

KARUNYA INSTITUTE OF TECHNOLOGY AND SCIENCES
DEPARTMENT OF COMMERCE AND INTERNATIONAL TRADE
BBA 2021-2022 BATCH ONWARDS

Course Code	Course Title	No. of Credits
SEMESTER –I		
17LN2001/17LN2005/16LN2009	French-I/ Tamil -1/Hindi-I	3:0:0
17EN2001	English for Communication	3:0:0
21BB2001	Principles of Management	4:0:0
21BB2002	Business Organization	4:0:0
20MA2012	Business Statistics with R	3.0.1
21BB2003	Principles of Marketing	4:0:0
	Credits	22
SEMESTER –II		
17LN2002/17LN2006/ 16LN2010	French-II/ Tamil -II/Hindi-II	3:0:0
17EN2002	Professional English	3:0:0
21BB2004	Managerial Economics	3:0:0
21BB2005	Organizational Behavior	4:0:0
21BB2006	Financial Accounting	4:0:0
17CH1004	Environmental Studies	3:0:0
21BB2007	MS-Office LAB	0.0.2
	Credits	22
SEMESTER- III		
21BB2008	Business Law	4:0:0
21BB2009	Cost Accounting	4:0:0
21BB2010	E- Banking	4:0:0
21BB2011	Income Tax	4:0:0
21BB2012	Research Methodology	4:0:0
21BB2013	Digital Marketing	4:0:0
		24
SEMESTER- IV		
21BB2014	Indirect Tax	4:0:0
21BB2015	Management Accounting	4:0:0
21BB2016	Application of Analytics in Business	4:0:0
20BC2024	International Business	4:0:0
21BB2017	Operations Management	4:0:0
20BC2011	Financial Accounting Lab	0.0.2
17VE2002	Value Education	0.0.2
	Credits	24
SIP2911	Summer Internship	0.0.2

SEMESTER- V		
21BB2018	High Performance Leadership	3:0:0
21BB2019	Principles of Advertising	4:0:0
21BB2020	Modelling for Business Plan	4:0:0
XXXXX	Discipline Specific Elective	4:0:0
20BC2019	Disaster Management	3:0:0
20BC2022	Financial Management	4:0:0
	Credits	22
SEMESTER- VI		
XXXXX	Discipline Specific Elective	4:0:0
XXXXX	Discipline Specific Elective	4:0:0
21BB2021	Business Ethics	4:0:0
PSP2998	Part Semester Project/Business Models/Innovation Strategies	0:0:12
	Credits	24

Students are encouraged to register with MOOC -NPTEL/SWAYAM courses alongside their regular curriculum as per the directives of UGC /MHRD and monitored by faculty mentors.

Discipline Specific Elective

International Business - Bundle – I		
21BB2022	Export Import Procedure	4:0:0
21BB2023	Foreign Exchange Management	4:0:0
21BB2024	Logistics Management	4:0:0
Business Analytics - Bundle- II		
21BB2025	Artificial Intelligence for Business	4:0:0
21BB2026	Business Intelligence	4:0:0
21BB2027	Predictive Modelling	4:0:0
Bundle – III General		
21BB2028	Financial Services	4:0:0
21BB2029	Insurance and Risk Management	4:0:0
21BB2030	Services Marketing	4:0:0

CREDITS DISTRIBUTION

Papers	Credits
General Core	21
Departmental Core	105
Internship (4 weeks)	02
Part Semester Project	12
Total	140