



TECHNO INDIA UNIVERSITY
WESTBENGAL

Curriculum for Four Years BBA (Honours) and BBA (Honours with Research) Program



**Department of Management
Techno India University, West Bengal**

**EM 4, Sector V, Salt Lake, Kolkata-700091, West Bengal,
India**



1st semester

1st Semester						
Course Code	Course Title	Type	Contact Hrs. / Week			Credit
			L	T	P	
Theory						
TIU-CC-UMG-T11101	Principles and Practices of Management	CC	3	1	0	4
TIU-CC-UMA-T11102	Business Statistics and Logic	CC	3	1	0	4
TIU-CC-UMG-T11103	Financial Accounting	CC	4	0	0	4
TIU-MDE-UED-T11101	Indian Knowledge System	MDE	2	0	0	2
TIU-AEC-UEN-T11101	General English	AEC	1	1	0	2
TIU-VAC-UOG-T11101	Environmental Science and Sustainability	VAC	2	0	0	2
TIU-AEC-UEN-S11101C	Career Advancement & Skill Development-I (French)	AEC	1	0	0	0
Sessional						
TIU-AEC-UMG-L11101	Business Communication I	AEC	1	1	0	2
TIU-SEC-UMG-S11101	Entrepreneurship Skill Development – I	SEC(SKILL)	0	0	2	0
			Total			20

CC: Core Course
MDE: Multi Disciplinary Elective Course
AEC: Ability Enhancement Course
VAC: Value Added Course
SEC: Skill Enhancement Course



2nd Semester

2nd Semester						
Course Code	Course Title	Type	Contact Hrs. / Week			Credit
			L	T	P	
TIU-CC-UMG-T12101	Human Behaviour and Organization	DSC	3	1	0	4
TIU-CC-UMG-T12102	Marketing Management	DSC	3	1	0	4
TIU-VAC-UMG-T12101	Business Economics	CVA	2	1	0	3
TIU-CC-UMG-E12101	Emerging Technologies and application	OEC	1	0	2	2
TIU-MDE-UMG-T12101	Media Literacy and Critical Thinking	Interdisciplinary	1	1	0	2
TIU-VAC-ULW-T12101	Indian Constitution		2	0	0	2
TIU-AEC-UMG-L12101	Business Communication-II		1	1	0	2
TIU-AEC-UEN-S12101C	Career Advancement Skill & Development-II	AEC	0	0	2	1
Sessional						
TIU-SEC-UES-S12101	Entrepreneurship Skill Development-II	SEC(SKILL)	0	0	2	1
	Additional Course - Indian or Foreign Language		0	0	1	0
						21



3rd Semester

3rd Semester						
Course Code	Course Title	Type	Contact Hrs. / Week			Credit
			L	T	P	
Theory						
TIU-CC-UMG-T21101	Cost and Management Accounting	DSC	3	1	0	4
TIU-CC-ULW-T21101	Legal and Ethical issues in business	DSC	3	1	0	4
TIU-CC-UMG-T21102	Human Resource Management	DSC	3	1	0	4
TIU-VAC-UMG-T21101	Indian Systems of Health and Wellness	CVA	1	1	0	2
TIU-AEC-UMG-T21101	Management Information System (MIS)	OEC	2	0	0	2
TIU-AEC-UMG-L21101	MANAGEMENT INFORMATION SYSTEM LAB	AEC	0	0	4	2
TIU-AEC-UMG-S21101	Yoga and Physical fitness	AEC	0	0	4	2
Sessional						
TIU-AEC-UEN-S21101C	Career Advancement Skill & Development-III	AEC	0	0	2	1
TIU-SEC-UES-S21101	Entrepreneurship Skill Development-III	SEC(SKILL)	0	0	2	1
						22



