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

MRV26 – Bachelor of Business Administration(BBA)

Course Structure

MRV26 Course Structure - Bachelor of Business Administration(BBA)-50								
Semester – I								
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**S**	**Cr**
1	HMC	BB26507101	AI-Enabled Professional Communication skill	0	1	2	0	2
2	HMC	BB265071XX	Foreign Language Skills -I	0	0	2	2	2
3	PCC	BB26507501	Principles of Management & Organizational Behavior	3	1	0	0	4
4	PCC	BB26507502	Fundamentals of Accounting	3	1	0	0	4
5	PCC	BB26507503	Basic Data Analysis Through Software	2	0	2	2	4
6	VAC	BB265074XX	Value Added Course-I	1	0	0	0	1
7	SDC	BB26447901	Creativity and Innovation	2	0	2	2	4
			Credits in Semester-I	**11**	**3**	**8**	**6**	**21**
Semester – II								
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**S**	**Cr**
1	HMC	BB26507102	Prompt to Placement, AI powered career and Interview Skills	0	1	2	0	2
2	HMC	BB265071XX	Foreign Language skills-II	0	0	2	2	2
3	PCC	BB26507504	Fundamentals of Corporate Accounting	2	0	2	2	4
4	PCC	BB26507505	Marketing Management	3	0	2	0	4
5	PCC	BB26507506	Ecosystem Development for MSMEs	3	0	2	0	4
6	PCC	BB26507507	Introduction to Artificial Intelligence in Business	2	0	2	2	4
7	PCC	BB26507508	Entrepreneurship & Startups	2	0	0	0	2
			Credits in Semester-II	**12**	**1**	**12**	**6**	**22**
Semester – III								
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**S**	**Cr**
1	PCC	BB26507509	Corporate Governance & Business Ethics	3	1	0	0	4
2	PCC	BB26507510	Data Analytics	2	0	2	2	4
3	PCC	BB26507511	AI-Driven Customer Relationship Management	2	0	2	2	4
4	PCC	BB26507512	Intelligent Digital Marketing and Social Media Analytics	3	1	0	0	4
5	PCC	BB26507513	Management Information System(MIS)	2	0	2	0	3
6	PCC	BB26507514	Business Law	3	0	0	0	3
			Credits in Semester-III	**15**	**2**	**6**	**4**	**22**
Semester - IV								
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**S**	**Cr**
1	PCC	BB26507515	Training, Performance and Compensation Management	3	1	0	0	4

2	PCC	BB26507516	Operations Research	3	1	0	0	4
3	PCC	BB26507517	Strategic Management	3	1	0	0	4
4	PCC	BB26507518	Business Intelligence & Data Visualization	2	0	2	2	4
5	PCC	BB26507519	Intelligent Selling and Customer Analytics	2	0	2	2	4
6	VAC	BB265074XX	Value added Course-II	1	0	0	0	1
7	PRJ	BB26507801	Industry Internship / Industry Project / R&D Project / Startup /Externship	0	0	0	4	2
			Credits in Semester-IV	**14**	**3**	**4**	**8**	**23**
Semester - V								
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**S**	**Cr**
1	PCC	BB26507520	Business Analytics and Decision Making	3	0	2	0	4
2	PCC	BB26507521	Retail Management & Supply Chain Management	3	1	0	0	4
3	PCC	BB26507522	Total Quality Management	3	1	0	0	4
4	OEC	BB265077XX	Open Elective-I	3	0	0	2	4
5	PEC	BB265076XX	Professional Elective-I	3	1	0	0	4
6	PEC	BB265076XX	Professional Elective-II	3	1	0	0	4
			Credits in Semester-V	**18**	**4**	**2**	**2**	**24**
Semester - VI								
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**S**	**Cr**
1	OEC	BB265077XX	Open Elective-II	3	1	0	0	4
2	PEC	BB265076XX	Professional Elective-III	3	1	0	0	4
3	PRJ	BB26507802	Industry Internship / Industry Project / R&D Project / Startup /Externship	0	0	0	12	6
			Credits in Semester-VI	**6**	**2**	**0**	**12**	**14**
			Total Credits - Semester I to VI(Regular Path)					**126**
Foreign Language Skills								
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**S**	**Cr**
1	HMC	BB26507101	German	0	0	2	2	2
2	HMC	BB26507102	French	0	0	2	2	2
3	HMC	BB26507103	Japanese	0	0	2	2	2
4	HMC	BB26507104	Spanish	0	0	2	2	2
5	HMC	BB26507105	Chinese	0	0	2	2	2
6	HMC	BB26507106	Korean	0	0	2	2	2
7	HMC	BB26507107	Russian	0	0	2	2	2
8	HMC	BB26507108	Sanskrit	0	0	2	2	2
Value added Course								
S.No.	**Category**	**Course Code**	**Course Title**	**L**	**T**	**P**	**S**	**Cr**
1	VAC	BB26507401	Universal Human Values	1	0	0	0	1
2	VAC	BB26507402	Indian Knowledge Systems	1	0	0	0	1
3	VAC	BB26507403	Professional Ethics	1	0	0	0	1
4	VAC	BB26507404	Gender Sensitization	1	0	0	0	1
5	VAC	BB26507405	Ecology and Environment	1	0	0	0	1
6	VAC	BB26507406	Constitution of India	1	0	0	0	1
7	VAC	BB26507407	Awareness of Sustainable Development Goals	1	0	0	0	1
8	VAC	BB26507408	NSS	1	0	0	0	1
9	VAC	BB26507409	Yoga & Wellness	1	0	0	0	1

10	VAC	BB26507410	Environmental Awareness & Sustainability	1	0	0	0	1
11	VAC	BB26507411	Health, Hygiene & Nutrition	1	0	0	0	1
12	VAC	BB26507412	Disaster Awareness & Preparedness	1	0	0	0	1
13	VAC	BB26507413	Digital Citizenship & Cyber Awareness	1	0	0	0	1