



Symbiosis Centre for Management Studies (SCMS), Bengaluru
Bachelor of Business Administration
Programme Structure 2021-24

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T3218	0219210101	Basics of Management Information Systems		4	40	60	100
TM2054	0219210102	Business Accounting		4	40	60	100
T2340	0219210103	Business Entrepreneurship		4	40	60	100
T2263	0219210104	Organizational Behaviour		4	40	60	100
T6156	0219210105	Principles of Microeconomics		4	40	60	100
T2863	0219210106	Management Essentials		4	40	60	100
T2202	0219210107	Business Mathematics		2	20	30	50
TH4272	0219210108	Certificate in COVID-19 Care for the Community *		0	0	0	Non Letter Grade
Total				26	260	390	650
Semester : 2							
Generic Core Courses							
T2720	0219210201	Business Statistics		4	40	60	100
T2484	0219210202	Environmental Studies		4	40	60	100
T2465	0219210203	Fundamentals of Marketing		4	40	60	100
T2668	0219210204	Management Accounting		4	40	60	100
T6157	0219210205	Macroeconomic Theory		4	40	60	100
TM2015	0219210206	Human Resource Management		4	40	60	100
T3647	0219210207	Data Analytics using MS-Excel		2	20	30	50
T4005	0219210208	Integrated Disaster Management *		0	0	0	Non Letter Grade
TH4095	0219210209	Fitness for Life *		0	0	0	Non Letter Grade
Total				26	260	390	650
Semester : 3							
Generic Core Courses							
T1133	0219210301	Business Laws		4	40	60	100
T2208	0219210302	Research Methodology		4	40	60	100
Total				8	80	120	200
Specialization Core Courses (for General B.B.A. choose 0 courses, for Single Specialization choose 1 course from the chosen Specialization)							
Specialization Core Courses : Human Resource Management							
T2268	0219210303	Training and Development	Human Resource Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Marketing Management							
T2881	0219210304	Consumer Behaviour and Insights	Marketing Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : International Business							
T2380	0219210305	Export Import Management	International Business	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Accounting and Finance							
T2101	0219210306	Financial Management	Accounting and Finance	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Environment Management							
T2491	0219210307	Business and Environmental Management	Environment Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Entrepreneurship							
T2341	0219210308	Creativity and Innovation	Entrepreneurship	3	30	45	75
Total				3	30	45	75
Open Elective Courses (for General B.B.A. choose 6 courses, for Single Specialization choose 4 courses)							
T2268	0219210303	Training and Development	Human Resource Management	3	30	45	75
T2881	0219210304	Consumer Behaviour and Insights	Marketing Management	3	30	45	75



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T2380	0219210305	Export Import Management	International Business	3	30	45	75
T2101	0219210306	Financial Management	Accounting and Finance	3	30	45	75
T2491	0219210307	Business and Environmental Management	Environment Management	3	30	45	75
T2341	0219210308	Creativity and Innovation	Entrepreneurship	3	30	45	75
T2270	0219210309	Industrial Relations	Human Resource Management	3	30	45	75
T2267	0219210310	Managerial Competencies and Career Development	Human Resource Management	3	30	45	75
T2471	0219210311	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2882	0219210312	Fundamentals of Services Marketing	Marketing Management	3	30	45	75
T2010	0219210313	Banking Operations	International Business	3	30	45	75
T6160	0219210314	Post Liberalization Indian Economy	International Business	3	30	45	75
T2459	0219210315	Corporate Accounting	Accounting and Finance	3	30	45	75
T2855	0219210316	Financial Services	Accounting and Finance	3	30	45	75
T2494	0219210317	Global Environmental Challenges	Environment Management	3	30	45	75
T2488	0219210318	Introduction to Sustainable Development	Environment Management	3	30	45	75
T2701	0219210319	Social Entrepreneurship	Entrepreneurship	3	30	45	75
T2351	0219210320	Technological Entrepreneurship	Entrepreneurship	3	30	45	75
Specialization Elective Courses (for General B.B.A. choose 0 courses, For Single Specialization choose 1 course from the chosen Specialization)							
Specialization Elective : Human Resource Management							
T2270	0219210309	Industrial Relations	Human Resource Management	3	30	45	75
T2267	0219210310	Managerial Competencies and Career Development	Human Resource Management	3	30	45	75
Specialization Elective: Marketing Management							
T2471	0219210311	Introduction to Digital Marketing	Marketing Management	3	30	45	75
T2882	0219210312	Fundamentals of Services Marketing	Marketing Management	3	30	45	75
Specialization Elective: International Business							
T2010	0219210313	Banking Operations	International Business	3	30	45	75
T6160	0219210314	Post Liberalization Indian Economy	International Business	3	30	45	75
Specialization Elective: Accounting and Finance							
T2459	0219210315	Corporate Accounting	Accounting and Finance	3	30	45	75
T2855	0219210316	Financial Services	Accounting and Finance	3	30	45	75
Specialization Elective: Environment Management							
T2494	0219210317	Global Environmental Challenges	Environment Management	3	30	45	75
T2488	0219210318	Introduction to Sustainable Development	Environment Management	3	30	45	75
Specialization Elective: Entrepreneurship							
T2701	0219210319	Social Entrepreneurship	Entrepreneurship	3	30	45	75
T2351	0219210320	Technological Entrepreneurship	Entrepreneurship	3	30	45	75
Semester : 4							
Generic Core Courses							
T2207	0219210401	Operations Research		4	40	60	100
T8000	0219210402	Service Learning		4	100	0	100
T2804	0219210403	Project I		4	100	0	100
Total				12	240	60	300



