

The Components of the Programme**Programme Credit Summary**

Year	Credits	NCrF/ NHEQF Level	Learners Engagement (Hrs)
IIIrd Year: Bachelor of Business Administration (BBA)	40	5.5	1200
IVth Year: Bachelor of Business Administration with Honours (BBA (Honours))	40	6	1200

Summary: (Semester wise)

Semester	Total Credits	Total Courses	Total Marks
I	20	6	500
II	20	6	500
III	20	6	500
IV	20	6	500
V	20	5	500
VI	20	4 + 1 Project	500
BBA Degree	120	33 + 1 Project	3000
VII	20	4+1 Research Project	500
VIII	20	3+1 Research Project	500
Total BBA Honours*	160	40 courses + 3 projects	4000

a) Course Code and Definitions

Course Code	Definition
DCC	Discipline Core Courses
AEC	Ability Enhancement Courses
VAC	Value Added Courses
SEC	Skill Enhancement Courses
DSC	Discipline Specific Courses

Course Name: Bachelor's in business administration, Bachelor in Business Administration (Honours)

Course Level/Duration/System: Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining BBA Program:

- Three years:** Bachelor's in business administration (BBA)
- Four years:** Bachelor's in business administration with Honours: BBA (Honours)

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- **BBA (Honours):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- **For BBA (Honours):** BBA Degree

Note: The students who are eligible for BBA (Honours)



Dr. D. Y. PATIL VIDYAPEETH, PUNE

(Deemed to be University)

Accredited (3rd Cycle) by NAAC with a CGPA of 3.64 on four-point scale at 'A++' Grade
(ISO 9001: 2015 and 14001: 2015 Certified University and Green Education Campus)

CENTRE FOR ONLINE LEARNING

**Program Title: Bachelor of Business Administration
(Online BBA & Online BBA with Hons)
Academic Year 2025-2028
Program Structure**

B.B.A SEMESTER- I

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 101	Fundamentals of Management	4	30	70	100	120
DCC	OBBAC 102	Basics of Accounting	4	30	70	100	120
DCC	OBBAC 103	Introduction to Economics	4	30	70	100	120
DCC	OBBAC 104	Basics of Marketing	4	30	70	100	120
SEC	OBBAC 105	Business English	2	50	-	50	60
AEC	OBBAC 106	Environmental Awareness and Disaster Management	2	50	-	50	60
Total Credits			20	Total Marks		500	

B.B.A SEMESTER- II

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 201	Basics of Financial Management	4	30	70	100	120
DCC	OBBAC 202	Indian Economy	4	30	70	100	120
DCC	OBBAC 203	Business Environment	4	30	70	100	120
DCC	OBBAC 204	Banking Operations	4	30	70	100	120
VAC	OBBAC 205	Introduction to Psychology	2	50	-	50	60
SEC	OBBAC 206	Soft Skills – I	2	50	-	50	60
Total Credits			20	Total Marks		500	

B.B.A SEMESTER- III

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 301	Business Law	4	30	70	100	120
DCC	OBBAC 302	Marketing Management	4	30	70	100	120
DCC	OBBAC 303	Organisational Behaviour	4	30	70	100	120
DCC	OBBAC 304	Indian Banking System	4	30	70	100	120
AEC	OBBAC 305	Introduction to Digital Marketing	2	50	-	50	60
SEC	OBBAC 306	Soft Skills - II	2	50	-	50	60
Total Credits			20	Total Marks		500	

B.B.A SEMESTER- IV

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
AEC	OBBAC 401	Entrepreneurship Development	4	30	70	100	120
DCC	OBBAC 402	Management Information System	4	30	70	100	120
DCC	OBBAC 403	Introduction to International Business	4	30	70	100	120
DCC	OBBAC 404	Human Resource Management	4	30	70	100	120
AEC	OBBAC 405	Business Ethics & Corporate Governance	2	50	-	50	60
VAC	OBBAC 406	Geopolitics and Impact on Business	2	50	-	50	60
Total Credits			20	Total Marks		500	



Dr. D. Y. PATIL VIDYAPEETH, PUNE

(Deemed to be University)

