



APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

(A State Government University)

BBA (Hons)

Curriculum - 2024





APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

(A State Government University)

Bachelor of Business Administration (Hons)

Curriculum 2024- Semester I to VIII

Ambady Nagar, Sreekaryam

Thiruvananthapuram- 695016

FIRST SEMESTER (July-December)													
10 Days Compulsory Induction Program													
Sl. No:	Slot	Course Code	Course Category	Course Title (Course Name)	Credit Structure				SS	Total Marks		Credits	Hrs./Week
					L	T	P	R		CIA	ESE		
1	A	BBPCT101	PCC	Principles of Management	3	1	0	0	5	40	60	4	4
2	B	BBPCT102	PCC	Business Statistics	3	1	0	0	5	40	60	4	4
3	C	BBPCT103	PCC	Economics for Business Applications	3	1	0	0	5	40	60	4	4
4	D	BBSET104	SEC*	General English	2	2	0	0	4	40	60	3	4
5	E	BBVAT105	VAC#	Environment Science and sustainability	3	0	0	0	4.5	40	60	2	3
6	F	BBMDT106	MDC#	Sociology	3	0	0	0	4.5	40	60	2	3
7	G	BBAET107	AEC#	Disaster Management	3	0	0	0	4.5	40	60	2	3
8	H S1/S2	UCSEM129	SEC	Digital 101(NASSCOM)	MOOC**				2	-	-	-	-
Total									33/35			21	25

SECOND SEMESTER (January-June)													
Sl. No:	Slot	Course Code	Course Category	Course Title (Course Name)	Credit Structure				SS	Total Marks		Credits	Hrs./Week
					L	T	P	R		CIA	ESE		
1	A	BBPCT201	PCC	Organizational Behavior	3	1	0	0	5	40	60	4	4
2	B	BBPCT202	PCC	Introduction to Accounting Principles	3	1	0	0	5	40	60	4	4
3	C	BBPCT203	PCC	Business Environment	3	1	0	0	5	40	60	4	4
4	D	BBSET204	SEC*	Business Communication	2	0	2	0	4	40	60	3	4
5	E	BBVAT205	VAC#	Universal Human Values	3	0	0	0	4.5	40	60	2	3
6	F	BBMDT206	MDC#	Psychology	3	0	0	0	4.5	40	60	2	3
7	G	BBAET207	AEC#	Waste Management	3	0	0	0	4.5	40	60	2	3
8	H S1/S2	UCSEM129	SEC	Digital 101(NASSCOM)	MOOC**				2	-	-	1	-
Total									33/ 35			22	25

- L-T-P-R: Lecture-Tutorial-Practical-Project
- SS (Self Study) Hours= 1.5L+0.5 T+0.5P+R
- CIA: Continuous Internal Assessment, ESE: End Semester Examination

**Valuation of ESE for SEC courses other than Digital 101 will be done at college level, unless otherwise specified. Question papers will be provided by the University.*

#Question paper setting and valuation of ESE for AEC, VAC, MDC and GEC courses will be done at college level only.

***No Grade Points will be awarded for the MOOC courses*

Minimum 120 activity points required for successful completion of course.

Skill Enhancement Course: Digital 101 is an introductory Massive Open Online Course (MOOC) offered by NASSCOM. It is designed to provide students with foundational knowledge and skills in digital technologies, preparing them for further studies and careers in the digital domain. By incorporating the Digital 101 course into the curriculum, KTU ensures that all students gain valuable digital skills early in their academic journey, enhancing their readiness for advanced courses and future careers in technology.

University Core - UCSEM129 - Digital 101 (NASSCOM)		
Sl. No:	Technologies Covered	Hours
1	Artificial intelligence and Big Data Analytics (AI/BDA)	11
2	Internet of Things (IoT)	2.5
3	Cyber Security	2.5
4	Block Chain	2.5
5	Robotic Process Automation	1.5
6	Augmented Reality and Virtual Reality (AR and VR)	2.5
7	Cloud Computing	2.5
8	3 D Printing and Modelling	2
9	Web, Mobile Dev and Marketing	2
10	Responsible AI	1
	Total Hours	30

Course Registration and Completion:

- Students have the flexibility to register and complete the Digital 101 course either in their first semester (S1) or second semester (S2).
- The credit for this course (1 credit) will be officially recorded in the second semester grade card.

