



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

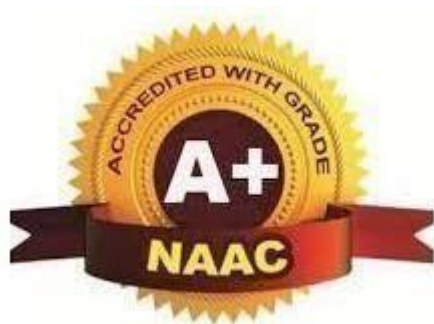
Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



An Autonomous Institute



**Department of Business Administration
(UG)**

**Bachelor of Business Administration
BBA**

Teaching Scheme

Considering

**National Education
Policy 2020**

From

Academic Year 2025-26

Designed as per AICTE Model Curriculum 2024 for BBA



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Vision of Institute

To emerge as a learning Center of Excellence in the National Ethos in domains of Science, Technology and Management.

Mission of Institute

- To strive for rearing standard and stature of the students by practicing high standard of professional ethics, transparency, and accountability.
- To provide facilities and services to meet the challenges of industry and society.
- To facilitate socially responsive research, innovation and entrepreneurship.
- To ascertain holistic development of the students and staff members by inculcating knowledge and profession as work practices.

Vision of the Department

To become learning Centre for management by producing professionally committed managers who will contribute in positive sense towards society and nation building at large.

Mission of the Department

- To be an epitome for higher learning by developing effective leaders and entrepreneurs who anticipate, analyze & manage contemporary as well as emerging business and social issues.
- To ensure sustainable growth in association with Industry leaders, Professional bodies, Local community and international organization.

Course Structure and Credit Distribution



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



At the end of First Year:

Under Graduate Certificate in Business Administration

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment
4. To identify a problem with the help of data and logical thinking

At the end of Second Year:

Under Graduate Diploma in Business Administration

1. To describe the theoretical domain knowledge along with the managerial skills
2. To develop effective communication skills and logical thinking.
3. To learn and demonstrate professional conduct
4. To appreciate the importance of group work culture
5. To develop an ability to innovate and creative thinking

At the end of Third Year:

Bachelor in Business Administration (BBA)

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyze Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behavior.



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



At the fourth Year:

Bachelor in Business Administration Honours BBA (Honours) and

Bachelor in Business Administration Honours with Research BBA (Honours with Research)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyze Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



GENERAL COURSE STRUCTURE & THEME

Definition of Credit	
1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit

COURSE CODE AND DEFINITION

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Course
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Eligibility Criteria for UG Three/ Four years/6 or 8/semesters with Multiple entry and Exit.

HSC passed and MH-CET score for BBA

Semester Completion	No. of Credits earned	Eligible For
I and II (One year)	44	Under Graduate Certificate in Business Administration
III and IV (Two years)	40	Under Graduate Diploma in Business Administration
V and VI (Three years)	40	Bachelor in Business Administration (BBA)
VII and VIII (Four years)	40	Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

3 Years BBA Program	Total Credits = 124
4 Years BBA (Honours) and BBA (Honours with Research)	Total Credits = 164

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

BBA (Honours with Research): Minimum 55% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

For BBA (Honours): BBA Degree

Note: The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Semester wise Credit Distribution

BBA Program

BBA (Honours) and BBA (Honours with Research)

Category	Core Courses (CC)	Ability Enhancement Courses (AEC)	Multi-Disciplinary Elective Course (MDE)	Value Added Courses (VAC)	Skill Enhancement Courses (SEC)	Discipline Specific Elective (DSE)	Open Elective (OE)	Total Credit Points
I	12	6	2	2	0	0	0	22
II	12	4	2	2	2	0	0	22
III	12	0	2	6	4	0	0	20
IV	16	0	0	2	2	0	0	20
V	8	0	0	0	4	8	0	20
VI	6	0	0	0	6	8	0	20
BBA (Honours)								
VII	4	0	0	0	4	8	4	20
VIII	0	0	0	0	8	12	0	20
BBA (Honours and Research)								
VII	8	0	0	0	4	8	0	20
VIII	0	0	0	0	20	0	0	20