Accredited (3rd Cycle) by NAAC with a CGPA of 3.64 on four-point scale at 'A++' Grade
(ISO 9001: 2015 and 14001: 2015 Certified University and Green Education Campus)

CENTRE FOR ONLINE LEARNING

The list of specializations for Semester- V and VI are mentioned below

Sr. No	Specializations
I	Marketing Management (MM)
II	Human Resource Management (HRM)
III	Finance Management (FM)
IV	IT and Systems Management (ITM)
V	International Business Management (IBM)
VI	Retail Management
VII	E- Commerce Management
VIII	Banking Financial Services and Insurance
XI	Shipping and Logistics Management

B.B.A Semester V: Marketing Management (MM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 501	Introduction to Production Management	4	30	70	100	120
DCC	OBBAC 502	Marketing of Financial Services	4	30	70	100	120
DCC	OBBAC 503	Research Methodology	4	30	70	100	120
DSC	OBBAM 504	Consumer Behaviour	4	30	70	100	120
DSC	OBBAM 505	Sales Management	4	30	70	100	120
Total Credits			20	Total Marks		500	

B.B.A Semester-VI: Marketing Management (MM)

Course Type	Course Code	Courses	Credits	Assessment			Learner's Engagement (Hours)
				Formative	Summative	Total	
DCC	OBBAC 601	Project Management	4	30	70	100	120
DCC	OBBAC 602	Fundamentals of E-Commerce	4	30	70	100	120
DSC	OBBAM 603	Advertising and Sales Promotion	4	30	70	100	120
DSC	OBBAM 604	Retail Management	4	30	70	100	120
DSC	OBBAP 605	Project Work	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A SEMESTER -V: Human Resource Management (HRM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 501	Introduction to Production Management	4	30	70	100	120
DCC	OBBAC 502	Marketing of Financial Services	4	30	70	100	120
DCC	OBBAC 503	Research Methodology	4	30	70	100	120
DSC	OBBAH 504	Human Resource Planning	4	30	70	100	120
DSC	OBBAH 505	Training and Development	4	30	70	100	120
Total Credits			20	Total Marks		500	

B.B.A SEMESTER –VI: Human Resource Management (HRM)

Course Type	Course Code	Courses	Credits	Assessment			Learner's Engagement (Hours)
				Formative	Summative	Total	
DCC	OBBAC 601	Project Management	4	30	70	100	120
DCC	OBBAC 602	Fundamentals of E-Commerce	4	30	70	100	120
DSC	OBBAH 603	Industrial Relations and Labour Laws	4	30	70	100	120
DSC	OBBAH 604	Change Management	4	30	70	100	120
DSC	OBBAP 605	Project Work	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A SEMESTER –V: Finance Management (FM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 501	Introduction to Production Management	4	30	70	100	120
DCC	OBBAC 502	Marketing of Financial Services	4	30	70	100	120
DCC	OBBAC 503	Research Methodology	4	30	70	100	120
DSC	OBBAF 504	Analysis of Financial Statement	4	30	70	100	120
DSC	OBBAF 505	Indian Financial system and Financial Markets	4	30	70	100	120
Total Credit			20	Total Marks		500	

B.B.A SEMESTER –VI: Finance Management (FM)

Course Type	Course Code	Courses	Credits	Assessment			Learner's Engagement (Hours)
				Formative	Summative	Total	
DCC	OBBAC 601	Project Management	4	30	70	100	120
DCC	OBBAC 602	Fundamentals of E-Commerce	4	30	70	100	120
DSC	OBBAF 603	Long Term Finance	4	30	70	100	120
DSC	OBBAF 604	Direct and Indirect Tax	4	30	70	100	120
DSC	OBBAP 605	Project Work	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A SEMESTER –V: IT & Systems Management (ITM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 501	Introduction to Production Management	4	30	70	100	120
DCC	OBBAC 502	Marketing of Financial Services	4	30	70	100	120
DCC	OBBAC 503	Research Methodology	4	30	70	100	120
DSC	OBBAIT 504	Introduction to IT	4	30	70	100	120
DSC	OBBAIT 505	Applications of IT	4	30	70	100	120
Total Credit			20	Total Marks		500	

B.B.A SEMESTER –VI: IT & Systems Management (ITM)

