



PRESTIGE

PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR

AN AUTONOMOUS INSTITUTE ACCREDITED WITH UGC NAAC GRADE 'A'

APPROVED BY BAR COUNCIL OF INDIA ★ APPROVED RESEARCH CENTER OF JIWAJI UNIVERSITY, GWALIOR
APPROVED BY AICTE, GOVT. OF INDIA, DTE, M.P. GOVT. ★ PERMANENT AFFILIATION TO JIWAJI UNIVERSITY, GWALIOR



COURSE CURRICULUM

(NEP & CBCS SEMESTER WISE)

For

Bachelor of Business Administration

(Academic Year 2024-28)



Prestige Institute of Management & Research, Gwalior
Airport Road, Opposite DD Nagar, Gwalior
(Madhya Pradesh) INDIA

BBA I & 11 SEM: 2024-25

BBA III & IVSEM: 2025-26

BBA V & VI SEM: 2026-27

BBA VII & VIII SEM: 2027-28

Course curriculum –Under Graduate Degree Programme

(BBA I & 11 SEM: 2024-25, BBA III & IV SEM: 2025-26, BBA V & VI SEM: 2026-27, BBA VII & VIII SEM: 2027-28)

Prestige Institute of Management & Research, Gwalior												
Examination Scheme												
BBA I Semester												
S.No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max.	Min.			
1	BBA- 101	CC	Principles and Practices of Management	60	21	40	14	-	-	100	4	40 + 60
2	BBA- 102	AEC	English & Communication Skills	60	21	40	14	-	-	100	4	40 + 60
3	BBA- 103	CC	Financial accounting	60	21	40	14	-	-	100	4	40 + 60
4	BBA- 104	CC	Business Statistics	60	21	40	14	-	-	100	4	40 + 60
5	BBA- 105	MDE	Indian Knowledge System	30	11	20	7	-	-	50	2	20+30
6	BBA- 106	VAC	Environmental Science and sustainability	30	11	20	7	-	-	50	2	20+30
7	BBA- 107	AEC	Comprehensive Viva-Voce	-	-	-	-	100	35	100	4	0+100
8	BBA- 108	AEC	MS Office					-	-		0	Non-credit
		Total								600	24	

Course curriculum –Under Graduate Degree Programme

(BBA I & 11 SEM: 2024-25, BBA III & IV SEM: 2025-26, BBA V & VI SEM: 2026-27, BBA VII & VIII SEM: 2027-28)

Prestige Institute of Management & Research, Gwalior												
Examination Scheme												
BBA II Semester												
S.No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max.	Min.			
1	BBA- 201	CC	Human Behaviour and Organization	60	21	40	14	-	-	100	4	40 + 60
2	BBA- 202	CC	Marketing Management	60	21	40	14	-	-	100	4	40 + 60
3	BBA- 203	CC	Business Economics	60	21	40	14	-	-	100	4	40 + 60
4	BBA- 204	SEC	Quantitative Techniques	60	21	40	14	-	-	100	4	40 + 60
5	BBA- 205	MDE	Media Literacy and Critical Thinking	30	11	20	7	-	-	50	2	20+30
6	BBA- 206	VAC	Indian Constitution	30	11	20	7	-	-	50	2	20+30
7	BBA- 207	AEC	Cost Accounting	60	21	40	14	-	-	100	4	0+100
8	BBA- 208	AEC	Personality Development - 1					-	-		0	Non-credit
		Total								600	24	

Course curriculum –Under Graduate Degree Programme

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Prestige Institute of Management & Research, Gwalior												
Examination Scheme												
BBA III Semester												
S.No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max.	Min.			
1	BBA- 301	CC	Management Accounting	60	21	40	14	-	-	100	4	40 + 60
2	BBA- 302	CC	Legal and Ethical issues in business	60	21	40	14	-	-	100	4	40 + 60
3	BBA- 303	CC	Human Resource Management	60	21	40	14	-	-	100	4	40 + 60
4	BBA- 304	MDE	Health and Well-ness	30	11	20	7	-	-	50	2	20+30
5	BBA- 305	SEC	Introduction to RDBMS	60	21	40	14	-	-	100	4	40 + 60
6	BBA- 306	VAC	Yoga/Sports/NCC/NSS			50	18	-	-	50	2	50+0
7	BBA- 307	CC	Operations Research	60	21	40	14	-	-	100	4	40 + 60
8	BBA- 308	AEC	French					-	-		0	Non-credit
		Total								600	24	

Course curriculum –Under Graduate Degree Programme

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Prestige Institute of Management & Research, Gwalior												
Examination Scheme												
BBA IV Semester												
S.No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max.	Min.			
1	BBA- 401	CC	Entrepreneurship and Startup Ecosystem	60	21	40	14	-	-	100	4	40 + 60
2	BBA- 402	CC	Production & Operations Management	60	21	40	14	-	-	100	4	40 + 60
3	BBA- 403	CC	Financial Institutions & Market	60	21	40	14	-	-	100	4	40 + 60
4	BBA- 404	CC	Business Research methodology	60	21	40	14	-	-	100	4	40 + 0
5	BBA- 405	VAC	International Business environment	60	21	40	14	-	-	100	4	40 + 60
6	BBA- 406	SEC	Advance Excel for Business Applications	30	11	20	7	-	-	50	2	20+30
7	BBA- 407	SEC	Design Thinking	30	11	20	7	-	-	50	2	20+30
8	BBA- 408	SEC	Personality Development - II					-	-		0	Non-credit
		Total								600	24	

