



**MATS UNIVERSITY**

**MATS SCHOOL OF MANAGEMENT & BUSINESS STUDIES**

## **Syllabus**

**For  
(Three - Year Full-Time Degree Course)**

**Bachelor of Business Administration  
(BBA)**

***(2025-2028)***

**(Semester Based Course)**

## **COURSE OBJECTIVES AND DESIGN**



# **Regulation & Policies**



### **1.A. INTRODUCTION TO THE COURSE**

The business world today is more complex, dynamic and ever demanding than before. Computers, information-technology, liberalization and globalization all together are shipping our businesses and lives at an inconceivably fast pace. The technologies are heavy, the challenges are many. The MATS School of Management Studies & Research and Research (MSMSR) has designed management programs to suit dynamic and responsive business and management.

The MATS School of Management Studies & Research and Research strives to embody and usher in a new concept in the field of business studies in India. The relevance and usefulness of these programs is underlined by their pragmatic and innovative yoking together of the theories and practices of management with those of information technology. Such an interdisciplinary integration aims at achieving and inculcating in the students a strategic perspective and edge necessary for effective and incisive decision making within an ever-fluid Indian business and industry scenario. The school offers an interactive learning process through spontaneity in teacher-student relationship. The skills imparted here are in conformity with those demanded by the ever-changing corporate expectations. The industrial exposure vitally supports the honing of the budding managers and provides them with the cutting-edge know-how, a primary prerequisite of the new age manager.

One of the key foci of the MATS University Bachelors of Business Administration (BBA) is on fostering closer interactions with trade and industry. The school strongly believes in imparting knowledge and training to the students which can be applied in practice and has relevance to the business firms. With this objective in mind, the school invites professionals and practitioners for delivering special lectures to the students.

### **1.B. OBJECTIVES OF THE COURSE**

The Institute proposes to make its students agents of social change, and acting as a catalyst in the economy of the nation, who see their future not primarily as a career for self-enrichment but as a way of contributing their part to the basic evolution in the field of business that is taking place in India today.

In this context, the imparting of knowledge and skills is of vital importance, but even more crucial is the purpose for which this knowledge and these skills are utilized. Will they contribute to justice for the poor and oppressed, more social concern, more honesty and cultural understanding, along with the strong managerial and business skills rather than the

maintenance of the status quo and a lopsided distribution of power and benefits? This will, to a great extent, depends on the values that students carry with them when leaving the Institute.

In order to prepare students for the challenging tasks that await them, the programme equips them with knowledge, skills and values. This can be spelled out as follows:

- 1.B.1 Students are acquainted with the conceptual knowledge of different aspect of management, business, industry, and industrial and social administration. This is done through a broadening of horizons by making available information in the form of books and magazines, research reports and by generating in students the desire to learn more as a lasting inclination for the rest of their professional lives.
- 1.B.2 Students are taught to reflect for themselves. The analytical and logical powers are developed so that they can comprehend problems and their implications. This is done through case studies, Industrial visits, foreign visit, exposure camps and seminars.
- 1.B.3 Efforts are made to awaken in the students a scientific interest in management problems and to equip them with a workable knowledge of research principles and techniques.
- 1.B.4. Every effort is taken to transform a student from job seeker to job provider by inculcating their entrepreneurial skills.

By the time a student leaves the Institute, She/he is expected to have acquired a scientific bent of mind and an analytical ability to carry out the complete business and management practices.

Students are therefore asked to submit a project report so that they can be exposed to the current business and management practices.

- 1.B.5. The communication and interpersonal skills of the students are developed, so that they can express themselves clearly and with self-confidence and exert influence on others. Students are also trained to be good listeners, who are sensitized to the expectations of others, especially small people, and who can play effective role in-group situations.

The Institute tries to achieve this objective through courses and practical exercises in communication, mock interviews, role playing, group dynamics, besides classes to enhance skills to both English and Hindi languages.

- 1.B.6. Practical Training assumes, in the light of the objectives of the Institute, great importance and is therefore given considerable institutional and industrial visits, placement as an apprentice.
- 1.B.7. Motivational Training: The programme tries to cultivate in the students' values, attitudes and strong understanding of business that make them agents of social change.

## **1.C. COURSE DESIGN**

The subjects in the syllabus of the Under-Graduate course in Business Administration can be classified under three major headings.

- 1.C.1. CORE COURSES
- 1.C.2. GE
- 1.C.3. AECC
- 1.C.4. DSE

The following table indicates the coverage of courses along with the marks they carry.

