

SR UNIVERSITY
SCHOOL OF BUSINESS

Bachelor of Business Administration - Marketing

I SEM						
S. No.	Course Code	Course	Hours / Week			
			L	R	P	C
1	25BUS302PC101	Business Environment and Law	3	0	2	4
2	25BUS302PC102	Organizational Dynamics	3	0	2	4
3	25BUS302PC103	Programming with Python	3	0	2	4
4	25HUM204HS101	Life Skills: Entrepreneurship, Language, Communication and Personality	2	0	4	4
Total			11	0	10	16
II SEM						
S.No.	Course Code	Course	Hours / Week			
			L	R	P	C
1	25BUS302PC104	Economics	3	0	2	4
2	25BUS302PC105	Human Resource Management	3	0	2	4
3	25BUS302PC106	Marketing Management	3	0	2	4
4	25MAT400BS110	Fundamentals of Probability and Data Analysis	4	0	0	4
5	25BUS302PC107	Accounting	3	0	2	4
6	25HUM300HS102	Ancient Knowledge and Constitution of India	3	0	0	3
7		Hobbies, Co-Curricular and Extra-Curricular Elective	0	0	2	1
Total			19	0	10	24
III SEM						
S.No.	Course Code	Course	Hours / Week			
			L	R	P	C
1	25BUS300PC201	Business Strategies	3	0	0	3
2	25BUS302PC202	Business Analytics	3	0	2	4
3	25BUS302PC203	Data Analytics using Power BI	3	0	2	4
4	25BUS302PC204	Financial Management	3	0	2	4
5	25BUS302PC205	Production and Operations Management	3	0	2	4
6		Specialization Core - I	3	0	2	4
Total			18	0	10	23

IV SEM

S.No.	Course Code	Course	Hours / Week			
			L	R	P	C
1	25BUS300PC206	Business Process Reengineering	3	0	0	3
2		Open Elective - I	3	0	0	3
3		Specialization Core - II	3	0	2	4
4		Specialization Elective - I	2	0	2	3
5	25HUM104HS201	Critical Thinking and Interpersonal Skills	1	0	4	3
6	25BUS302PC207	Data Analytics using Tableau	3	0	2	4
7	25BUS002PR401	Undergraduate Research in Business Studies	0	0	2	1
Total			15	0	12	21

V SEM

S.No.	Course Code	Course	Hours / Week			
			L	R	P	C
1		Program Elective - I	2	0	2	3
2		Specialization Elective - II	2	0	2	3
3	25HUM006HS202	Quantitative Aptitude and Logical Reasoning	0	0	6	3
4	25BUS302PC301	Business Research Methods	3	0	2	4
5		Program Elective - II	2	0	2	3
6	25BUS200PC302	Sustainability and Business Ethics	2	0	0	2
Total			11	0	14	18

Or

1	25BUS036PR402	Apprenticeship/Internship/Startup/Externship/Capstone	0	0	36	18
Total			0	0	36	18

VI SEM

S.No.	Course Code	Course	Hours / Week			
			L	R	P	C
1	25BUS036PR403	Major Project/Apprenticeship/Internship/Startup/Externship	0	0	36	18
Total			0	0	36	18

Total Credits **120**

Program Electives - I

1	25BUS202PE301	Global Supply chain	2	0	2	3
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2	25BUS202PE302	Private Equity and Venture Capital	2	0	2	3
Program Electives - II						
1	25BUS202PE303	Social Media Marketing	2	0	2	3
2	25BUS202PE304	Negotiation Skills and Strategies	2	0	2	3
Specialisation Core / Electives						
S.No.	Course Code	Marketing				
		Specialisation Core				
1	25BUS302SC201	Consumer Psychology	3	0	2	4
2	25BUS302SC202	Building an effective Product and Brand	3	0	2	4
Specialisation Elective - I						
1	25BUS202SE301	Sales and Channel Strategy	2	0	2	3
2	25BUS202SE302	Marketing Analytics	2	0	2	3
Specialisation Elective - II						
1	25BUS202SE303	Digital and Visual Marketing	2	0	2	3
2	25BUS202SE304	Retail Management	2	0	2	3