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Specialization Core Courses (for General BBA choose 0 Courses, for Single Specialization choose 1 Course from the chosen Specialization)							
Specialization Core Courses : Human Resource Management							
T2782	0219210404	Workforce Planning	Human Resource Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Marketing Management							
T2467	0219210405	Fundamentals of Brand Management	Marketing Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : International Business							
T6158	0219210406	International Economics : Theory and Practice	International Business	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Accounting and Finance							
T1694	0219210407	Company Law	Accounting and Finance	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Environment Management							
T2489	0219210408	Renewable Energy Sources	Environment Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Entrepreneurship							
T2832	0219210409	Business Modelling and Business Plan	Entrepreneurship	3	30	45	75
Total				3	30	45	75
Open Elective Courses (For General BBA choose any 2 courses, For Single Specialization choose any 1 course)							
T2782	0219210404	Workforce Planning	Human Resource Management	3	30	45	75
T2467	0219210405	Fundamentals of Brand Management	Marketing Management	3	30	45	75
T6158	0219210406	International Economics : Theory and Practice	International Business	3	30	45	75
T1694	0219210407	Company Law	Accounting and Finance	3	30	45	75
T2489	0219210408	Renewable Energy Sources	Environment Management	3	30	45	75
T2832	0219210409	Business Modelling and Business Plan	Entrepreneurship	3	30	45	75
Liberal Arts- Generic Elective Courses Group (Choose Any two)							
T5226	0219210418	Introduction to Photography		2	50	0	50
T5142	0219210419	Introduction to Campaign Planning and Production		2	50	0	50
T5140	0219210420	Introduction to Advertising Filmmaking		2	50	0	50
TH4036	0219210421	Fundamentals of Food Sciences		2	50	0	50
TH4038	0219210422	Applied Nutrition		2	50	0	50
TH4037	0219210423	Sociology and Anthropology of Gastronomy		2	50	0	50
Inter Institute Credit Courses - Choose any one group							
IICT Design							
T5135	0219210410	Introduction to Advertising		2	50	0	50
T5510	0219210411	Introduction to Socio Cultural Studies		2	50	0	50
German							
T6184	0219210412	Basic German I		2	50	0	50
T6185	0219210413	Basic German II		2	50	0	50
French							
T6186	0219210414	Basic French I		2	50	0	50
T6187	0219210415	Basic French II		2	50	0	50
Spanish							
T6188	0219210416	Basic Spanish I		2	50	0	50



