



SAPTHAGIRI NPS
UNIVERSITY
UNMATCHED EXCELLENCE, UNLIMITED POTENTIAL

SCHOOL OF COMMERCE AND MANAGEMENT

Bachelor of Business Administration

BBA

CURRICULUM

BATCH: 2026-2029

SAPTHAGIRI NPS UNIVERSITY

#14/5, Chikkasandra, Hesarghatta Main Road, Bangalore – 560057

Sapthagiri NPS University
UG Program 2024-25 (Semester System)
School of Management and Commerce
BBA Program

CURRICULUM STRUCTURE

CREDIT ALLOCATION (3 Years)

SL NO	Course Type	Number of Course	Number of Credits
1	Core Courses	19	74
2	Ability Enhancement Compulsory Courses (AECC)	5	10
3	Skill Enhancement Course (SEC)	5	10
4	Value Added Course (VAC)	2	2
5	Discipline Specific Electives (DSC)	8	32
6	Project	1	4
TOTAL		40	132

SCHEME-BBA-2026-2027 ONWARDS

I SEM BBA

Sl. No	Course Code	Category of Course	Course Title	Scheme of Teaching				Examination			
				L	T	P	CR	Duration	CIA	SEE	Total Marks
1	26BBACC101	AEC	Language 1-K/AE	2	0	0	2	2	50	50	100
2	26BBACC101B	AEC	LANGUAGE 1- K/AE Kali Kannada								
3	26BBACC102	AEC	Language 2-English	2	0	0	2	2	50	50	100
4	26BBACC103	CC	Principles of Management	4	0	0	4	3	50	50	100
5	26BBACC104	CC	Financial Accounting	4	0	0	4	3	50	50	100
6	26BBACC105	CC	Managerial Economics	4	0	0	4	3	50	50	100
7	26BBACC106	CC	Business Law	4	0	0	4	3	50	50	100
8	26BBACC107	CC	Business Communication	4	0	0	4	3	50	50	100
9	26BBACC108	VAC	Health and Wellness	0	0	2	1	2	50	50	100
TOTAL				24	0	0	25		400	400	800

AEC- Ability Enhancement Courses, CC- Core Course, SEC-Skill Enhancement Course, VAC-Value Added Course, DSE- Discipline Specific Electives

L-Lecture, T- tutorial, P-Practical, S/P-seminar/project, CR-Credit

SCHEME-BBA-2026-2027 ONWARDS

II Sem BBA

<u>Sl. No</u>	Course Code	Category of Course	Course Title	Scheme of Teaching				Examination			
				L	T	P	CR	Duration	CIA	SEE	Total Marks
1	26BBACC201A	AEC	Language 1K/AE	2	0	0	2	3	50	50	100
2	26BBACC201B	AEC	LANGUAGE 1-K/AE Kali Kannada								
3	26BBACC202	AEC	Language 2 English	2	0	0	2	3	50	50	100
4	26BBACC203	CC	Marketing Management	4	0	0	4	3	50	50	100
5	26BBACC204	CC	Financial Management	4	0	0	4	3	50	50	100
6	26BBACC205	CC	Business Statistics	4	0	0	4	3	50	50	100
7	26BBACC206	CC	Global Business Environment	4	0	0	4	3	50	50	100
8	26BBACC207	VAC	NCC/NSS/Yoga	0	0	2	1	2	50	50	100
9	26BBACC208	SEC	Excel with AI	0	0	2	1	2	50	50	100
TOTAL				20	0	4	22		400	400	800

AEC- Ability Enhancement Courses, CC- Core Course, SEC-Skill Enhancement Course, VAC-Value Added Course, DSE- Discipline Specific Electives

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SCHEME-BBA-2026-2027 ONWARDS

III SEM BBA

<u>Sl. No</u>	<u>Course Code</u>	<u>Category of Course</u>	<u>Course Title</u>	<u>Scheme of Teaching</u>				<u>Examination</u>			
				<u>L</u>	<u>T</u>	<u>P</u>	<u>CR</u>	<u>Duration</u>	<u>CIA</u>	<u>SEE</u>	<u>Total Marks</u>
1	26BBACC301	CC	Information System for Business	4	0	0	4	3	50	50	100
2	26BBACC302	CC	Banking and Insurance	4	0	0	4	3	50	50	100
3	26BBACC303	CC	Organizational Behaviour	4	0	0	4	3	50	50	100
4	26BBACC303	SEC	MOOC/NPTEL/NISM	1	0	0	1	1	50	50	100
5	26BBACC304	AEC	Environmental, Social, and Governance (ESG)	2	0	0	2	2	50	50	100
6	26BBAXY301	DSE	Elective-I	4	0	0	4	3	50	50	100
7	26BBAXY302	DSE	Elective-II	4	0	0	4	3	50	50	100
TOTAL				23	0	0	23		350	350	700

AEC- Ability Enhancement Courses, CC- Core Course, SEC-Skill Enhancement Course, VAC-Value Added Course, DSE- Discipline Specific Electives

L-Lecture, T- tutorial, P-Practical, S/P-seminar/project, CR-Credit

Elective 1

<u>Sl.No</u>	<u>Specialization</u>	<u>XY</u>	<u>Course Code</u>	<u>Course Title</u>
1	Digital Marketing	DM	26BBADM301	Introduction to Digital Marketing and E-Commerce
2	Aviation and Logistics	AL	26BBAAL301	Aviation Business Management
3	Business Analytics	BA	26BBABA301	Fundamentals of Business Analytics

