



**VIVEKANAND EDUCATION SOCIETY'S
College of Arts, Science and Commerce**

(AUTONOMOUS)

NAAC Re-accredited 'A' Grade (2017)

Best College Award (Urban Area: Year 2012-13) University of Mumbai

Recipient of FIST Grant (DST) ** Recipient of STAR College Grant (DBT)**

**VIVEKANAND EDUCATION SOCIETY'S COLLEGE OF
ARTS, SCIENCE AND COMMERCE (AUTONOMOUS)**

**NEP HOLISTIC DEVELOPMENT BASED CURRICULUM
FRAMEWORK**

**For
T. Y. B.B.A.**

**Undergraduate Programme
From
Academic
year**

2025-26

PREFACE

The NEP-2020 is aimed to make India a global knowledge superpower with equitable access to the highest-quality education for all learners. The holistic and multidisciplinary education proposed under NEP-2020 is expected to facilitate the all-round development of learners with enhancement in employability potential and skills for new jobs in emerging fields. NEP envisages the development of guidelines for curriculum and credit framework for three/four year undergraduate programmes, regulations prescribing a minimum standard and the procedure for the award of the one year Certificate, two-year Diploma, three years Bachelor Degree, four years Bachelor Degree (Research/ Honors) and Master's degree with multiple entry and exit options and transformation of HEIS into multidisciplinary institutions.

BBA is an undergraduate three-year degree / four-year honors program that prepares students with conceptual, theoretical and practical knowledge in various aspects of business-like finance, economics, operations, marketing, and management, among other fields.

Program Outcomes (PO):

PO1	To provide an understanding of management's fundamental concepts, principles, and functions.
PO2	To impart information and skills in several areas of management, such as human resource management, finance, operations, and marketing, in order to create a comprehensive grasp of a corporate system.
PO3	To instil a global perspective on industrial and organisational setups and their functions in order to make an effective management decision in an international context.
PO4	To provide students with an understanding of qualitative and quantitative problems- solving and critical thinking approaches.
PO5	To provide students with practical industrial experience to improve their managerial skills and business acumen while gaining a comprehensive understanding of a business or industry.

After successfully completing the B.B.A., students will be able to:

PSO1	Acquire Practical Experience through Internships, Industry Visits, Business Plans, etc.
PSO2	Apply finance, human resources, and marketing expertise, and demonstrate their ability to think critically and solve problems.
PSO3	Meet the needs of the industry, comprehend and expand on new horizons of knowledge through open electives.
PSO4	Comprehend the fundamental management concepts, procedures, and practises and exhibit the capacity to draw up business plans
PSO5	Establish a business of one's own or achieve success in executive positions in the business or government sectors and demonstrate Group Collaboration Skills.

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SINDHI SOCIETY, CHEMBUR, MUMBAI

TYBBA NEP-2020 Course Structure for Academic Year 2025-26

Semester -V	
Major (Core) Subjects (Compulsory)	1. Strategic Management (4) 2. Business Research Methods (4) 3. Brand Management (2)
Major Elective (ME)	1. Securities and Portfolio Management (4) 2. International Business Environment (4) 3. Service Marketing & Customer Relationship Management (4)
Minor	1. Indirect Tax (4)
Vocational Skill Course (VSC)	1. Event Management (2)
Field Project (FP)	FP (2)

TYBBA NEP-2020 Course Structure for Academic Year 2025-26

Semester - VI	
Major (Core) Subjects (Compulsory)	<ol style="list-style-type: none">1. Entrepreneurship and Start-Up Management (4)2. Logistics and Supply Chain Management (4)3. Digital Marketing (2)
Major Electives (ME)	<ol style="list-style-type: none">1. Commodities and Derivatives Market (4)2. Export Management (4)3. Sales and Retail Management (4)
Minor Subject	<ol style="list-style-type: none">1. Personal Finance and Investment Strategies (4)
Apprenticeship or Internship (OJT)	OJT (4)

For more details on syllabus e-mail us at bbadept@ves.ac.in