Total Credits = 164

INDUCTION PROGRAM

Induction program (mandatory)

One-week duration Induction program for students to be offered right at the start of the first year. Following activities can be included as a part of induction program:

- Physical activity
- Creative Arts
- Universal Human Values
- Literary
- Proficiency Modules
- Lectures by Eminent People
- Visits to local Areas
- Familiarization to Department/Branch & Innovations

Mandatory Visits/ Workshop/Expert Lectures:

1. It is mandatory to arrange one industrial visit every semester for the students of each branch.
2. It is mandatory to conduct a one-week workshop during the winter break after fifth semester on professional/ industry/ entrepreneurial orientation.
3. It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

For Summer Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests which may be open book/ online internet based/ offline, quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Table showing method for conversion of marks into Grades			
Range of marks			Grades
$\geq X+1.5\sigma$			O
$\geq X+1.0\sigma$	to	$< X+1.5\sigma$	A+
$\geq X+1.5\sigma$	to	$< X+1.0\sigma$	A
$\geq X$	to	$< X+0.5\sigma$	B+
$\geq X-1.5\sigma$	to	$< X$	B
$\geq X-1.0\sigma$	to	$< X-0.5\sigma$	C
$\geq X-1.5\sigma$	to	$< X-1.0\sigma$	D
$< X-1.5\sigma$			F
Where X is arithmetic mean and σ is Standard deviation			

Formula for Calculation of SGPA:

- 1) $[GPV]_i = [CXGP]_i$
- 2) $\sum GPV = \sum_{i=1}^n C_i \times GP_i$ (n=Courses of the semester)
- 3) $SGPA = \sum GPV / \sum C$
- 4) Conversion of SGPA to Percentage: $SGPA \times 10 = \text{___ \%}$

CGPA and Class:

CGPA	Class
≥ 8.25	First Class with Distinction
≥ 6.75 and < 8.25	First Class
≥ 5.75 and < 6.75	Second Class
< 5.75	Fail



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Programme: Bachelor of Business Administration Scheme of Instruction First Year BBA Semester – I

S. No.	Type	Sub Code	Subjects	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT-I	CT-II	CA	ESE		
1	CC	BBA11101	Principles and Practices of Management	3	1	0	4	15	15	10	60	3	100
2	CC	BBA11102	Financial Accounting	3	1	0	4	15	15	10	60	3	100
3	CC	BBA11103	Business Statistics and Logic	3	1	0	4	15	15	10	60	3	100
4	AEC	BBA11104	Business Communication – I Lab	0	0	4	2	-	-	25	25	2	50
5	MDE	BCA11106	Indian Science and Technology (Past, Present and Future)	2	0	0	2	7	7	6	30	2	50
6	VAC	BBA11105	Environmental Science and Sustainability	2	0	0	2	7	7	6	30	2	50
7	AEC	BSH411104	Digital wellness & Basic Communication Lab	0	0	4	2	0	0	25	25	2	50
8	AEC	BSH41X01	Liberal Learning Courses – I Lab	0	0	4	2	0	0	25	25	2	50
				13	3	12	22	59	59	117	315	19	550

TOTAL CREDITS: = 22

Course Category	CC	AEC	MDE	VAC
Credits	12	6	2	2
Cumulative Sum	12	6	2	2

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108
Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Programme: Bachelor of Business Administration Scheme of Instructions: First Year BBA Semester – II

