



**BIRLA INSTITUTE OF TECHNOLOGY-MESRA, RANCHI**  
**COURSE STRUCTURE FOR**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**as per NEP-2020**  
**w.e.f. Academic Session 2023-24**

Semester / Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods/ week)	T (Periods /week)	P (Periods /week)	
					L	T	P	C
First Monsoon	FIRST	AECC	MT132	Communication Skills -I	0	0	3	1.5
		MDC	MN101	Fundamentals of Computing	3	0	2	4
		VAC	MN102	Human Values & Professional Ethics	2	0	0	2
		VAC	MN103/ MN104	Yoga/ Physical Education	1	0	2	2
		SEC- SB	CN111	Office Automation Tools	2	0	2	3
		DSC	MN106	Principles of Management	3	0	0	3
		DSC	MN107	Business Statistics	2	0	0	2
		DSC	MN108	Introduction to Business Accounting	3	0	0	3
<b>Total Credit</b>							<b>20.5</b>	

Semester /Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery & credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	T (Periods /week)	P (Periods /week)	
					L	T	P	C
Second Spring	FIRST	AECC	MN109	Public Speaking & Creative Writing	1	0	2	2
		MDC	MN110	Web Application of Business	2	0	2	3
		VAC	MN111/ MN112	Digital Empowerment /Emotional Intelligence	2	0	0	2
		SEC-SB	MN113	Qualitative Data Analysis	2	0	2	3
		DSC	MN114	Marketing Management	3	1	0	4
		DSC	MN115	Business Economics	3	0	0	3
		DSC	MN116	Organizational Behavior	3	0	0	3
	Vocational	MN117	Project on work-based learning /Event Management/ Web Content Management System / Health Care Technologies				4	
<b>Total Credit</b>							<b>24</b>	

Vocational Courses to be offered during summer- term.

EXIT OPTION AFTER FIRST YEAR WITH CERTIFICATION

Semester/ Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L- Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods/ week)	T (Periods/ week)	P (Periods /week)	C
Third Monsoon	SECOND	AECC	MN201	Personality Development	2	0	2	3
		MDC	MN202	Environment Science	2	0	0	2
		SEC-SB	MN203	Computerized Accounting	2	0	2	3
		DSC	MN204	Introduction to Financial Systems	3	0	0	3
		DSC	MN205	Introduction to Business Analytics	3	0	0	3
		DSC	MN206	Quantitative Techniques in Management	3	0	0	3
		DSC	MN207	Research Methodology	3	0	0	3
<b>Total Credit</b>							<b>20</b>	

Semester/ Session of Study (Recomm ended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L- Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	T (Periods /week)	P (Periods /week)	C
Fourth Spring	SECOND	AECC	MT133	Communication Skills -II	0	0	3	1.5
		DSC	MN208	Legal Aspects of Management	3	1	0	4
		DSC	MN209	Sales and Distribution Management	3	0	0	3
		DSC	MN210	Human Resource Management	3	0	0	3
		DSC	MN211	Basics of Financial Management	3	0	0	3
		DSC	MN212	Introduction to Digital Marketing	3	0	0	3
		DSC	MN213	Management Information System	3	0	0	3
<b>Total Credit</b>							<b>20.5</b>	

EXIT OPTION AFTER SECOND YEAR WITH DIPLOMA

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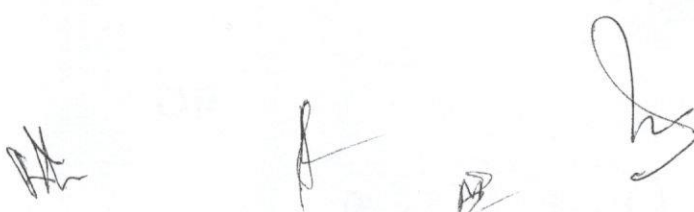


Semester/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	T (Periods /week)	P (Periods /week)	C
					L	T	P	C
Fifth Monsoon	Third	DSC	MN301	Entrepreneurship and Small Business	2	0	0	2
		DSC	MN302	Introduction to Materials Management & Production Management	3	0	0	3
		DSC	MN303	Summer Internship / Project				3
		DSE		Elective -1 (PAPER 1)	3	0	0	3
		DSE		Elective -1 (PAPER 2)	3	0	0	3
		DSE		Elective -2(PAPER 1)	3	0	0	3
		DSE		Elective -2(PAPER 2)	3	0	0	3
<b>Total Credit</b>								<b>20</b>

Semester/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	T (Periods /week)	P (Periods /week)	C
					L	T	P	C
Sixth Spring	Third							
		DSC	MN304	Introduction to Sustainable Development	2	0	0	2
		DSC	MN305	Strategic Management	3	0	0	3
		DSC	MN306	International Trade & Business	3	0	0	3
		DSE		Elective -1 (PAPER 3)	3	0	0	3
		DSE		Elective -1 (PAPER 4)	3	0	0	3
		DSE		Elective -2(PAPER 3)	3	0	0	3
DSE		Elective -2(PAPER 4)	3	0	0	3		
<b>Total Credit</b>								<b>20</b>

Students have to select dual specialization from the list of electives given. Specialization selected in the fifth semester should be continued in the sixth and seventh semester.