Course curriculum –Under Graduate Degree Programme

(BBA I & 11 SEM: 2024-25, BBA III & IV SEM: 2025-26, BBA V & VI SEM: 2026-27, BBA VII & VIII SEM: 2027-28)

Prestige Institute of Management & Research, Gwalior												
Examination Scheme												
BBA V Semester												
S. No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max.	Min.			
1	BBA -501	CC	Strategic Management	60	21	40	14	-	-	100	4	40 + 60
2	BBA -502	CC	Logistics and Supply Chain Management	60	21	40	14	-	-	100	4	40 + 60
3	BBA 503 FM	DSE	Investment Analysis & Portfolio Management	60	21	40	14	-	-	100	4	40 + 60
	BBA 503 MM	DSE	Consumer Behaviour	60	21	40	14	-	-	100	4	40 + 60
	BBA 503 HRM	DSE	Social Security & Welfare	60	21	40	14	-	-	100	4	40 + 60
	BBA 503 BA	DSE	Basic Data Visualization using Python	60	21	40	14	-	-	100	4	40 + 60
	BBA 503 IB	DSE	International Trade Policy & Strategy	60	21	40	14	-	-	100	4	40 + 60
	BBA 503 SCM	DSE	Supply Chain Analytics	60	21	40	14	-	-	100	4	40 + 60
4	BBA 504 FM	DSE	Financial Management	60	21	40	14	-	-	100	4	40 + 60
	BBA 504 MM	DSE	Sales & Distribution	60	21	40	14	-	-	100	4	40 + 60
	BBA 504 HRM	DSE	HRD & Sys	60	21	40	14	-	-	100	4	40 + 60
	BBA 504 BA	DSE	Data Visualization using Power BI	60	21	40	14	-	-	100	4	40 + 60
	BBA 504 IB	DSE	Global Business Environment	60	21	40	14	-	-	100	4	40 + 60
	BBA 504 SCM	DSE	Inventory Management	60	21	40	14	-	-	100	4	40 + 60
5	BBA - 505	SEC	Summer Internship VIVA					100	50	100	4	0+100
6	BBA - 506	SEC	Industry Based Project [evaluation in sixth semester]								0	
7	BBA - 507	DSE*	Aptitude I - Discipline Specific Elective (Audit Course)								0	Non-credit
		Total								500	20	

Course curriculum –Under Graduate Degree Programme

(BBA I & 11 SEM: 2024-25, BBA III & IV SEM: 2025-26, BBA V & VI SEM: 2026-27, BBA VII & VIII SEM: 2027-28)

Prestige Institute of Management & Research, Gwalior												
Examination Scheme												
BBA VI Semester												
S.No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max.	Min.			
1	BBA -601	CC	Project Management	60	21	40	14	-	-	100	4	40 + 60
2	BBA -602	CC	Business Taxation	30	11	20	7	-	-	50	2	20+30
3	BBA 603 FM	DSE	International Financial Management	60	21	40	14	-	-	100	4	40 + 60
	BBA 603 MM	DSE	Marketing of Services	60	21	40	14	-	-	100	4	40 + 60
	BBA 603 HRM	DSE	Performance & Compensation M	60	21	40	14	-	-	100	4	40 + 60
	BBA 603 BA	DSE	Predictive Analytics	60	21	40	14	-	-	100	4	40 + 60
	BBA 603 IB	DSE	Transnational & Cross-cultural Marketing	60	21	40	14	-	-	100	4	40 + 60
	BBA 603 SCM	DSE	Logistics & Distribution Management	60	21	40	14	-	-	100	4	40 + 60
4	BBA 604 FM	DSE	Financial Modelling & Derivatives	60	21	40	14	-	-	100	4	40 + 60
	BBA 604 MM	DSE	Retail Management	60	21	40	14	-	-	100	4	40 + 60
	BBA 604 HRM	DSE	Talent Management	60	21	40	14	-	-	100	4	40 + 60
	BBA 604 BA	DSE	Finance Analytics	60	21	40	14	-	-	100	4	40 + 60
	BBA 604 IB	DSE	International Supply Chain Management	60	21	40	14	-	-	100	4	40 + 60
	BBA 604 SCM	DSE	International Supply Chain	60	21	40	14	-	-	100	4	40 + 60
5	BBA - 605	SEC	Corporate Governance	30	11	20	7	-	-	50	2	20+30
6	BBA - 606	SEC	Industry Based Project [Initiated in 5th Semester]					100	50	100	4	0+100
7	BBA - 607	DSE*	Aptitude - Discipline Specific Elective (Audit Course)								0	Non-credit
		Total								500	20	