S. No.	Type	Sub Code	Subject	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT-I	CT-II	CA	ESE		
1	CC	BBA11201	Human Behavior and organization	3	1	0	4	15	15	10	60	3	100
2	CC	BBA11202	Marketing Management	3	1	0	4	15	15	10	60	3	100
3	CC	BBA11203	Business Economics	3	1	0	4	15	15	10	60	3	100
4	SEC	BBA11204	Emerging Technologies and application	1	0	2	2	07	07	06	30	2	50
5	MDE	BBA11205	Media literacy and Critical Thinking	1	1	0	2	07	07	06	30	2	50
6	VAC	BBA11206	Indian Constitution	2	0	0	2	07	07	06	30	2	50
7	AEC	BBA11207	Business Communication – II Lab	0	0	4	2	-	-	25	25	2	50
8	AEC	BSH41Y01	Liberal Learning Courses – II Lab	0	0	4	2	0	0	25	25	2	50
				13	4	10	22	66	66	98	320	19	550

TOTAL CREDITS: 22+22=44

Course Category	CC	AEC	MDE	VAC	SEC
Credits	12	4	2	2	2
Cumulative Sum	24	10	4	4	2

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108
Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra
(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Programme: Bachelor of Business Administration Scheme of Instructions: Second Year BBA Semester – III

S No.	Type	Sub Code	Subject	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT-I	CT-II	CA	ESE		
1	CC	BBA12301	Cost and Management Accounting	3	1	0	4	15	15	10	60	3	100
2	CC	BBA12302	Legal and Ethical Issues in Business	3	1	0	4	15	15	10	60	3	100
3	CC	BBA12303	Human Resource Management	3	1	0	4	15	15	10	60	3	100
4	MDE	BBA12304	Indian Systems of Health and Wellness	1	1	0	2	07	07	06	30	2	50
5	SEC	BBA12305	Management Information System (MIS)	3	1	0	4	15	15	10	60	3	100
6	SEC	BBA12306	Management Information System (MIS) Lab	0	0	4	2	0	0	25	25	2	50
				13	5	4	20	67	67	71	295	16	500

TOTAL CREDITS: 44+20=64

Course Category	CC	AEC	MDE	VAC	SEC
Credits	12	0	2	0	6
Cumulative Sum	36	10	6	4	8

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Programme: Bachelor of Business Administration Scheme of Instructions: Second Year BBA Semester – IV

S No.	Type	Sub Code	Subject	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT -I	CT -II	CA	ESE		
1	CC	BBA12401	Entrepreneurship and Startup Ecosystem	1	1	0	2	07	07	06	30	2	50
2	CC	BBA12402	Operations Management	3	1	0	4	15	15	10	60	3	100
3	CC	BBA12403	Financial Management	3	1	0	4	15	15	10	60	3	100
4	CC	BBA12404	Business Research Methodology	3	1	0	4	15	15	10	60	3	100
5	VAC	BBA12405	Geopolitics and Impact on Business	2	0	0	2	07	07	06	30	2	50
6	CC	BBA12406	International Business	2	0	0	2	07	07	06	30	2	50
7	SEC	BBA12406	Design Thinking and Innovation	1	1	0	2	07	07	06	30	2	50
				15	5	0	20	73	73	54	300	17	500

TOTAL CREDITS: 64+20=84

Course Category	CC	AEC	MDE	VAC	SEC
Credits	16	0	0	2	2
Cumulative Sum	52	10	6	6	10

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108
Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)
Approved by AICTE, New Delhi, Govt. of Maharashtra
(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Programme: Bachelor of Business Administration Scheme of Instructions: Third Year BBA Semester – V

S No.	Type	Sub Code	Subject	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT-I	CT-II	CA	ESE		
1	CC	BBA13501	Strategic Management	3	1	0	4	15	15	10	60	3	100
2	CC	BBA13502	Logistics and Supply Chain Management	3	1	0	4	15	15	10	60	3	100
3	DSE	BBA135XX	Discipline Specific Electives - I	3	1	0	4	15	15	10	60	3	100
4	DSE	BBA135XX	Discipline Specific Electives – II	3	1	0	4	15	15	10	60	3	100
5	SEC	BBA13503	Capstone Project Phase - I	-	-	-	4	15	15	10	60	3	100
				12	4	0	20	75	75	50	300	15	500