THIRD SEMESTER (July-December)													
Sl. No:	Slot	Course Code	Course Category	Course Title (Course Name)	Credit Structure				SS	Total Marks		Credits	Hrs./Week
					L	T	P	R		CIA	ESE		
1	A	BBPCT301	PCC	Introduction to Quantitative Techniques	3	1	0	0	5	40	60	4	4
2	B	BBPCT302	PCC	Law for Business	3	1	0	0	5	40	60	4	4
3	C	BBPCT303	PCC	Introduction to Marketing Management	3	1	0	0	5	40	60	4	4
4	D	BBSET304	SEC*	Life Skills	2	0	2	0	4	40	60	3	4
5	E	BBVAT305	VAC#	Health & Wellness	2	0	1	0	3.5	40	60	2	3
6	F	BBMDT306	MDC#	Constitution of India	3	0	0	0	4.5	40	60	2	3
7	G	BBAET307	AEC#	Safety Management	3	0	0	0	4.5	40	60	2	3
8	M	MNXXT308	PDC	Minor Course@	3	1	0	0	5	40	60	4	4
Total									32/ 37			21/25	25/ 29

@ Remedial classes may be conducted for students not opting for minor courses

FOURTH SEMESTER (January-June)													
Sl. No:	Slot	Course Code	Course Category	Course Title (Course Name)	Credit Structure				SS	Total Marks		Credits	Hrs./Week
					L	T	P	R		CIA	ESE		
1	A	BBPCT401	PCC	Introduction to Operations Management	3	1	0	0	5	40	60	4	4
2	B	BBPCT402	PCC	Introduction to Human Resources Management	3	1	0	0	5	40	60	4	4
3	C	BBPCT403	PCC	Introduction to Financial management	3	1	0	0	5	40	60	4	4
4	D	BBSET404	SEC*	Business Report and Presentation Tools	2	0	2	0	4	40	60	3	4
5	E	BBVAT405	VAC#	Business ethics & CSR	3	0	0	0	4.5	40	60	2	3
6	F	BBMDT406	MDC#	Indian Economy and Policy	3	0	0	0	4.5	40	60	2	3
7	G	BBAET407	AEC #	IPR Management	3	0	0	0	4.5	40	60	2	3
8	M	MNXXT408	PDC	Minor Course	3	1	0	0	5	40	60	4	4
Total									33/ 38			21/25	25/ 29

FIFTH SEMESTER (July-December)													
Sl. No:	Slot	Course Code	Course Category	Course Title (Course Name)	Credit Structure				SS	Total Marks		Credits	Hrs./Week
					L	T	P	R		CIA	ESE		
1	A	BBPCT501	PCC	Information Systems for Managers	3	1	0	0	5	40	60	4	4
2	B	BBPCT502	PCC	Research Methodology- A basic approach	3	1	0	0	5	40	60	4	4
3	C	BBPCT503	PCC	Advertising & Public Relations	3	1	0	0	5	40	60	4	4
4	D	BBSET504	SEC*	Data analytics using spreadsheets	2	0	2	0	4	40	60	3	4
5	E	BBVAT505	VAC#	Humanism and Logic	3	0	0	0	4.5	40	60	2	3
6	F	BBMDT506	MDC#	Modernization of Kerala	3	0	0	0	4.5	40	60	2	3
7	G	BBGET51N	GEC#	General elective - 1	3	0	0	0	4.5	40	60	1	3
8	M	MNXXT508	PDC	Minor Course	3	1	0	0	5	40	60	4	4
Total									33/ 38			20/24	25/ 29

GENERAL ELECTIVE 1: BBGET51N					
Slot	Course Code	Course Title	L-T-P-R	Hours	Credit
G	BBGET511	French	3-0-0-0	3	1
	BBGET512	German			
	BBGET513	Spanish			
	BBGET514	Korean			
	BBGET515	Mandarin			
	BBGET516	Japanese			
	BBGET517	Hindi			
	BBGET518	Tamil			
	BBGET519	Sanskrit			

