

Bachelor of Business Administration (BBA)

Our Bachelors program in Business Administration has been designed with the objective of laying the intellectual foundation for the Gen Z managers of the 21st Century. The program empowers them with skills and competencies with which they can acquire strategic business foresight, ethical decision-making capabilities, and adopt a sustainable outlook. In essence, the program is designed to develop leaders who could proactively enact business practices that take the welfare of the people, impact on the planet into account whilst pursuing economic well-being of all stakeholders. Presently, the BBA program is considered to be one of the best under-graduate programs in the country that serves as a steppingstone for any MBA program. Our BBA program offers deep insight into the Core areas of Management Science and Practice such as Strategic Management, Finance, Marketing, Organisational Leadership, Sustainability, Business Ethics, and Information Systems. In built offering in our BBA program enables students to gain high proficiency in interpersonal skills (soft skills) and career-related competencies that prospective employers find attractive. The BBA program is Ideal for students who wish to start a career in business, management, or entrepreneurship soon after graduation.

There are 1 pre-core subject of 2 credits, 12 core courses of 4 credits each and 3 electives of 4 credits each in the program.

First Summer Semester

1. Business Communication (2-credit hours)

Semester III:

1. Business Statistics and Data Science
2. Marketing Management
3. Principles of Accounting
4. Business Economics and Global Business

Semester IV:

1. Organisational Behaviour
2. Operations Management
3. Financial management
4. Information Systems

Semester V:

1. Social and Commercial Entrepreneurship
2. Strategic Management (Prerequisites: OB, Accounting, Finance and Marketing and Business Economics)

3. Sustainability and Business Ethics.
4. Management & Organizational Consulting

Semesters VI:

Three Electives subjects are required in each area of specialisation of BBA (Finance, Analytics, Marketing, Operations, Information Systems, HRM and Organizational Leadership).

Finance:

1. Corporate Finance
2. Corporate Valuation
3. Financial Markets
4. Credit Risk Analytics

Analytics (a B+ or higher for “Business Statistics and Data Science” is a prerequisite)

1. Retail and Marketing Analytics
2. Credit Risk Analytics (sufficient knowledge of Finance required)
3. Social Media Analytics
4. Project management

Marketing:

1. Consumer Behaviour
2. Services Marketing
3. Brand and Advertising Management
4. Digital Marketing

Operations

1. Supply Chain Management
2. Services Operations Management
3. Project management
4. Business Intelligence for Managers

Information Systems

1. Business applications of Cloud Computing
2. Business Intelligence for Managers
3. Information System Security
4. Project management

International Management

1. Cross-cultural Management
2. International and Strategic HR

3. International Marketing
4. Global Business

Human Resources Management.

1. International and Strategic HR
2. Organisational Change and Development
3. Performance and Compensation Management
4. Employment law

Organizational Leadership

1. Introduction to Organisational Leadership
2. Negotiation Strategies
3. Strategic Leadership
4. Indian Management Thought and Cross-Cultural Leadership

Course Coordinator: Dr. Sreekumar Pillai (LM Thapar School of Management)