## **1.D. Scope and Content:**

- 1.D.1. The user of this document is notified to go through the contents scrupulously. There are certain Regulations and Policies, which would be applicable only for certain, programmes.

As such the applicability of their Regulations and Policies must be understood in the content of the given Course Matrix and Syllabus of each programme.

- 1.D.2. The Regulations and Policies given here are in addition to the rules and regulation notified at the time of admission.

- 1.D.3. The authorities of University may modify, add, delete, expand or substantiate any part of the Regulations and Policies without the prior approval of the student.

## **1.E. Course Matrix**

- 1.E.1. Each semester of the programme will consists of the following subjects:

- 1.E.1.2 CORE COURSES
- 1.E.1.3 GE
- 1.E.1.4 AECC
- 1.E.1.5 DSE

- 1.E.2. Core Courses

Core courses including electives comprise subjects that form an integral part of a high quality BBA (HR / Finance & Marketing) programme. These courses provide a strong grounding in basic Management discipline. The course matrix for these courses has been developed by Board of Studies, represented by Professionals from Industry as well as Academia.

- 1.E.3. AECC –Ability enhancement compulsory course. This section enhances the personal skill of the students from different stream.

- 1. E.4 DSE –Discipline specific electives. It covers the specializations from HR and Finance to give students deep insight.

## **1.F. Assessment and Examination**

### **1.F.1. Credits**

Credit Points will be awarded for all CORE and AECC and GE subjects. One credit is equivalent to 1 classroom contact hours.

### **1.F.2. Internship**

The duration for the internship programme will be four weeks in an industry of repute or in self-managed family business. The internship will carry a total of 100 marks. of this, 70 marks are for the report, 30 marks for the presentation and the viva-voce examination which will be conducted by external experts in the relevant disciplines.

### **1.F.3. Eligibility to appear for the Term-end Exam.**

Students, who have put in a minimum of 75% attendance in each subject, shall be eligible to appear for the Term-end examination. Minimum of 40% marks in mid-term examination individually in all papers

## **1.G Award of Degree:**

A student will be awarded Degree after successful completion of six semesters securing 4 grades in each paper or minimum 40 marks out of 100 as per examination ordinance.

## **1.H. Classification of successful candidates**

### **1.H.1. GRADE POINT, LETTER GRADE**

Grade Pointe is an integer indicating the numerical equivalent of the letter grade.

- a) Two methods – relative grading or absolute grading have been in vogue for awarding grades in a course. The relative grading is based on the distribution (usually normal distribution) of marks obtained by all the students of the course and the grades are awarded based on a cut – off marks or percentile. Under the absolute grading, the marks are converted to grades based on pre- determined class intervals.

b) MATS University will follow the absolute grading system.

Following Grading system will be applicable for UG courses of BBA

Letter Grade	Grade Points	Description	Range of Marks (%)
O	10	Outstanding	>90 to <=100
A+	9	Excellent	>80 to <=90
A	8	Very Good	>70 to <=80
B+	7	Good	>60 to <=70
B	6	Above Average	>50 to <=60
C	5	Average	>40 to <=50
P	4	Pass	=40
F	0	Fail	<40
Ab	0	Absent	Absent

#### 1.H.2. Ranks

Only candidates who have passed each of the semester examination at the first appearance shall be eligible for award of Ranks. The first ten ranks shall be notified.

### 1.J. Academic Integrity and Ethics

A student who has committed an act of academic dishonesty will be deemed to have failed to meet a basic requirement of satisfactory academic performance. Thus, academic dishonesty is not only a basis for disciplinary action but also is relevant to the evaluation of student's level of performance and progress.

Where there has been violation of the basic ethos and principles of academic integrity and ethics, the Director/Board of Examiners/Course coordinator may use their discretion in terms of disciplinary action to be taken.

Academic dishonesty includes, but is not necessarily limited, to the following

1.J.1. Cheating or knowingly assisting another student in committing an act of cheating

1.J.2. Unauthorized possession of examination materials, destruction or hiding of relevant materials

1.J.3. Act of plagiarism.

1.J.4. Unauthorized changing of marks or marking on examination records.

### 1.I. Attendance

Students are required to attend and participate in all scheduled class sessions, guest lectures, workshops, activities of both academic and non-academic nature.

A student is eligible for the end-term exam, amongst other regulations, only if he/she has a minimum of 75% attendance in each subject individually.

Students may be dropped from the programs due to excessive and non-intimated absences.

Students must notify the program coordinator in writing, the reasons for absence, if any, from class sessions, activities and assessment components.