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T6189	0219210417	Basic Spanish II		2	50	0	50
Japanese							
T6674	0219210424	Basic Japanese I		2	50	0	50
T6675	0219210425	Basic Japanese II		2	50	0	50
Semester : 5							
Generic Core Courses							
T2804	0219210501	Project II		4	100	0	100
T2903	0219210502	Corporate Internship		4	100	0	100
Total				8	200	0	200
Specialization Core Courses (for General BBA choose 0 Courses, for Single Specialization choose 1 Course from the chosen Specialization)							
Specialization Core Courses : Human Resource Management							
TM2056	0219210503	Industrial Laws	Human Resource Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Marketing Management							
T2135	0219210504	Sales and Distribution Management	Marketing Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : International Business							
T2983	0219210505	Dimensions of International Business	International Business	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Accounting and Finance							
T2089	0219210506	Auditing	Accounting and Finance	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Environment Management							
T2492	0219210507	Environment Impact Assessment	Environment Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Entrepreneurship							
T2349	0219210508	Funding for Entrepreneurs	Entrepreneurship	3	30	45	75
Total				3	30	45	75
Open Elective Courses (for General BBA choose 5 Courses, for Single Specialization choose 2 Courses)							
TM2056	0219210503	Industrial Laws	Human Resource Management	3	30	45	75
T2135	0219210504	Sales and Distribution Management	Marketing Management	3	30	45	75
T2983	0219210505	Dimensions of International Business	International Business	3	30	45	75
T2089	0219210506	Auditing	Accounting and Finance	3	30	45	75
T2492	0219210507	Environment Impact Assessment	Environment Management	3	30	45	75
T2349	0219210508	Funding for Entrepreneurs	Entrepreneurship	3	30	45	75
T2273	0219210509	Emotional Intelligence for Personal Growth	Human Resource Management	3	30	45	75
T2977	0219210510	Fundamentals of HR Analytics	Human Resource Management	3	30	45	75
T2468	0219210511	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
T2466	0219210512	Fundamentals of B2B Marketing	Marketing Management	3	30	45	75
T6163	0219210513	India's Foreign Trade	International Business	3	30	45	75
T1303	0219210514	International Business Laws	International Business	3	30	45	75
T2093	0219210515	Special Topics in Accounts	Accounting and Finance	3	30	45	75
T2854	0219210516	Mergers and Acquisitions	Accounting and Finance	3	30	45	75
T2487	0219210517	Environmental Pollution	Environment Management	3	30	45	75



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T2834	0219210518	Spatial Monitoring Techniques in Natural Resource Management	Environment Management	3	30	45	75
T2874	0219210519	MSME and Family Managed Business	Entrepreneurship	3	30	45	75
T2979	0219210520	Group Entrepreneurship and Self-Help Groups	Entrepreneurship	3	30	45	75
Specialization Elective Courses (for General BBA choose 0 Courses, for Single Specialization choose 2 Courses from the chosen Specialization)							
Specialization Elective : Human Resource Management							
T2273	0219210509	Emotional Intelligence for Personal Growth	Human Resource Management	3	30	45	75
T2977	0219210510	Fundamentals of HR Analytics	Human Resource Management	3	30	45	75
Specialization Elective : Marketing Management							
T2468	0219210511	Fundamentals of Rural Marketing	Marketing Management	3	30	45	75
T2466	0219210512	Fundamentals of B2B Marketing	Marketing Management	3	30	45	75
Specialization Elective : International Business							
T6163	0219210513	India's Foreign Trade	International Business	3	30	45	75
T1303	0219210514	International Business Laws	International Business	3	30	45	75
Specialization Elective : Accounting and Finance							
T2093	0219210515	Special Topics in Accounts	Accounting and Finance	3	30	45	75
T2854	0219210516	Mergers and Acquisitions	Accounting and Finance	3	30	45	75
Specialization Elective : Environment Management							
T2487	0219210517	Environmental Pollution	Environment Management	3	30	45	75
T2834	0219210518	Spatial Monitoring Techniques in Natural Resource Management	Environment Management	3	30	45	75
Specialization Elective : Entrepreneurship							
T2874	0219210519	MSME and Family Managed Business	Entrepreneurship	3	30	45	75
T2979	0219210520	Group Entrepreneurship and Self-Help Groups	Entrepreneurship	3	30	45	75
Semester : 6							
Generic Core Courses							
T2158	0219210601	Fundamentals of Quality Management		4	40	60	100
T2781	0219210602	Global Business Environment		4	40	60	100
Total				8	80	120	200
Specialization Core Courses (for General BBA choose 0 Courses, for Single Specialization choose 1 Course from the chosen Specialization)							
Specialization Core Courses : Human Resource Management							
T2274	0219210603	Performance Management System	Human Resource Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Marketing Management							
T2719	0219210604	Elementary Retail Marketing	Marketing Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : International Business							
T2383	0219210605	International Relations and Strategy	International Business	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Accounting and Finance							
T2091	0219210606	Financial Reporting and Standards	Accounting and Finance	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Environment Management							