4th Semester

4th Semester						
Course Code	Course Title	Type	Contact Hrs. / Week			Credit
			L	T	P	
Theory						
TIU-CC-UMG-T22101	Entrepreneurship and Startup Ecosystem	DSC	1	1	0	2
TIU-CC-UMG-T22102	Operations Management	DSC	3	1	0	4
TIU-CC-UMG-T22103	Financial Management	DSC	3	1	0	4
TIU-CC-UMG-T22104	Business Research methodology	DSC	3	1	0	4
TIU-VAC-UMG-T22101	Enterprise System and platforms	OEC	0	1	2	2
TIU-AEC-UMG-T22101	International Business	AEC	2	0	0	2
TIU-SEC-UMG-T22101	Design Thinking and Innovation	SEC	1	1	0	2
Practical						
						20



5th Semester

5th Semester						
Course Code	Course Title	Type	Contact Hrs. / Week			Credit
			L	T	P	
Theory						
TIU-UMG-MJ-T31301	Entrepreneurship Development & Small Business Management	DSC	3	0	0	3
TIU-UMG-MJ-T31302	Financial Management	DSC	3	1	0	3
TIU-UMG-MJ-T31303	Operation Research	DSC	3	1	0	3
TIU-UMG-MJ-T31304	Sales & Distribution Management	DSC	3	0	0	3
	Open Elective-V	OEC	0	0	0	4
TIU-UMG-AEC-S3102	Career Advancement & Skill Development-V [#]	AEC	0	0	2	1
Practical						
TIU-UMG-MJ-I31301	Summer Internship & Dissertation	Intern	0	0	6	3
						20

Open Elective-V

- TQM:** Advance Quality Technology Tools (QTT) [TIU-UMG-MI-E31201C]
- Sustainable Development :**OrganizationalBehaviourAnd Sustainability (OBS) [TIU-UMG-MI-E31201B]
- Business Laws AndCompliance :**Industrial Laws II (IL-II) [TIU-ULW-MI-E31201A]
- ICT:**Deep Learning, Information Security, Privacy, and Trust in the Digital Age[TIU-UMG-MI-E31201A]



6th Semester

6th Semester						
Course Code	Course Title	Type	Contact Hrs. / Week			Credit
			L	T	P	
Theory						
TIU-UMG-MJ-T32301	Management Accounting	DSC	3	1	0	3
TIU-UMG-MJ-T32302	Strategic Management (OE)	DSC	3	0	0	3
TIU-UMG-MJ-T32303	Learning & Development	DSC	3	0	0	3
TIU-UMG-MJ-T32304	Project Management	DSC	3	0	0	3
TIU-UMG-MJ-T32305	Consumer Behaviour	DSC	3	1	0	3
TIU-UMG-MI-E32201A/B/C	Open Elective-VI	OEC	0	0	0	4
TIU-UMG-AEC-S3201	Career Advancement & Skill Development-VI [#]	AEC	0	0	2	1
						20



7th Semester

Course Code	Course Title	Type	Contact Hrs. / Week			Credit
			L	T	P	
Theory						
TIU-UMG-T311	Business Research Methodology(OE)	DSC	3	1	0	4
TIU-UMG-T312	Cost Accounting	DSC	3	0	0	3
TIU-UMG-T313	Industrial Relations	DSC	3	0	0	3
TIU-UMG-T314	Adv & Brand Management	DSC	3	0	0	3
TIU-UMG-T315	Data Analysis & Interpretation(OE)*	DSC	3	0	0	3
TIU-UMG-T316	Open Elective-VII*	OEC	4	0	0	4
TIU-UMG-T317	Career Advancement & Skill Development-VII [#]	AEC	0	0	2	2
						22



8th Semester

Course Code	Course Title	Type	Contact Hrs. / Week			Credit
			L	T	P	
Theory						
TIU-UMG-T318	Grand Viva	DSC	3	1	0	4
TIU-UMG-T319	Open Elective-VIII	OEC	4	0	0	4
TIU-UMG-T320	Business Research Project & Dissertation	Internship	0	0	12	12
						20