Course Type	Course Code	Courses	Credits	Assessment			Learner's Engagement (Hours)
				Formative	Summative	Total	
DCC	OBBAC 601	Project Management	4	30	70	100	120
DCC	OBBAC 602	Fundamentals of E-Commerce	4	30	70	100	120
DSC	OBBAIT 603	Database Management System	4	30	70	100	120
DSC	OBBAIT 604	Innovation and Technology Management	4	30	70	100	120
DSC	OBBAP 605	Project Work	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A SEMESTER –V: International Business Management (IBM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 501	Introduction to Production Management	4	30	70	100	120
DCC	OBBAC 502	Marketing of Financial Services	4	30	70	100	120
DCC	OBBAC 503	Research Methodology	4	30	70	100	120
DSC	OBBAIB 504	Fundamentals of International Business	4	30	70	100	120
DSC	OBBAIB 505	International Institutions and Trade Implications	4	30	70	100	120
Total Credits			20	Total Marks		500	

B.B.A SEMESTER-VI: International Business Management (IBM)

Course Type	Course Code	Courses	Credits	Assessment			Learner's Engagement (Hours)
				Formative	Summative	Total	
DCC	OBBAC 601	Project Management	4	30	70	100	120
DCC	OBBAC 602	Fundamentals of E-Commerce	4	30	70	100	120
DSC	OBBAIB 603	Export Import Documentation and Logistics	4	30	70	100	120
DSC	OBBAIB 604	International Strategic Management	4	30	70	100	120
DSC	OBBAIP 605	Project Work	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A SEMESTER V: Retail Management

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 501	Introduction to Production Management	4	30	70	100	120
DCC	OBBAC 502	Marketing of Financial Services	4	30	70	100	120
DCC	OBBAC 503	Research Methodology	4	30	70	100	120
DSC	OBBAR M 504	Fundamentals of Retail Management	4	30	70	100	120
DSC	OBBAR M 505	Retail Sales Technique & Promotion	30	70	100	100	120
Total Credits			20	Total Marks			500

B.B.A SEMESTER VI: Retail Management

Course Type	Course Code	Courses	Credits	Assessment			Learner's Engagement (Hours)
				Formative	Summative	Total	
DCC	OBBAC 601	Project Management	4	30	70	100	120
DCC	OBBAC 602	Fundamentals of E-Commerce	4	30	70	100	120
DSC	OBBAR M 603	Merchandise Management and Stores Operations	4	30	70	100	120
DSC	OBBAR M 604	Customer Relationship Management (CRM)	4	30	70	100	120
DSC	OBBAP 605	Project Work	4	-	100	100	120
Total Credits			20	Total Marks			500



Dr. D. Y. PATIL VIDYAPEETH, PUNE

(Deemed to be University)

Accredited (3rd Cycle) by NAAC with a CGPA of 3.64 on four-point scale at 'A++' Grade
(ISO 9001: 2015 and 14001: 2015 Certified University and Green Education Campus)

CENTRE FOR ONLINE LEARNING

B.B.A SEMESTER V: E-Commerce

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 501	Introduction to Production Management	4	30	70	100	120
DCC	OBBAC 502	Marketing of Financial Services	4	30	70	100	120
DCC	OBBAC 503	Research Methodology	4	30	70	100	120
DSC	OBBAEC 504	Digital Business Management	4	30	70	100	120
DSC	OBBAEC 505	Digital Marketing	4	30	70	100	120
Total Credits			20	Total Marks		500	

B.B.A SEMESTER VI: E-Commerce

Course Type	Course Code	Courses	Credits	Assessment			Learner's Engagement (Hours)
				Formative	Summative	Total	
DCC	OBBAC 601	Project Management	4	30	70	100	120
DCC	OBBAC 602	Fundamentals of E-Commerce	4	30	70	100	120
DSC	OBBAEC 603	Business models in Ecommerce	4	30	70	100	120
DSC	OBBAEC 604	E-commerce application and securities	4	30	70	100	120
DSC	OBBAEC 605	Project Work	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A SEMESTER V: Banking Financial Services and Insurance