TOTAL CREDITS: 84+20=104

Course Category	CC	AEC	MDE	VAC	SEC	DSE
Credits	8	0	0	0	4	8
Cumulative Sum	60	10	6	6	14	8

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version

Note: Discipline Specific Elective in Finance/ Marketing/ HR/ IT (Refer Appendix – A)



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108
Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)
Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Programme: Bachelor of Business Administration Scheme of Instructions: Third Year BBA Semester – VI

S No.	Type	Sub Code	Subject	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT-I	CT-II	CA	ESE		
1	CC	BBA13601	Project Management	3	1	0	4	15	15	10	60	3	100
2	CC	BBA13602	Business Taxation	2	0	0	2	07	07	06	30	2	50
3	DSE	BBA136XX	Discipline Specific Electives - III	3	1	0	4	15	15	10	60	3	100
4	DSE	BBA136XX	Discipline Specific Electives - IV	3	1	0	4	15	15	10	60	3	100
5	SEC	BBA13603	Corporate Governance	2	0	0	2	07	07	06	30	2	50
6	SEC	BBA13604	Capstone Project Phase - II	-	-	-	4	15	15	10	60	3	100
				13	3	0	20	74	74	52	300	16	500

TOTAL CREDITS:104+20=124

Course Category	CC	AEC	MDE	VAC	SEC	DSE
Credits	6	0	0	0	6	8
Cumulative Sum	66	10	6	6	20	16

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version



BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded, if a student wishes to exit at the end of Third year.

Exit Criteria after Third Year of BBA Programme

The students shall have an option to exit after 3rd year of Business Administration Program and will be awarded with a Bachelor's in Business Administration.

Re-entry Criteria in to Fourth Year (Seventh Semester)

The student who takes an exit after third year with an award of BBA may be allowed to re-enter in to Seventh Semester for completion of the BBA (Honours) or BBA (Honours with Research) Program as per the earning requisite credits in the Third year.

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

1. **BBA (Honours with Research):** Minimum 55% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
2. **For BBA (Honours):** BBA Degree



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Programme: Bachelor of Business Administration (Honours) Scheme of Instructions: Fourth Year BBA (Honours) Semester – VII

S No.	Type	Sub Code	Subject	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT-I	CT-II	CA	ESE		
1	OE	BBA147XX	AI for Business / Diversity, Equity and Inclusion / Digital Ethnography and Online Communities	3	1	0	4	15	15	10	60	3	100
2	CC	BBA14701	Entrepreneurial Leadership	2	2	0	4	15	15	10	60	3	100
3	DSE	BBA147XX	Discipline Specific Electives - V	3	1	0	4	15	15	10	60	3	100
4	DSE	BBA147XX	Discipline Specific Electives - VI	3	1	0	4	15	15	10	60	3	100
5	SEC	BBA14702	Project Phase -I	-	-	-	4	15	15	10	60	3	100
				11	4	0	20	75	75	50	300	15	500

TOTAL CREDITS: 124+20=144

Course Category	CC	AEC	MDE	VAC	SEC	DSE	OE
Credits	4	0	0	0	4	8	4
Cumulative Sum	70	10	6	6	24	24	4

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Programme: Bachelor of Business Administration (Honours) Scheme of Instructions: Fourth Year BBA (Honours) Semester – VIII

S No.	Type	Sub Code	Subject	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT -I	CT -II	CA	ESE		
1	DSE	BBA148XX	Discipline Specific Electives - VII	3	1	0	4	15	15	10	60	3	100
2	DSE	BBA148XX	Discipline Specific Electives - VIII	3	1	0	4	15	15	10	60	3	100
3	DSE	BBA148XX	Discipline Specific Electives - IX	3	1	0	4	15	15	10	60	3	100
4	SEC	BBA14801	Project Phase – I	-	-	-	8	-	-	100	100	3	200
				9	3	0	20	45	45	130	280	12	500

TOTAL CREDITS: 144+20=164

Course Category	CC	AEC	MDE	VAC	SEC	DSE	OE
Credits	0	0	0	0	8	12	0
Cumulative Sum	70	10	6	6	32	36	4