On notification of absences (including anticipated absences) The Director/Programme coordinator would determine whether the absences could be rectified or whether it is possible to satisfactorily complete the subject with the number of identified absences.

### **1.J. General Guidelines**

- 1.J.1. The students are expected to spend a considerable amount of time in research, reading and practice.
- 1.J.2. All students are expected to develop and maintain a positive professional attitude and approach throughout the Programme and in conduct of all other activities.
- 1.J.3. Attendance alone is not sufficient. Students are expected to Participate, to help the class learn and understand the topics under consideration.
- 1.J.4. Food and drinks are not permitted in the classroom / conference hall.
- 1.J.5. All students are expected to dress as per stipulated dress code.

### **Program Outcomes (POs)**

1. An ability to communicate effectively, both in writing and orally
2. An ability to apply current techniques, innovative skills and theories necessary for managerial practice
3. An ability to demonstrate a critical awareness of contemporary issues in business and management which is educated by leading edged research and management practice in the field.
4. Ability to act with an informed awareness of social issues and contribute in civic life through volunteering.
5. Apply conceptual business foundations to solve practical decision making problems by using case analysis, projects and assignments.

### **Program Specific Outcomes (PSOs)**

1. To develop integrated skills
2. To Increase cognitive skills in the fields of emerging knowledge and industry requirements.
3. To enhance placement opportunities
4. Provide opportunity to specialize in various management areas such as Marketing, Finance, Human Resource Management, Manufacturing and Operations Management, Information and Communication Technology Management during the BBA program.
5. To facilitates the development of students to take up growing challenges and implement viable, ethically correct, and socially acceptable solution.

# Syllabus Curriculum Matrix

*BBA As per NEP 2020 : 2025 – 2028*

**Level 5 First year Graduate Program (Undergraduate Certificate) [Credit required 36-40]**

Programme: Bachelor of Business Administration (BBA) Sem: I										
NHEQF Level: 5   Courses				Teaching Scheme				Evaluation Scheme		Total Marks
Course Category	Course Sub Category	Course Name	Code	Hours			Credits			
				L	T	P		CIA	ESE	
Discipline Specific Core Courses (DSCC)	Major	Principles of Management	11BBADSC001	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Business Accounting	11BBADSC002	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Business Organization	11BBADSC003	4	0	0	4	30	70	100
General Elective (GE)/ Interdisciplinary/ Multidisciplinary/Allied Courses	GE	GE will be selected by the students		4	0	0	4	30	70	100
Skill Enhancement Course (SEC)/Internship	(SEC)	Fundamental Computer Skills	11BBASEC004	2	0	0	2	15	35	50
Ability Enhancement Course (AEC)	AEC	Communicative English -I	11BBAAEC001	2	0	0	2	15	35	50
Value Added Course (VAC)/Indian Knowledge System (IKS)	VAC - Foundation	Yoga and meditation	11BBAVAC001	2	0	0	2	15	35	50
Total				22	0	0	22	165	385	550



## Programme: Bachelor of Business Administration (BBA) Sem: II

NHEQF Level: 5   Courses				Teaching Scheme				Evaluation Scheme		Total
Course Category	Course Sub Category	Course Name	Code	Hours			Credits			Marks
				L	T	P		CIA	ESE	
Discipline Specific Core Courses (DSCC)	Major	Business Mathematics	11BBADSC004	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Cost Accounting Or (MOOCs)	11BBADSC005	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Managerial Economics	11BBADSC006	4	0	0	4	30	70	100
General Elective (GE)/ Interdisciplinary/ Multidisciplinary/Allied Courses	GE	GE will be selected the students		4	0	0	4	30	70	100
Skill Enhancement Course (SEC)/Internship	SEC	Business Case Analysis	11BBASEC014	2	0	0	2	15	35	50
Ability Enhancement Course (AEC)	AEC	Communicative English -II	11BBAAEC003	2	0	0	2	15	35	50
Value Added Course (VAC)/Indian Knowledge System (IKS)	VAC	Environmental Studies and Disaster Management	11BBAVAC002	2	0	0	2	15	35	50
Total				22	0	0	22	165	385	550