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 501	Introduction to Production Management	4	30	70	100	120
DCC	OBBAC 502	Marketing of Financial Services	4	30	70	100	120
DCC	OBBAC 503	Research Methodology	4	30	70	100	120
DSC	OBBABFSI 504	Banking Law & Practice	4	30	70	100	120
DSC	OBBABFSI 505	Insurance & Risk Management	4	30	70	100	120
Total Credits			20	Total Marks		500	

B.B.A SEMESTER VI: Banking Financial Services and Insurance

Course Type	Course Code	Courses	Credits	Assessment			Learner's Engagement (Hours)
				Formative	Summative	Total	
DCC	OBBAC 601	Project Management	4	30	70	100	120
DCC	OBBAC 602	Fundamentals of E-Commerce	4	30	70	100	120
DSC	OBBABFS I 603	Financial Securities & Markets	4	30	70	100	120
DSC	OBBABFS I 604	Investment & Portfolio Management	4	30	70	100	120
DSC	OBBAP 605	Project Work	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A–V: Shipping and Logistics Management

Course Type	Course Code	Courses	Credits	Assessment			Learner's Engagement (Hours)
				Formative	Summative	Total	
DCC	OBBAC 501	Introduction to Production Management	4	30	70	100	120
DCC	OBBAC 502	Marketing of Financial Services	4	30	70	100	120
DCC	OBBAC 503	Research Methodology	4	30	70	100	120
DSC	OBBASLM 504	Introduction to Shipping Business	4	30	70	100	120
DSC	OBBASLM 505	Multi-Modal Transportation	4	30	70	100	120
Total Credits			20	Total Marks		500	

B.B.A –VI: Shipping and Logistics Management

Course Type	Course Code	Courses	Credits	Assessment			Learner's Engagement (Hours)
				Formative	Summative	Total	
DCC	OBBAC 601	Project Management	4	30	70	100	120
DCC	OBBAC 602	Fundamentals of E-Commerce	4	30	70	100	120
DSC	OBBASLM 603	International Shipping Policies and Regulations	4	30	70	100	120
DSC	OBBASLM 604	Customs Law and Procedures	4	30	70	100	120
DSC	OBBAP 605	Project Work	4	-	100	100	120
Total Credits			20	Total Marks		500	

Project Work:

The project shall carry 100 marks as follows-

Project work (Evaluation by the external and internal examiner): 50 Marks

Presentation and Viva-Voce by an external and internal examiner: 50 Marks

Note:

1. Bachelor's in business administration degree will be awarded if a student wishes to exit at the end of Third year.

Exit Criteria after Third Year of BBA Program



Dr. D. Y. PATIL VIDYAPEETH, PUNE

(Deemed to be University)

Accredited (3rd Cycle) by NAAC with a CGPA of 3.64 on four-point scale at 'A++' Grade
(ISO 9001: 2015 and 14001: 2015 Certified University and Green Education Campus)

CENTRE FOR ONLINE LEARNING

The students shall have an option to exit after 3rd year of Business Administration Program and will be awarded with a bachelor's in business administration.

Re-entry Criteria into Fourth Year (Seventh Semester)

The student who takes an exit after third year with an award of BBA may be allowed to re-enter into Seventh Semester for completion of the BBA (Honours) Program as per the respective University / Admitting Body schedule after earning requisite credits in the Third year.

The minimum eligibility criteria for opting the course in the fourth year will be as follows:

- BBA (Honours): Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- For BBA (Honours): BBA Degree



B.B.A - VII: Marketing Management (MM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 701	Fundamentals of Business Analytics	4	30	70	100	120
DCC	OBBAC 702	Advance Research Methodology	4	30	70	100	120
DSC	OBBAM 703	Fundamentals of Service Marketing Dynamics	4	30	70	100	120
DSC	OBBAM 704	Introduction to Global Marketing Strategies	4	30	70	100	120
DSC	OBBARP 705	Research Project - I	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A - VIII: Marketing Management (MM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DSC	OBBAM 801	Supply Chain Management	4	30	70	100	120
DSC	OBBAM 802	Rural Marketing	4	30	70	100	120
DSC	OBBAM 803	Neuro-Marketing	4	30	70	100	120
DSC	OBBARP 804	Research Project - II	8	-	200	200	240
Total Credits			20	Total Marks		500	

