

INTEGRATED BBA/MBA(IPM)

SEMESTER-1

- Basics of Accounting
- Management Fundamentals
- Microeconomics
- Excel Skills and Report Writing.
- Workplace Etiquettes
- Business Communication
- Community Service and Mental Well Being

SEMESTER-2

- Fundamentals of Statistics
- Indian Business Environment
- Macroeconomics
- Yoga Camp (Expirential Learning)
- Public Speaking Skills
- Creative Thinking
- Society and Business

SEMESTER-3

- Human Resource Management
- Quantitative Research Methods
- Introduction to Data Science
- Philosophy of Business Innovation and Technology
- Public Administration
- Workshop on Critical Thinking and Writing Skills
- Foreign Language-I

SEMESTER-4

- Business Strategy
- Qualitative Research Methods
- Financial Reporting
- Business History
- Journalism and Mass Media
- Foreign Language-II

SEMESTER-5

- Industrial Relations and Labour Laws
- Global Business Environment
- Corporate Tax Planning
- Creative Advertising
- Consumer Psychology

SEMESTER-6

- Principles of Marketing
- Financial Markets
- Sustainable Business and Entrepreneurship
- Industrial Psychology
- Neuro Marketing and Consumer Sciences
- Technology Trends in Business

Note: Non-credit courses are also offered other than curriculum like community service, Literacy Initiatives, Short term Internships, Summer School, Exchange Programs with International Exposure as a means of providing experiential learning and enhancing the knowledge of the students.