



SCHOOL OF MANAGEMENT AND COMMERCE

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

<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	26BBACC101A	AEC	Kannada Samskruthi-I	2	0	0	2	2	30	70	100
2	26BBACC101B	AEC	Kali Kannada-I								
3	26BBACC102	AEC	Language II-English	2	0	0	2	2	30	70	100
4	26BBACC103	CC	Fundamentals 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	VAC	Health and Wellness	0	0	2	1	1	50	50	100
9	26BBACC108	SEC	Life Skills	2	0	0	0	2	50	50	100
TOTAL				22	0	0	21		360	440	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

Semester End Examination Criteria:

- For all 4 Credit Courses SEE (Theory) will be conducted for 100 marks and scale down to 50 marks
- 26BBACC101B - MCQ Exam will be conducted for 70 marks and scale down is not applicable.
- 26BBACC107 - MCQ Exam will be conducted for 50 marks.
- 26BBACC108- MCQ Exam will be conducted for 50 marks.

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	Kannada Samskruthi-II	2	0	0	2	2	30	70	100
2	26BBACC201B	AEC	Kali Kannada-II								
3	26BBACC202	AEC	Language II- English	2	0	0	2	2	30	70	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	Digital Transformation	4	0	0	4	3	50	50	100
8	26BBACC207	VAC	Yoga	0	0	2	1	2	50	50	100
9	26BBACC208	SEC	Excel with AI	0	0	2	1	2	50	50	100
10	26BBACC209	SEC	Critical and Creative Thinking Skills	2	0	0	0	2	50	50	100
TOTAL				22	0	4	22		410	490	900

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

Semester End Examination Criteria:

- For all 4 Credit Courses SEE (Theory) will be conducted for 100 marks and scale down to 50 marks
- 26BBACC201B - MCQ Exam will be conducted for 70 marks and scale down is not applicable.
- 26BBACC207 - MCQ Exam will be conducted for 50 marks.
- 26BBACC208 - Practical Examination will be conducted for 50 marks.
- 26BBACC209-MCQ Exam will be conducted for 50 marks.

SCHEME-BBA-2026-2027 ONWARDS

III 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	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	30	70	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
8	26BBACC305	SEC	Advanced Quantitative Analysis	2	0	0	0	2	50	50	100
TOTAL				25	0	0	23		380	420	800

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

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

Semester End Examination Criteria:

- For all 4 Credit Courses SEE (Theory) will be conducted for 100 marks and scale down to 50 marks
- 24BBACC303- MCQ Exam will be conducted for 50 marks.
- The 26BBACC305-MCQ Exam will be conducted for 50 marks.

Elective 1

Sl.No	Specialization	XY	Course Code	Course Title
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

Sl.No	Specialization	XY	Course Code	Course Title
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>	Course Code	Category of Course	Course Title	Scheme of Teaching				Examination			
				L	T	P	CR	Duration	CIA	SEE	Total Marks
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
7	26BBACC405	AC	Professional Communication	2	0	0	0	2	50	50	100
TOTAL				23	0	4	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, Audit Course.

Semester End Examination Criteria:

- For all 3 & 4 Credit Courses SEE (Theory) will be conducted for 100 marks and scale down to 50 marks
- 26BBACC405-MCQ Exam will be conducted for 50 marks.

Elective 1

Sl.No	Specialization	XY	Course Code	Course Title
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

Sl.No	Specialization	XY	Course Code	Course Title
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	30	70	100
4	26BBACC504	CC	Entrepreneurship for Startups	4	0	0	4	3	50	50	100
5	26BBACC505	SEC	Tableau	2	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

Semester End Examination Criteria:

- For all 4 Credit Courses SEE (Theory) will be conducted for 100 marks and scale down to 50 marks
- 26BBACC501- Final Viva Voce will be conducted for 50 marks.
- 26BBACC503- MCQ will be conducted for 70 marks.

Elective 1

Sl.No	Specialization	XY	Course Code	Course Title
1	Digital Marketing	DM	26BBADM501	Search Engine Marketing
2	Aviation and Logistics	AL	26BBAAL501	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	26BBAAL502	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	Global Business Environment	4	0	0	4	3	50	50	100
3	26BBACC603	CC	Project	4	0	0	4	3	50	50	100
4	26BBAXY501	DSE	Elective-I	4	0	0	4	3	50	50	100
5	26BBAXY502	DSE	Elective-II	4	0	0	4	3	50	50	100
TOTAL				20	0	0	20		250	250	500

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

Semester End Examination Criteria:

- For all 4 Credit Courses SEE (Theory) will be conducted for 100 marks and scale down to 50 marks
- 26BBACC501- Final Viva Voce will be conducted for 50 marks.
- 26BBACC503- MCQ will be conducted for 70 marks.

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

SAPTHAGIRI NPS UNIVERSITY
SCHOOL OF MANAGEMENT STUDIES
LAB REQUIREMENT PER WEEK

BBA – Semester – I

SI NO	Course Code	Course Title	Description	Total hours
1	26MBACC102	Data analysis for Business Decisions - I	2hours per section * 6 Section	12
2	26MBAST102	Excel with Artificial Intelligence	2hours per section * 6 Section	12
Total Requirement per week				24 hours

BBA – Semester – II

SI NO	Course Code	Course Title	Description	Total hours
1	26MBACC202	Data analysis for Business Decisions - II	2hours per section * 6 Section	12
2	26MBACC204	Data Visualisation for Business using Power BI	2hours per section * 6 Section	12
3	26MBAXY201	Business Analytics Electives	2hours per section	2
4	26MBAST201	Special Topics	2hours per section * 2 Section	4
Total Requirement per week				30 hours

BBA - Semester - III

Sl.No	Course Code	Course Title	Description	Total Hours
1	26MBACC302	Generative AI and Prompt Engineering	2 hours * 6 Sections	12 hours
2	26MBAXY301	Business Analytics Electives	2 hours per week * 5 subject/section	10 hours
3	26MBAST301	Special topics	2 hours per week * 3 sections	6 hours
Total Requirement per week				26 hours