MALLA REDDY TECHNICAL CAMPUS

A Constituent Unit of MALLA REDDY VISHWAVIDYAPEETH
(Deemed to be University)
Approved by UGC & AICTE,New Delhi
Maisammaguda, Medchal (Dist), Hyderabad - 500100, Telangana

MRV25 – Bachelor of Business Administration(BBA)

Course Structure

MRV25 Course Structure - Bachelor of Business Administration(BBA) - 50							
Semester – I							
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**Cr**
1	PCC	BA25507101	Principles and Practices of Management	3	1	0	4
2	HMC	BA25507102	Business Communication-I	1	1	0	2
3	PCC	BA25507103	Financial Accounting	3	1	0	4
4	PCC	BA25507104	Business Statistics and Logic	3	1	0	4
5	HMC	BA25507105	General English	1	0	0	1
6	VAC	BA25507106	Indian Knowledge System^	2	0	0	2
7	VAC	BA25507107	Environmental Science and Sustainability	2	0	0	2
8	HMC	BA25507108	Additional Course - Indian or Foreign Language (Optional Course)	0	1	0	1
			Credits in Semester-I	**15**	**5**	**0**	**20**
Semester – II							
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**Cr**
1	PCC	BA25507201	Human Behaviour and Organization	3	1	0	4
2	PCC	BA25507202	Marketing Management	3	1	0	4
3	PCC	BA25507203	Business Economics	3	1	0	4
4	SDC	BA25507204	Emerging Technologies and Application	2	0	0	2
5	VAC	BA25507205	Media Literacy and Critical Thinking	1	1	0	2
6	VAC	BA25507206	Indian Constitution	2	0	0	2
7	HMC	BA25507207	Business Communication-II	1	0	0	1
8	HMC	BA25507208	Additional Course - Indian or Foreign Language (Optional Course)	0	1	0	1
			Credits in Semester-II	**15**	**5**	**0**	**20**
Credits in Semester-III							
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**Cr**
1	PCC	BA25507301	Cost and Management Accounting	3	1	0	4
2	PCC	BA25507302	Legal and Ethical Issues in Business	3	1	0	4
3	PCC	BA25507303	Human Resource Management	3	1	0	4
4	VAC	BA25507304	Indian Systems of Health and Wellness	1	1	0	2

5	PCC	BA25507305	Management Information System(MIS)	2	0	4	4
6	VAC	BA25507306	Yoga/Sports/NCC/NSS/Disaster Management	1	1	0	2
			Credits in Semester-III	**13**	**5**	**4**	**20**
Credits in Semester-IV							
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**Cr**
1	PCC	BA25507401	Corporate Finance	3	1	0	4
2	PCC	BA25507402	Operations Research	3	1	0	4
3	PCC	BA25507403	International Business	3	1	0	4
4	PCC	BA25507404	Entrepreneurship and Design Thinking	3	1	0	4
5	PCC	BA25507405	Digital Business and E-Commerce	3	1	0	4
6	PRJ	BA25507406	Industry Internship/Industry Project/R&D Project/Startup/ Externship	0	0	4	2
			Credits in Semester-IV	**15**	**5**	**4**	**22**
Credits in Semester-V							
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**Cr**
1	PCC	BA25507501	Strategic Management	3	1	0	4
2	PCC	BA25507502	Operations and Supply Chain Management	3	1	0	4
3	PCC	BA25507503	Research Methodology	3	1	0	4
4	OEC	BA255075XX	Open Elective-I	3	1	0	4
5	PEC	BA255075XX	Professional Elective-I	3	1	0	4
6	PEC	BA255075XX	Professional Elective-II	3	1	0	4
			Credits in Semester-V	**18**	**6**	**0**	**24**
Credits in Semester-VI							
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**Cr**
1	OEC	BA255076XX	Open Elective-II	3	1	0	4
2	PEC	BA255076XX	Professional Elective-III	3	1	0	4
3	PRJ	BA255076XX	Industry Internship/Industry Project/R&D Project/Startup/ Externship	0	0	12	6
			Credits in Semester-VI	**6**	**2**	**12**	**14**
							120
Professional Electives (PE-I & PE-II in Semester V, PE-III in Semester VI) – choose one track							
Track A – Finance							
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**Cr**
1	PEC		Corporate Accounting	3	1	0	4
2	PEC		Investment Analysis and Portfolio Management	3	1	0	4
3	PEC		Financial Markets and Institutions	3	1	0	4
4	PEC		Financial Statement Analysis	3	1	0	4
5	PEC		FinTech and Digital Payments	3	1	0	4
6	PEC		Financial Modelling	3	1	0	4
Track B – Marketing							
S.No.	**Category**		**Course Title**	**L**	**T**	**P**	**Cr**
1	PEC		Digital Marketing	3	1	0	4
2	PEC		Consumer Behaviour	3	1	0	4

3	PEC		Strategic Brand Management	3	1	0	4
4	PEC		Sales and Distribution Management	3	1	0	4
5	PEC		Marketing Analytics	3	1	0	4
6	PEC		International Marketing	3	1	0	4
Track C – Human Resource Management							
S.No.	**Category**		**Course Title**	**L**	**T**	**P**	**Cr**
1	PEC		HR Analytics	3	1	0	4
2	PEC		Talent Acquisition and Management	3	1	0	4
3	PEC		Compensation Management	3	1	0	4
4	PEC		Training and Development	3	1	0	4
5	PEC		Organisational Change and Development	3	1	0	4
6	PEC		Industrial Relations and Labour Laws	3	1	0	4
Open Electives (OE-I in Semester V, OE-II in Semester VI)							
S.No.	**Category**		**Course Title**	**L**	**T**	**P**	**Cr**
1	OEC		Generative AI for Business	3	0	0	4
2	OEC		ESG and Sustainable Business	3	0	0	4
3	OEC		Advertising and Media	3	0	0	4
4	OEC		Diversity, Equity and Inclusion	3	0	0	4
Indian Knowledge System (Semester – I)							
S.No.	**Category**		**Course Title**	**L**	**T**	**P**	**Cr**
1	VAC		Indian Knowledge Systems and Traditions	2	0	0	2
2	VAC		Indian Culture and Civilization	2	0	0	2
3	VAC		Indian Vision for Human Society	2	0	0	2
4	VAC		Indian Science	2	0	0	2
5	VAC		Indian Town Planning and Architecture	2	0	0	2
6	VAC		Indian Mathematics and Astronomy	2	0	0	2
7	VAC		Indian Aesthetics	2	0	0	2
8	VAC		Indian Health, Wellness and Psychology	2	0	0	2