Elective 2

<u>Sl.No</u>	<u>Specialization</u>	<u>XY</u>	<u>Course Code</u>	<u>Course Title</u>
1	Digital Marketing	DM	26BBADM302	Social Media Marketing
2	Aviation and Logistics	AL	26BBAAL302	Fundamentals of Aircargo and Logistics
3	Business Analytics	BA	26BBABA302	Data for Analytics

SCHEME-BBA-2026-2027 ONWARDS

IV SEM BBA

<u>Sl. No</u>	<u>Course Code</u>	<u>Category of Course</u>	<u>Course Title</u>	<u>Scheme of Teaching</u>				<u>Examination</u>			
				<u>L</u>	<u>T</u>	<u>P</u>	<u>CR</u>	<u>Duration</u>	<u>CIA</u>	<u>SEE</u>	<u>Total Marks</u>
1	26BBACC401	CC	Operations Management	4	0	0	4	3	50	50	100
2	26BBACC402	CC	Business Research Methods	3	0	2	4	3	50	50	100
3	26BBACC403	CC	Human Resource Management	4	0	0	4	3	50	50	100
4	26BBACC404	SEC	Data Base Management System with SQL	2	0	2	3	2	50	50	100
5	26BBAXY401	DSE	Elective-I	4	0	0	4	3	50	50	100
6	26BBAXY402	DSE	Elective-II	4	0	0	4	3	50	50	100
TOTAL				21	0	4	23		300	300	600

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L-Lecture, T- tutorial, P-Practical, S/P-seminar/project, CR-Credit

Elective 1

<u>Sl.No</u>	<u>Specialization</u>	<u>XY</u>	<u>Course Code</u>	<u>Course Title</u>
1	Digital Marketing	DM	26BBADM401	Content Strategy and Planning
2	Aviation and Logistics	AL	26BBAAL401	Airport Operations Management
3	Business Analytics	BA	26BBABA401	Human Resource Analytics

Elective 2

<u>Sl.No</u>	<u>Specialization</u>	<u>XY</u>	<u>Course Code</u>	<u>Course Title</u>
1	Digital Marketing	DM	26BBADM402	Search Engine Optimization and PPC
2	Aviation and Logistics	AL	26BBAAL402	Information Technology in Logistics
3	Business Analytics	BA	26BBABA402	Generative AI for Business Analytics

SCHEME-BBA-2026-2027 ONWARDS

V SEM BBA

Sl. No	Course Code	Category of Course	Course Title	Scheme of Teaching				Examination			
				L	T	P	CR	Duration	CIA	SEE	Total Marks
1	26BBACC501	CC	Internship	0	0	4	2	2	50	50	100
2	26BBACC502	CC	Corporate Governance and Professional Ethics	4	0	0	4	3	50	50	100
3	26BBACC503	SEC	Indian Constitution	2	0	0	2	2	50	50	100
4	26BBACC504	CC	Entrepreneurship for Startups	4	0	0	4	3	50	50	100
5	26BBACC505	SEC	Tableau	1	0	2	3	2	50	50	100
6	26BBAXY501	DSE	Elective-I	4	0	0	4	3	50	50	100
7	26BBAXY502	DSE	Elective-II	4	0	0	4	3	50	50	100
TOTAL				19	0	6	23		350	350	700

AEC- Ability Enhancement Courses, CC- Core Course, SEC-Skill Enhancement Course, VAC-Value Added Course, DSE- Discipline Specific Electives

L-Lecture,T- tutorial, P-Practical,S/P-seminar/project,CR-Credit

Elective 1

Sl.No	Specialization	XY	Course Code	Course Title
1	Digital Marketing	DM	26BBADM501	Search Engine Marketing
2	Aviation and Logistics	AL	26BBAAAL501	Aviation Law and Regulations
3	Business Analytics	BA	26BBABA501	FinTech

Elective 2

Sl.No	Specialization	XY	Course Code	Course Title
1	Digital Marketing	DM	26BBADM502	Digital Marketing Analysis
2	Aviation and Logistics	AL	26BBAAAL502	Airlines Marketing Management
3	Business Analytics	BA	26BBABA502	Supplychain Analytics

SCHEME-BBA-2026-2027 ONWARDS

VI SEM BBA

<u>Sl. No</u>	Course Code	Category of Course	Course Title	Scheme of Teaching				Examination			
				L	T	P	CR	Duration	CIA	SEE	Total Marks
1	26BBACC601	CC	Strategic Management	4	0	0	4	3	50	50	100
2	26BBACC602	CC	Project	4	0	0	4	3	50	50	100
3	26BBAXY501	DSE	Elective-I	4	0	0	4	3	50	50	100
4	26BBAXY502	DSE	Elective-II	4	0	0	4	3	50	50	100
TOTAL				16	0	0	16		200	200	400

AEC- Ability Enhancement Courses, CC- Core Course, SEC-Skill Enhancement Course, VAC-Value Added Course, DSE- Discipline Specific Electives

L-Lecture, T- tutorial, P-Practical, S/P-seminar/project, CR-Credi

Elective 1

Sl.No	Specialization	XY	Course Code	Course Title
1	Digital Marketing	DM	26BBADM601	Law and Ethics in Digital Media
2	Aviation and Logistics	AL	26BBAAL601	Fleet Planning Management
3	Business Analytics	BA	26BBABA601	Introduction to Machine Learning

Elective 2

Sl.No	Specialization	XY	Course Code	Course Title
1	Digital Marketing	DM	26BBADM602	Website Development and Management
2	Aviation and Logistics	AL	26BBAAL602	Lean Manufacturing and Six sigma
3	Business Analytics	BA	26BBABA602	Financial Analytics