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Programme: Bachelor of Business Administration (Honours with Research) Scheme of Instructions: Fourth Year BBA (Honours with Research) Semester – VII

S No.	Type	Sub Code	Subject	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT -I	CT -II	CA	ESE		
1	CC	BBA14704	Advanced Data Analysis Tools	2	0	4	4	15	15	10	60	3	100
2	CC	BBA14705	Advanced Research Methodology	2	0	4	4	15	15	10	60	3	100
3	SEC	BBA14706	Research Internship Report and Viva –Voce	-	-	-	4	15	15	10	60	3	100
4	DSE	BBA147XX	Discipline Specific Electives - X	3	1	0	4	15	15	10	60	3	100
5	DSE	BBA147XX	Discipline Specific Electives - XI	3	1	0	4	15	15	10	60	3	100
				10	2	0	20	75	75	50	300	15	500

TOTAL CREDITS: 124+20=144

Course Category	CC	AEC	MDE	VAC	SEC	DSE
Credits	8	0	0	0	4	8
Cumulative Sum	74	10	6	6	24	24

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version



TULSIRAMJI GAIKWAD-PATIL COLLEGE OF ENGINEERING & TECHNOLOGY

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade & NBA Accredited (EE, ME, CE & ECE)

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)



Programme: Bachelor of Business Administration (Honours with Research) Scheme of Instructions: Fourth Year BBA (Honours with Research) Semester – VIII

SN	Type	Sub Code	Subject	Contact Hours			Credits	% Weightage				ESE Duration Hours	Total Marks
				L	T	P		CT-I	CT-II	CA	ESE		
1	SEC	BBA14802	Internship	-	-	-	20	-	-	250	250	3	500
													500

TOTAL CREDITS: 144+20=164

Course Category	CC	AEC	MDE	VAC	SEC	DSE
Credits	0	0	0	0	20	0
Cumulative Sum	74	10	6	6	44	24

				15/05/2025	1.0
Chairman	Dean	Vice Principal	Principal	Date of BoS	Version



APPENDIX – A

Basket of Discipline Specific Elective Courses

Discipline Specific Elective (DSE) Courses					
TYPE	SEMESTER	FINANCE	MARKETING	HUMAN RESOURCE MANAGEMENT	IT & ANALYTICS
DSE-I Course	V	International Financial Management	Consumer Behaviour	HRD – Systems & Strategies	Business Intelligence and Analytics
DSE-II Course	V	Banking and Insurance	Sales Marketing	Change Management and Organizational Development	Data Analytics
DSE-III Course	VI	Financial Markets Products and Services	Retail Marketing	Training & Development	Data Visualization
DSE-IV Course	VI	Investment Analysis & Portfolio Management	Marketing of Services	Performance & Compensation Management	Artificial Intelligence in Business
DSE-V Course	VII (Honours)	Business Analysis & Valuation	Digital Marketing	Negotiation Skills	Digital Marketing and Social Media
DSE-VI Course	VII (Honours)	Financial Planning	Supply Chain Management	Cross Culture HRM	Cyber Security and Data Privacy
DSE-VII Course	VIII (Honours)	Behavioural Finance (Neuro Finance)	International Marketing	HR Analytics	Cloud Computing and IT Infrastructure
DSE-VIII Course	VIII (Honours)	Financial Derivatives	Rural Marketing	Team Building in the Organizations	E-commerce and Digital Business
DSE-IX Course	VIII (Honours)	Strategic Corporate Finance	Neuro Marketing	Behavioural Testing and Training for Employee Retention.	IT Consulting and Management
DSE-X Course	VII (Honours with Research)	Financial Modelling	B2B Marketing	Talent Acquisition and Management	IT Service Management
DSE-XI Course	VII (Honours with Research)	Financial Analytics	Integrated Marketing Communication	Compensation Management	Social media & Web Analytics

Handwritten signature

Handwritten signature