B.B.A - VII: Human Resource Management (HRM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 701	Fundamentals of Business Analytics	4	30	70	100	120
DCC	OBBAC702	Advance Research Methodology	4	30	70	100	120
DSC	OBBAH 703	HRD – Systems & Strategies	4	30	70	100	120
DSC	OBBAH704	Performance & Compensation Management	4	30	70	100	120
DSC	OBBARP 705	Research Project I	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A - VIII: Human Resource Management (HRM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DSC	OBBAH 801	Team Building in Organisations	4	30	70	100	120
DSC	OBBAH 802	Behavioral Testing and Training for Employee Retention	4	30	70	100	120
DSC	OBBAH 803	Employee Life Cycle Management	4	30	70	100	120
DSC	OBBARP 804	Research Project II	8	-	200	200	240
Total Credits			20	Total Marks		500	

B.B.A -VII: Finance Management (FM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 701	Fundamentals of Business Analytics	4	30	70	100	120
DCC	OBBAC 702	Advance Research Methodology	4	30	70	100	120
DSC	OBBAF 703	Investment Analysis & Portfolio Management	4	30	70	100	120
DSC	OBBAF 704	Introduction to Global Financial Management	4	30	70	100	120
DSC	OBBARP 705	Research Project I	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A - VIII: Finance Management (FM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DSC	OBBAF 801	Financial Analytics	4	30	70	100	120
DSC	OBBAF 802	Emerging Trends in Finance	4	30	70	100	120
DSC	OBBAF 803	Financial Modelling and Derivatives	4	30	70	100	120
DSC	OBBARP 804	Research Project II	8	-	200	200	240
Total Credits			20	Total Marks		500	

B.B.A SEMESTER -VII: IT & Systems Management (ITM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 701	Fundamentals of Business Analytics	4	30	70	100	120
DCC	OBBAC 702	Advance Research Methodology	4	30	70	100	120
DSC	OBBAIT 703	Web Technology	4	30	70	100	120
DSC	OBBAIT704	IT Innovation and Future Trends	4	30	70	100	120
DSC	OBBARP 705	Research Project I	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A - VIII: IT & Systems Management (ITM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DSC	OBBAIT 801	Introduction to Python	4	30	70	100	120
DSC	OBBAIT 802	Essential of Managing Software Projects	4	30	70	100	120
DSC	OBBAIT 803	Cyber Security	4	30	70	100	120
DSC	OBBARP 804	Research Project II	8	-	200	200	240
Total Credits			20	Total Marks		500	

B.B.A -VII: International Business Management (IBM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 701	Fundamentals of Business Analytics	4	30	70	100	120
DCC	OBBAC 702	Advance Research Methodology	4	30	70	100	120
DCC	OBBAIB 703	International Ventures, Mergers & Acquisitions	4	30	70	100	120
DSC	OBBAIB704	International Trade Policy and Strategy	4	30	70	100	120
DSC	OBBARP705	Research Project I	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A -VIII: International Business Management (IBM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DSC	OBBAIB 801	International Accounting & Reporting System	4	30	70	100	120
DSC	OBBAIB 802	Global Business Environment	4	30	70	100	120
DSC	OBBAIB 803	Transnational & Cross-Cultural Marketing	4	30	70	100	120
DSC	OBBARP 804	Research Project II	8	-	200	200	240
Total Credits			20	Total Marks		500	

B.B.A -VII: Retail Management (Retail)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC701	Fundamentals of Business Analytics	4	30	70	100	120
DCC	OBBAC 702	Advance Research Methodology	4	30	70	100	120
DSC	OBBARM 703	Retail Marketing strategy	4	30	70	100	120
DSC	OBBARM704	Marketing channel strategy & B2B2C route to market	4	30	70	100	120
DSC	OBBARP705	Research Project I	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A - VIII: Retail Management (Retail)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DSC	OBBARM 801	Global Retailing	4	30	70	100	120
DSC	OBBARM 802	Big Data and Retail Analytics	4	30	70	100	120
DSC	OBBARM 803	Retail Legal and Ethical Issues	4	30	70	100	120
DSC	OBBARP 804	Research Project II	8	-	200	200	240
Total Credits			20	Total Marks		500	

