEM	3
KS_M_H_54	INDUSTRIAL RELATIONS AND LABOUR LAWS	3
KS_M_H_55	INTERNATIONAL HUMAN RESOURCES MANAGEMENT	3
KS_M_H_56	TALENT MANAGEMENT	3
KS_M_H_57	HUMAN RESOURCE ACCOUNTING & METRICS	3
KS_M_H_58	LEADERSHIP IN ORGANIZATIONS	3
KS_M_H_59	STRATEGIC HUMAN RESOURCE MANAGEMENT	3
KS_M_H_510	PERFORMANCE MANAGEMENT	3
KS_M_H_511	RECRUITMENT AND SELECTION	3
KS_M_H_512	CONFLICT MANAGEMENT	3
KS_M_H_513	COUNSELING AND MENTORING SKILLS	3
KS_M_H_514	SEMINAR AND CONTEMPORARY ISSUES IN HR	3