Programme: Bachelor of Business Administration (BBA) Sem: III										
NHEQF Level: 5   Courses				Teaching Scheme			Evaluation Scheme		Total	
Course Category	Course Sub Category	Course Name	Code	Hours			Credits			Marks
				L	T	P		CIA	ESE	
Discipline Specific Core Courses (DSCC)	<u>Major</u>	Business Environment	11BBADSC007	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	<u>Major</u>	Business statistics	11BBADSC008	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	<u>Major</u>	Organizational Behaviour or (MOOCs)	11BBAMDC009	4	0	0	4	30	70	100
General Elective (GE)/ Interdisciplinary/ Multidisciplinary/Allied Courses	<u>GE</u>	GE will be selected by the students		4	0	0	4	30	70	100
Skill Enhancement Course (SEC)/Internship	<u>(SEC)</u>	IT For Managers	11BBASEC022	2	0	0	2	15	35	50
Ability Enhancement Course (AEC)	<u>AEC</u>	Presentation Skills	11BBAAEC010	2	0	0	2	15	35	50
Value Added Course (VAC)/Indian Knowledge System (IKS)	<u>VAC</u>	Leadership development	11BBAVAC007	2	0	0	2	15	35	50
Total				22	0	0	22	165	385	550

Programme: Bachelor of Business Administration (BBA) Sem: IV										
NHEQF Level: 5   Courses				Teaching Scheme			Evaluation Scheme		Total Marks	
Course Category	Course Sub Category	Course Name	Code	Hours			Credits			
				L	T	P		CIA	ESE	
Discipline Specific Core Courses (DSCC)	Major	Principles of Marketing or ( MOOCs)	11BBADSC010	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Financial Management	11BBADSC011	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Human Resource Management	11BBADSC012	4	0	0	4	30	70	100
Discipline Specific Elective Courses (DSEC)	Minor	Business Ethics and CSR	11BBADSE001A	4	0	0	4	30	70	100
		Cyber Security	11BBADSE001B							
Ability Enhancement Course (AEC)	AEC	Personality Development skills	11BBAAEC011	2	0	0	2	15	35	50
Value Added Course (VAC)/Indian Knowledge System (IKS)	VAC	Constitutions of India	11BBAVAC008	2	0	0	2	15	35	50
Skill Enhancement Course (SEC)/Internship	(SEC)	Negotiation Skills	11BBASEC023	2	0	0	2	15	35	50
Total				22	0	0	22	165	385	550

Programme: Bachelor of Business Administration (BBA) Sem: V										
NHEQF Level: 5   Courses				Teaching Scheme				Evaluation Scheme		Total Marks
Course Category	Course Sub Category	Course Name	Code	Hours			Credits			
				L	T	P		CIA	ESE	
Discipline Specific Core Courses (DSCC)	Major	Indian Ancient Management (IKS core)	11BBADSC013	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Business Research	11BBADSC014	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Business Law	11BBADSC015	4	0	0	4	30	70	100
Discipline Specific Elective Courses (DSEC)	Minor	Consumer Behaviour	11BBADSE002A	4	0	0	4	30	70	100
		Banking and insurance	11BBADSE002B							
Discipline Specific Elective Courses (DSEC)	Minor	Retail Management/	11BBADSE003A	4	0	0	4	30	70	100
		Training and Development	11BBADSE003B							
Research Project (RP)/Major Project (MP)/Research Methodology (RM)/On Job Training (OJT)	(RP)	Internship Project & Viva	11BBARP001	0	0	2	2	15	35	50
Total				20	0	2	22	165	385	550

Programme: Bachelor of Business Administration (BBA) Sem: VI										
NHEQF Level: 5   Courses				Teaching Scheme			Evaluation Scheme		Total Marks	
Course Category	Course Sub Category	Course Name	Code	Hours			Credits			
				L	T	P		CIA	ESE	
Discipline Specific Core Courses (DSCC)	Major	Entrepreneurship management	11BBADSC016	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Strategic Management	11BBADSC017	4	0	0	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Production and Operation Management	11BBADSC018	4	0	0	4	30	70	100
Discipline Specific Elective Courses (DSEC)	Minor	Product & Brand Management	11BBADSE004A	4	0	0	4	30	70	100
		International finance	11BBADSE004B							
Ability Enhancement Course (AEC)	AEC	Impression Management	11BBAAEC012	2	0	0	2	15	35	50
Research Project (RP)/Major Project (MP)/Research Methodology (RM)/On Job Training (OJT)	(RP)	Project-Preparation of a Business Plan	11BBARP002		0	4	4	30	70	100
Total				18	0	4	22	165	385	550

#### Semester-wise distribution of Credits for BBA:

Sr. No.	Semester	Number of Credits
1	Semester – 1	22
2	Semester – 2	22
3	Semester – 3	22
4	Semester – 4	22
5	Semester – 5	22
6	Semester – 6	22
	<b>Total Credits</b>	<b>132</b>