

**AMRITA VISHWA VIDYAPEETHAM, KOCHI CAMPUS**  
**DEPARTMENT OF COMMERCE AND MANAGEMENT**  
**BBA**

Course Code	Course Title	L-T-P	Cr.
<b>SEMESTER I</b>			
21ENG101	Communicative English	2 0 2	2
	Language Paper 1	1 0 2	2
21BUS102	Principles of Management	2 1 0	3
21BUS101	Financial Accounting	3 1 0	4
21CSA104	Business and MIS	2 1 0	3
21CSA181	Business and MIS Lab	0 0 3	1
21BUS103	Economics for Decision making	3 0 0	3
21CUL101	Cultural Education I	2 0 0	2
21MAT108	Mathematics for Business	2 1 0	3
	<b>TOTAL</b>		<b>23</b>
<b>SEMESTER II</b>			
21ENG111	Professional Communication	1 0 2	2
	Language Paper II	1 0 2	2
21BUS111	Introduction to Marketing Management	3 1 0	4
21ENV200	Environmental Science and Sustainability	3 0 0	3
21BUS114	Banking and Insurance	2 1 0	3
21BUS113	Business Organisation and Systems	3 0 0	3
21CUL111	Cultural Education II	2 0 0	2
21BUS112	Business Statistics and operations research	3 1 0	4
	<b>TOTAL</b>		<b>23</b>
<b>SEMESTER III</b>			
21BUS204	Organisational Behaviour	3 0 0	3
21BUS206	Operations Management	3 1 0	4
21BUS202	Cost and Management Accounting	3 1 0	4
21BUS201	Human Resources Management	3 1 0	4
21SSK201	Life Skills I	1 0 2	2
21AVP201	Amrita Values Programme I	1 0 0	1
21BUS205	Mercantile Laws	2 1 0	3
21BUS203	Introduction to Research Projects	2 1 0	3
	<b>TOTAL</b>		<b>24</b>

SEMESTER IV			
21BUS212	Principles of Financial Management	3 1 0	4
21BUS211	Income Tax Law and Practise	3 1 0	4
	Open elective */ Live-in Lab	3 0 0	3
	Elective 1	3 0 0	3
	Elective 2	3 0 0	3
21SSK211	Life Skills II	1 0 2	2
21AVP211	Amrita Values Programme II	1 0 0	1
	<b>TOTAL</b>		<b>20</b>
SEMESTER V			
21BUS301	Business Ethics and Corporate Social Responsibility	3 0 0	3
21BUS302	Introduction to Strategic Management	3 1 0	4
21BUS390	Live-in-Lab.@ /Open Elective B*	3 0 0	3
	Elective 3	3 0 0	3
	Elective 4	3 0 0	3
21SSK301	Life Skills III	1 0 2	2
21BUS391	Summer Internship in Industry		3
	<b>TOTAL</b>		<b>21</b>
SEMESTER VI			
21BUS312	Principles of International Business	3 1 0	4
	Elective 5	3 0 0	3
	Elective 6	3 0 0	3
21BUS399	Project		6
21BUS311	Entrepreneurship Development	4 0 0	4
	<b>TOTAL</b>		<b>20</b>
	<b>TOTAL CREDITS</b>		<b>131</b>

**Note: Students are allowed to pick 3 Streams from the 5 given below.  
Students are allowed to pick 2 Electives from selected Streams.**

Electives			
Course Code	Stream 1 - "LOGISTICS"	L – T – P	Cr.
21BUS331	Air Cargo Logistics Management	3 0 0	3
21BUS332	Fundamentals of Logistics	3 0 0	3
21BUS333	Introduction to Shipping	3 0 0	3

21BUS334	Legal Principles of Logistics and Shipping Business	3 0 0	3
21BUS335	Logistics and Supply Chain Management	3 0 0	3
21BUS336	Logistics Information System	3 0 0	3
21BUS337	Retail Logistics	3 0 0	3
21BUS338	Warehousing and Inventory Management	3 0 0	3

Course Code	Stream 2 - "E Commerce"	L – T – P	Cr.
21BUS341	International E-Commerce	3 0 0	3
21BUS342	Introduction to E-Commerce Logistics	3 0 0	3
21BUS343	MIS for E-commerce	3 0 0	3
21BUS344	Packaging for E-Commerce	3 0 0	3
21BUS345	Principles of Cataloguing	3 0 0	3
21BUS346	Regulatory Environment of E-Commerce	3 0 0	3
21BUS347	Transportation for E-Commerce	3 0 0	3

Course Code	Stream-3 "Digital Marketing"	L – T – P	Cr.
21BUS351	Advertising and Sales Promotion	3 0 0	3
21BUS352	Consumer Behaviour and Market Research	3 0 0	3
21BUS353	Digital Media Laws	3 0 0	3
21BUS354	Digital Services Marketing	3 0 0	3
21BUS355	E-Commerce and Enterprise Resource Planning	3 0 0	3
21BUS356	Introduction to Digital Marketing	3 0 0	3
21BUS357	Social Media Marketing	3 0 0	3
21BUS358	Web Tech and E-Commerce	3 0 0	3

Course Code	Stream- 4 "General"	L – T – P	Cr.
21BUS361	Communication for Managers	3 0 0	3
21BUS362	Export and Import Management	3 0 0	3
21BUS363	Hospital Management	3 0 0	3
21BUS364	Introduction to Business Analytics	3 0 0	3
21BUS365	Introduction to Organisational Behaviour	3 0 0	3
21BUS366	Introduction to Retail Management	3 0 0	3
21BUS367	Sustainable Business Administration	3 0 0	3
21BUS368	Total Quality Management	3 0 0	3
21BUS369	Travel and Tourism Management	3 0 0	3