Course curriculum –Under Graduate Degree Programme

(BBA I & 11 SEM: 2024-25, BBA III & IV SEM: 2025-26, BBA V & VI SEM: 2026-27, BBA VII & VIII SEM: 2027-28)

Prestige Institute of Management & Research, Gwalior												
Examination Scheme												
BBA (HONOURS) VII Semester												
S.No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max.	Min.			
1	BBA - 701	CC	Business Analytics	60	21	40	14	-	-	100	4	40 + 60
2	BBA - 702	CC	TQM	60	21	40	14	-	-	100	4	40 + 60
3	BBA - FM - 703	DSE	Business Analysis & Valuation	60	21	40	14	-	-	100	4	40 + 60
	BBA - MM - 703	DSE	Marketing Analytics	60	21	40	14	-	-	100	4	40 + 60
	BBA - HRM - 703	DSE	Strategic & Global HRM	60	21	40	14	-	-	100	4	40 + 60
4	BBA - FM - 704	DSE	Strategic Corporate Finance	60	21	40	14	-	-	100	4	40 + 60
	BBA - MM - 704	DSE	Rural & Agri Marketing	60	21	40	14	-	-	100	4	40 + 60
	BBA - HRM - 704	DSE	Industrial Laws	60	21	40	14	-	-	100	4	40 + 60
5	BBA - 705	SEC	Synopsis Presentation Dissertation work [evaluation in Eight semester]									
6	BBA - 706	SEC	Summer Internship -II - VIVA					100	35	100	4	0+100
		Total								500	20	

Course curriculum –Under Graduate Degree Programme

(BBA I & 11 SEM: 2024-25, BBA III & IV SEM: 2025-26, BBA V & VI SEM: 2026-27, BBA VII & VIII SEM: 2027-28)

Prestige Institute of Management & Research, Gwalior												
Examination Scheme												
BBA (HONOURS) VIII Semester												
S.No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max.	Min.			
1	BBA - FM - 801	DSE	Behavioural Finance	60	21	40	14	-	-	100	4	40 + 60
	BBA - MM - 801	DSE	International Marketing	60	21	40	14	-	-	100	4	40 + 60
	BBA - HRM - 801	DSE	HR Analytics	60	21	40	14	-	-	100	4	40 + 60
2	BBA - FM - 802	DSE	Investment Banking & Financial Services	60	21	40	14	-	-	100	4	40 + 60
	BBA - MM - 802	DSE	B2B Marketing	60	21	40	14	-	-	100	4	40 + 60
	BBA - HRM - 802	DSE	Managing Diversity in Workplace	60	21	40	14	-	-	100	4	40 + 60
3	BBA - FM - 803	DSE	VST	60	21	40	14	-	-	100	4	40 + 60
	BBA - MM - 803	DSE	Digital Marketing	60	21	40	14	-	-	100	4	40 + 60
	BBA - HRM - 803	DSE	Cross Cultural Management	60	21	40	14	-	-	100	4	40 + 60
4	BBA - 804	SEC	Final Report VIVA Dissertation work [Started in Seventh semester]			100	35	100	35	200	8	
		Total								500	20	

Course curriculum –Under Graduate Degree Programme

(BBA I & 11 SEM: 2024-25, BBA III & IV SEM: 2025-26, BBA V & VI SEM: 2026-27, BBA VII & VIII SEM: 2027-28)

Prestige Institute of Management & Research, Gwalior												
Examination Scheme												
BBA (HONOURS with Research) VII Semester												
S.No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max.	Min.			
1	BBA HOR 701	CC	Advance Data Analysis Tools	60	21	40	14	-	-	100	4	40 + 60
2	BBA HOR 702	CC	Advance Research Methodology	60	21	40	14	-	-	100	4	40 + 60
3	BBA - FM - 703	DSE	Business Analysis & Valuation	60	21	40	14	-	-	100	4	40 + 60
	BBA - MM - 703	DSE	Marketing Analytics	60	21	40	14	-	-	100	4	40 + 60
	BBA - HRM - 703	DSE	Strategic & Global HRM	60	21	40	14	-	-	100	4	40 + 60
4	BBA - FM - 704	DSE	Strategic Corporate Finance	60	21	40	14	-	-	100	4	40 + 60
	BBA - MM - 704	DSE	Rural & Agri Marketing	60	21	4+G1640	14	-	-	100	4	40 + 60
	BBA - HRM - 704	DSE	Industrial Laws	60	21	40	14	-	-	100	4	40 + 60
5	BBA HOR 703	SEC	Research Internship Report & Viva Voce					100	35	100	4	0+100
		Total								500	20	

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Prestige Institute of Management & Research, Gwalior												
Examination Scheme												
BBA (HONOURS with Research) VIII Semester												
S.No	Paper Code	C/E/S	Course	Theory		Sessional		Practical		Total	Credit	IA+EA
				Max	Min	Max	Min	Max.	Min.			
1	BBA - HOR 801	SEC	Final Report VIVA Dissertation work [Started in Seventh semester] for Research Track			200	70	100	105	500	20	200+300
		Total								500	20	