B.B.A -VII: E-Commerce (ECOMM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 701	Fundamentals of Business Analytics	4	30	70	100	120
DCC	OBBAC 702	Advance Research Methodology	4	30	70	100	120
DSC	OBBAEC 703	Digital Marketing & Branding	4	30	70	100	120
DSC	OBBAEC704	E-Commerce SEO	4	30	70	100	120
DSC	OBBARP705	Research Project I	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A - VIII: E-Commerce (ECOMM)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DSC	OBBAEC 801	Startup in E-Commerce	4	30	70	100	120
DSC	OBBAEC 802	E-Commerce Analytics	4	30	70	100	120
DSC	OBBAEC 803	Law & Ethics in E-Commerce	4	30	70	100	120
DSC	OBBARP 804	Research Project II	8	-	200	200	240
Total Credits			20	Total Marks		500	

B.B.A - VII: Banking Financial Services and Insurance (BFSI)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 701	Fundamentals of Business Analytics	4	30	70	100	120
DCC	OBBAC 702	Advance Research Methodology	4	30	70	100	120
DSC	OBBABFSI 703	Business Analysis & Valuation	4	30	70	100	120
DSC	OBBABFSI 704	Banking and Insurance Operations	4	30	70	100	120
DSC	OBBARP 705	Research Project I	4	-	100	100	120
Total Credits			20	Total Marks		500	

B.B.A - VIII: Banking Financial Services and Insurance (BFSI)

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DSC	OBBABFSI 801	Fundamentals of International Business Finance	4	30	70	100	120
DSC	OBBABFSI 802	Financial Analysis & Reporting	4	30	70	100	120
DSC	OBBABFSI 803	International Business Management	4	30	70	100	120
DSC	OBBARP 804	Research Project II	8	-	200	200	240
Total Credits			20	Total Marks		500	

B.B.A SEMESTER VII: Shipping and Logistics Management

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DCC	OBBAC 701	Fundamentals of Business Analytics	4	30	70	100	120
DCC	OBBAC 702	Advance Research Methodology	4	30	70	100	120
DCC	OBBASLM 703	Strategic Management in Shipping	4	30	70	100	120
DSC	OBBASLM 704	Marine Insurance	4	30	70	100	120
DSC	OBBARP 705	Research Project I	4	-	100	100	120
Total Credit			20	Total Marks			500

B.B.A VIII: Shipping and Logistics Management

Course Type	Course Code	Courses	Credit	Assessment			Learner's Engagement
				Formative	Summative	Total	
DSC	OBBASLM 801	Shipping Law and Ethics	4	30	70	100	120
DSC	OBBASLM 802	Chartering and Shipbroking	4	30	70	100	120
DSC	OBBASLM 803	Maritime Economics	4	30	70	100	120
DSC	OBBARP 804	Research Project II	8	-	200	200	240
Total Credit			20	Total Marks			500

Research Projects:

The Research work will start from the beginning of the fourth year of the BBA (Honours) Program. Students of the Fourth Year shall be assessed for Research Project and Viva –Voce.

The Research project shall carry marks as follows-

Research Project I: 100 marks

Project work (Evaluation by the external and internal examiner): 50 Marks
Presentation to an external and internal examiner: 50 Marks

Research Project II: 200 Marks

Project work (Evaluation by the external and internal examiner): 100 Marks
Presentation to an external and internal examiner: 100 Marks



Dr. D. Y. PATIL VIDYAPEETH, PUNE

(Deemed to be University)

Accredited (3rd Cycle) by NAAC with a CGPA of 3.64 on four-point scale at 'A++' Grade
(ISO 9001: 2015 and 14001: 2015 Certified University and Green Education Campus)

CENTRE FOR ONLINE LEARNING

b) NEP Entry & Exit Policy

Course Level/Duration/System: Undergraduate / Three or Four years/6 or 8 Semesters.

The following option will be made available to the students joining the BBA:

- a. Three years: Bachelor's in business administration (BBA)
- b. Four years: Bachelor's in business administration with Honours: BBA (Honours)

The minimum eligibility criteria for opting for the course in the fourth year will be as follows:

BBA (Honours): Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