EXIT OPTION AFTER THIRD YEAR WITH DEGREE



Semester/ Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	T (Periods /week)	P (Periods /week)	C
					L	T	P	C
Seventh Monsoon	Fourth	DSC	MN401	Fundamentals of Operations Research	3	1	0	4
		DSC	MN402	Strategic Human Resource Management	3	1	0	4
		DSC	MN403	Management and Control of Cost	3	0	0	3
		DSC	MN404	Constitution of India	3	0	0	3
		DSE		<b>Elective -1 (PAPER 5)</b>	3	0	0	3
		DSE		<b>Elective -2 (PAPER 5)</b>	3	0	0	3
<b>Total Credit</b>							<b>20</b>	

Semester/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C- Credits
					L (Periods /week)	T (Periods /week)	P (Periods /week)	C
					L	T	P	C
Eight Spring	Fourth	DSC	MN405	Research project /Dissertation/ Internship with Viva-voce and seminar presentation.				12
		DSC	MN406	Project Management	4	0	0	4
		DSC	MN407	Introduction to Artificial Intelligence	4	0	0	4
<b>Total Credit</b>							<b>20</b>	

BACHELOR'S DEGREE WITH HONOURS

OR



Semester/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C- Credits
					L (Periods /week)	T (Periods /week)	P (Periods /week)	C
					L	T	P	
Eight Spring	Fourth	DSC	MN405	Research project /Dissertation/ Internship with Viva-voce and seminar presentation.				12
		DSC	MN408	Research Publications (02 publication or submission in peer-reviewed journals/ presentation in conferences/ seminars/ patented.)				8
<b>Total Credit</b>								<b>20</b>

**BACHELOR'S DEGREE HONOURS WITH RESEARCH**

**Acronyms Expanded**

- AECC | Ability Enhancement Compulsory Course
- DSC (C) | Discipline Specific Core (Course)
- SEC-SB | Skill Enhancement Course-Skill Based/
- VAC | Value Added Course
- MDC | Multidisciplinary Course
- DSE | Discipline Specific Elective
- L-T-P | Lecture - Tutorial - Practical (s)

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ELECTIVE GROUPS COURSES: DSE

DSE / LEVEL	Course Code	Name of the PE courses	Pre-requisite courses	L	T	P	C
		<b>Finance Group</b>					
3/4	MN409	Corporate Taxation	MN108, MN211	3	0	0	3
3/4	MN410	Banking Concepts & Practice	MN108, MN211	3	0	0	3
3/4	MN411	International Finance	MN108, MN211	3	0	0	3
3/4	MN412	Equity & Debt Market	MN108, MN211	3	0	0	3
3/4	MN413	Auditing	MN108, MN211	3	0	0	3
		<b>Information Technology Group</b>					
3/4	MN414	Computer Networks	MN213	3	0	0	3
3/4	MN415	Knowledge Management	MN213	3	0	0	3
3/4	MN416	Internet & Web Page Design	MN213	3	0	0	3
3/4	MN417	Programming Technology	MN213	2	0	2	3
3/4	MN418	E-commerce	MN213	3	0	0	3
		<b>Marketing Group</b>					
3/4	MN419	International Marketing	MN114	3	0	0	3
3/4	MN420	Services Marketing	MN114	3	0	0	3
3/4	MN421	Retail Management	MN114	3	0	0	3
3/4	MN422	Integrated Marketing communication	MN114	3	0	0	3
3/4	MN423	Consumer Behavior	MN114	3	0	0	3
		<b>Human Resource Group</b>					
3/4	MN424	Manpower Planning	MN116, MN210	3	0	0	3
3/4	MN425	Industrial Relations	MN116, MN210	3	0	0	3
3/4	MN426	Training & Development	MN116, MN210	3	0	0	3
3/4	MN427	Industrial & labour Legislations	MN116, MN210	3	0	0	3
3/4	MN428	Performance & Compensation Management	MN116, MN210	3	0	0	3

DSE / LEVEL	Course Code.	Name of the PE courses	Prerequisite courses	L	T	P	C
		<b>Digital Marketing Group</b>					
3/4	MN429	Social Media Marketing	MN212	3	0	0	3
3/4	MN430	Content Marketing	MN212	3	0	0	3
3/4	MN431	Mobile & Email Marketing	MN212	3	0	0	3
3/4	MN432	Digital Marketing Analytics	MN212	3	0	0	3
3/4	MN433	Search Engine Optimization and Marketing	MN212	3	0	0	3
		<b>Business Analytics Group</b>					
3/4	MN434	Data Visualization for Managers	MN205	2	0	2	3
3/4	MN435	Data Mining	MN205	3	0	0	3
3/4	MN436	DBMS	MN205	2	0	2	3
3/4	MN437	Data Science Using R	MN205	2	0	2	3
3/4	MN438	Marketing Analytics	MN205	2	0	2	3