Course Code	Stream- 5 "Finance"	L – T – P	Cr.
21BUS371	Corporate Finance	3 0 0	3
21BUS372	Entrepreneurial Finance	3 0 0	3
21BUS373	Forensic Accounting and Fraud Management	3 0 0	3
21BUS374	Introduction to International Finance	3 0 0	3
21BUS375	Investment Management	3 0 0	3
21BUS376	Personal Financial Planning	3 0 0	3
21BUS377	Project Finance	3 0 0	3

21BUS378	Public Finance	3 0 0	3
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Open Electives UG				
Course Code	Course Title	L – T – P	Cr.	ES
21OEL231	A Journey towards Free India	3 0 0	3	J
21OEL232	Political Leadership	3 0 0	3	J
21OEL233	Social issues in Contemporary India	3 0 0	3	J
21OEL234	The Story of Indian Business	3 0 0	3	J
21OEL235	Industrial Psychology	3 0 0	3	J
21OEL236	Advertising	3 0 0	3	J
21OEL237	Basic Statistics	3 0 0	3	J
21OEL238	Citizen Journalism	3 0 0	3	J
21OEL239	Creative Writing for Beginners	3 0 0	3	J
21OEL240	Desktop Support and Services	3 0 0	3	J
21OEL241	Development Journalism	3 0 0	3	J
21OEL242	Digital Photography	3 0 0	3	J
21OEL243	Emotional Intelligence	3 0 0	3	J
21OEL244	Essence of Spiritual Literature	3 0 0	3	J
21OEL245	Film Theory	3 0 0	3	J
21OEL246	Fundamentals of Network Administration	3 0 0	3	J
21OEL247	Gender Studies	3 0 0	3	J
21OEL248	Glimpses of Indian Economy and Polity	3 0 0	3	J
21OEL249	Graphics and Web-designing Tools	3 0 0	3	J
21OEL250	Green Marketing	3 0 0	3	J
21OEL251	Healthcare and Technology	3 0 0	3	J
21OEL252	History of English Literature	3 0 0	3	J
21OEL253	Indian Writing in English	3 0 0	3	J
21OEL254	Industrial Relations and Labour Welfare	3 0 0	3	J
21OEL255	Introduction to Ancient Indian Yogic and Vedic Wisdom	3 0 0	3	J
21OEL256	Introduction to Computer Hardware	3 0 0	3	J
21OEL257	Introduction to Event Management	3 0 0	3	J
21OEL258	Introduction to Media	3 0 0	3	J
21OEL259	Introduction to Right to Information Act	3 0 0	3	J
21OEL260	Introduction to Translation	3 0 0	3	J
21OEL261	Linguistic Abilities	3 0 0	3	J
21OEL262	Literary Criticism and Theory	3 0 0	3	J
21OEL263	Macro Economics	3 0 0	3	J
21OEL264	Managing Failure	3 0 0	3	J
21OEL265	Media Management	3 0 0	3	J
21OEL266	Micro Economics	3 0 0	3	J
21OEL267	Micro Finance, Small Group Management and Cooperatives	3 0 0	3	J
21OEL268	Negotiation and Counselling	3 0 0	3	J
21OEL269	New Literatures	3 0 0	3	J
21OEL270	Non-Profit Organization	3 0 0	3	J
21OEL271	Personal Effectiveness	3 0 0	3	J
21OEL272	Perspectives in Astrophysics and Cosmology	3 0 0	3	J
21OEL273	Principles of Marketing	3 0 0	3	J
21OEL274	Principles of Public Relations	3 0 0	3	J
21OEL275	Science, Society and Culture	3 0 0	3	J
21OEL276	Statistical Analysis	3 0 0	3	J

21OEL277	Teamwork and Collaboration	3 0 0	3	J
21OEL278	The Message of Bhagwad Gita	3 0 0	3	J
21OEL279	Understanding Travel and Tourism	3 0 0	3	J
21OEL280	Videography	3 0 0	3	J
21OEL281	Vistas of English Literature	3 0 0	3	J
21OEL282	Web-Designing Techniques	3 0 0	3	J
21OEL283	Organic Farming	3 0 0	3	J
21OEL284	Basic Legal Awareness on Protection of Women and Rights	3 0 0	3	J
21OEL285	Ritual Performances of Kerala	3 0 0	3	J
21OEL286	Documenting Social Issues	3 0 0	3	J
21OEL287	Fabrication of Advanced Solar Cell	3 0 0	3	J
21OEL288	Basic Concepts of X-ray Diffraction	3 0 0	3	J
21OEL289	Introduction to FORTRAN and GNUPLOT	3 0 0	3	J
21OEL290	Introduction to Porous Materials	3 0 0	3	J
21OEL291	Forensic Science	3 0 0	3	J
21OEL292	Introduction to solar Physics	3 0 0	3	J
21OEL293	Recycling Recovery and Treatment Methods for Wastes	3 0 0	3	J
21OEL294	Acting and Dramatic Presentation	2 0 2	3	J
21OEL295	Computerized Accounting	2 0 2	3	J
21OEL296	Kerala Mural Art and Painting	2 0 2	3	J
21OEL297	Painting	2 0 2	3	J
21OEL298	Reporting Rural Issues	3 0 0	3	J