Hobbies, Co-Curricular and Extra-Curricular (HCE) Electives						
S. No.	Course Code	Course	L	R	P	C
1	25HUM002AU401	Community Engagement and Social Responsibility through NSS	0	0	2	1
2	25HUM002AU402	Leadership and Collaboration through Student Clubs	0	0	2	1
3	25HUM002AU403	Physical Education and Sports for Holistic Development	0	0	2	1
4	25HUM002AU404	Experiential Learning through Internships	0	0	2	1
5	25HUM002AU405	Skill Enrichment and Creativity through Hobby Activities	0	0	2	1
6	25HUM002AU406	Visual Storytelling and Documentation through Photography	0	0	2	1
7	25HUM002AU407	Skill Acceleration and Applied Learning through Boot Camps	0	0	2	1
8	25HUM002AU408	Indian Classical Music	0	0	2	1
9	25HUM002AU409	Classical and Folk Dance Traditions of India	0	0	2	1
10	25HUM002AU410	Traditional Indian Culinary Practices	0	0	2	1

In Special Cases Open Electives, Program Electives, Specialization Electives may be considered interchangeably.

Flexible Courses for Open Electives and Professional Electives						
S. No.	Course Code	Course	L	R	P	C

1	25HUM202CR401	Industry Certification	2	0	2	3
2	25HUM300CR402	Professional Skill Development	3	0	0	3
3	25HUM300CR403	Self-Paced Learning	3	0	0	3
Minor Courses offered by NEST						
S.No.	Course Code	Course	L	R	P	C
1	25BUS400MN401	Startup Garage	4	0	0	4
2	25BUS400MN402	Startup Launch and Business Operation	4	0	0	4
3	25BUS400MN403	Digital Marketing Strategy	4	0	0	4
4	25BUS400MN404	Growth Hacking	4	0	0	4

Open Electives						
S. No.	Course Code	Course	L	R	P	C
1	25CAI202OE401	Fundamentals of Database Management Systems	2	0	2	3
2	25CAI202OE402	Fundamentals of Data Structures	2	0	2	3
3	25CAI202OE403	Analysis and Design of Algorithms	2	0	2	3
4	25ECE300OE404	Principles of Communication	3	0	0	3
5	25ECE300OE405	Sensors and Transducers	3	0	0	3
6	25ECE300OE406	Design for Social Impact	3	0	0	3
7	25EEE300OE407	Introduction to Electric Vehicle Technologies	3	0	0	3
8	25EEE202OE408	Introduction to PLC Programming	2	0	2	3
9	25MEC300OE409	Operations Research	3	0	0	3
10	25MEC300OE410	3D Printing	3	0	0	3
11	25MEC300OE411	Renewable Energy Resources	3	0	0	3
12	25MEC104OE412	Workshop Practices	1	0	4	3
13	25CIV300OE413	Disaster Management	3	0	0	3
14	25CIV300OE414	Pollution and Control Engineering	3	0	0	3
15	25CIV300OE415	Smart Cities	3	0	0	3
16	25BUS300OE416	Digital Marketing	3	0	0	3
17	25BUS300OE417	Startup Launch and Ecosystems	3	0	0	3
18	25BUS300OE418	Finance for Engineers	3	0	0	3
19	25SCI202OE419	Space Physics	2	0	2	3
20	25SCI202OE420	Nanomaterials and Technology	2	0	2	3

21	25SCI202OE421	AI for Drug Discovery	2	0	2	3
22	25MAT300OE422	Integral Transforms and Partial Differential Equations	3	0	0	3
23	25MAT300OE423	Optimization Techniques	3	0	0	3
24	25HUM202OE424	LSRW Language Skills	2	0	2	3
25	25HUM300OE425	Learning How to Learn	3	0	0	3
26	25HUM300OE426	German for Professionals	3	0	0	3
27	25HUM300OE427	Japanese Language and Culture	3	0	0	3
28	25HUM300OE428	Spanish for Global Work Place	3	0	0	3
29	25NCC300OE429	NCC Foundation course	3	0	0	3
30	25NCC300OE430	NCC Basic course	3	0	0	3
31	25NCC300OE431	NCC Advanced Course	3	0	0	3
32	25AGR202OE432	Food Safety and Quality Management from Farm to Fork	2	0	2	3
33	25AGR300OE433	Socio-Economic Transformations in Indian Agriculture	3	0	0	3
34	25AGR300OE434	Smart Farming Technologies for Doubling the Farmer Income	3	0	0	3
35	25AGR300OE435	Sky Farming and Urban Horticulture Systems	3	0	0	3