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T2483	0219210607	Environmental Risk Management	Environment Management	3	30	45	75
Total				3	30	45	75
Specialization Core Courses : Entrepreneurship							
T2980	0219210608	Building Lean Startup	Entrepreneurship	3	30	45	75
Total				3	30	45	75
Open Elective Courses (For General BBA choose 5 courses, for single specialisation choose 2 courses)							
T2274	0219210603	Performance Management System	Human Resource Management	3	30	45	75
T2719	0219210604	Elementary Retail Marketing	Marketing Management	3	30	45	75
T2383	0219210605	International Relations and Strategy	International Business	3	30	45	75
T2091	0219210606	Financial Reporting and Standards	Accounting and Finance	3	30	45	75
T2483	0219210607	Environmental Risk Management	Environment Management	3	30	45	75
T2980	0219210608	Building Lean Startup	Entrepreneurship	3	30	45	75
T2275	0219210609	Compensation Management	Human Resource Management	3	30	45	75
T2976	0219210610	HRD Instruments and Mechanisms	Human Resource Management	3	30	45	75
TM2055	0219210611	Fundamentals of Marketing Research	Marketing Management	3	30	45	75
T2460	0219210612	Advertising and Public Relations	Marketing Management	3	30	45	75
T6159	0219210613	Public Finance : Theory & Practice	International Business	3	30	45	75
T2461	0219210614	Basics of International Marketing	International Business	3	30	45	75
T2107	0219210615	Working Capital Management	Accounting and Finance	3	30	45	75
T2099	0219210616	Direct Taxation	Accounting and Finance	3	30	45	75
TM2016	0219210617	Climate Change and Business	Environment Management	3	30	45	75
TM2017	0219210618	Wildlife Conservation and Management	Environment Management	3	30	45	75
T2350	0219210619	Risk Management in Entrepreneurship	Entrepreneurship	3	30	45	75
T2700	0219210620	Corporate Entrepreneurship	Entrepreneurship	3	30	45	75
Specialization Elective Courses (for General BBA choose 0 Courses, for Single Specialization choose 2 Courses from the chosen Specialization)							
Specialization Elective : Human Resource Management							
T2275	0219210609	Compensation Management	Human Resource Management	3	30	45	75
T2976	0219210610	HRD Instruments and Mechanisms	Human Resource Management	3	30	45	75
Specialization Elective : Marketing Management							
TM2055	0219210611	Fundamentals of Marketing Research	Marketing Management	3	30	45	75
T2460	0219210612	Advertising and Public Relations	Marketing Management	3	30	45	75
Specialization Elective : International Business							
T6159	0219210613	Public Finance : Theory & Practice	International Business	3	30	45	75
T2461	0219210614	Basics of International Marketing	International Business	3	30	45	75
Specialization Elective : Accounting and Finance							
T2107	0219210615	Working Capital Management	Accounting and Finance	3	30	45	75
T2099	0219210616	Direct Taxation	Accounting and Finance	3	30	45	75
Specialization Elective : Environment Management							
TM2016	0219210617	Climate Change and Business	Environment Management	3	30	45	75



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TM2017	0219210618	Wildlife Conservation and Management	Environment Management	3	30	45	75
Specialization Elective : Entrepreneurship							
T2350	0219210619	Risk Management in Entrepreneurship	Entrepreneurship	3	30	45	75
T2700	0219210620	Corporate Entrepreneurship	Entrepreneurship	3	30	45	75



Celebrating 50 Years of Excellence

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Human Resource Management				
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	0	26	26	650
Semester 4	16	10	26	650
Semester 5	8	15	23	575
Semester 6	0	23	23	575
Total	24	126	150	3750
Marketing Management				
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	0	26	26	650
Semester 4	16	10	26	650
Semester 5	8	15	23	575
Semester 6	0	23	23	575
Total	24	126	150	3750
International Business				
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	0	26	26	650
Semester 4	16	10	26	650
Semester 5	8	15	23	575
Semester 6	0	23	23	575
Total	24	126	150	3750
Accounting and Finance				
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	0	26	26	650
Semester 4	16	10	26	650
Semester 5	8	15	23	575
Semester 6	0	23	23	575
Total	24	126	150	3750
Environment Management				
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	0	26	26	650
Semester 4	16	10	26	650
Semester 5	8	15	23	575
Semester 6	0	23	23	575
Total	24	126	150	3750



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Entrepreneurship				
Semester 1	0	26	26	650
Semester 2	0	26	26	650
Semester 3	0	26	26	650
Semester 4	16	10	26	650
Semester 5	8	15	23	575
Semester 6	0	23	23	575
Total	24	126	150	3750