SIXTH SEMESTER (January-June)													
Sl. No:	Slot	Course Code	Course Category	Course Title (Course Name)	Credit Structure				SS	Total Marks		Credits	Hrs./Week
					L	T	P	R		CIA	ESE		
1	A	BBPCT601	PCC	Entrepreneurial Development	3	1	0	0	5	40	60	4	4
2	B	BBPET61N	PEC	Program elective – 1 (Operations)	3	1	0	0	5	40	60	4	4
3	C	BBPET62N	PEC	Program elective – 2 (HR)	3	1	0	0	5	40	60	4	4
4	D	BBPET63N	PEC	Program elective – 3 (Systems)	3	1	0	0	5	40	60	4	4
5	E	BBSET605	SEC*	Business collaboration tools	2	0	2	0	4	40	60	3	4
6	F	BBVAT606	VAC#	Design Thinking	3	0	0	0	4.5	40	60	2	3
7	G	BBGET62N	GEC#	General elective – 2	3	0	0	0	4.5	40	60	1	3
8	M	MNXXT608	PDC	Minor Course	3	1	0	0	5	40	60	4	4
Total									33/38			22/26	26/30

GENERAL ELECTIVE 2 (Humanities) : BBGET62N					
Slot	Course Code	Course Title	L-T-P-R	Hours	Credit
G	BBGET621	Indian Knowledge Systems	3-0-0-0	3	1
	BBGET622	Indian and World Geography			
	BBGET623	Indian and World Politics			
	BBGET624	Indian and World History			
	BBGET625	Public Administration			
	BBGET626	Public Health Management			
	BBGET627	Women empowerment			
	BBGET628	Economic Growth and Development			
	BBGET629	Media Literacy			

PROGRAM ELECTIVE 1 (Operations Management) : BBPET61N					
Slot	Course Code	Course Title	L-T-P-R	Hours	Credit
B	BBPET611	Supply Chain Management	3-1-0-0	4	4
	BBPET612	Inventory Management			
	BBPET613	Facilities and Location Management			
	BBPET614	Quality Management			
	BBPET615	Production Planning and Control			
	BBPET616	Services Operations Management			
	BBPET617	Shipping and Logistics			

PROGRAM ELECTIVE 2 (Human Resources Management) : BBPET62N					
Slot	Course Code	Course Title	L-T-P-R	Hours	Credit
C	BBPET621	Employee Relationship Management	3-1-0-0	4	4
	BBPET622	Labour Legislations in India			
	BBPET623	Managing Innovation & Creativity			
	BBPET624	Change Management and Organizational Development			
	BBPET625	Performance & Compensation Management			
	BBPET626	Team Building in organizations			
	BBPET627	Leadership Development			

PROGRAM ELECTIVE 3 (Systems Management) : BBPET63N					
Slot	Course Code	Course Title	L-T-P-R	Hours	Credit
D	BBPET631	System Analysis and Design	3-1-0-0	4	4
	BBPET632	Software Project Management			
	BBPET633	Econometrics			
	BBPET634	Human Resource Analytics			
	BBPET635	Marketing Analytics			
	BBPET636	Supply Chain Analytics			
	BBPET637	Information Security			

SEVENTH SEMESTER (July-December)													
Sl. No:	Slot	Course Code	Course Category	Course Title (Course Name)	Credit Structure				SS	Total Marks		Credits	Hrs./Week
					L	T	P	R		CIA	ESE		
1	A	BBPCT701	PCC	Introduction to Business Analytics	3	1	0	0	5	40	60	4	4
2	B	BBPET74N	PEC	Program elective – 4 (Finance)	3	1	0	0	5	40	60	4	4
3	C	BBPET75N	PEC	Program elective – 5 (Marketing)	3	1	0	0	5	40	60	4	4
4	D	BBPET76N	PEC	Program elective – 6 (General)	3	1	0	0	5	40	60	4	4
5	E	BBAET705	AEC#	Cross cultural management	3	0	0	0	4.5	40	60	2	3
6	F	BBMDT706	MDC#	Gandhian studies	3	0	0	0	4.5	40	60	2	3
7	G	BBPDRS707	PDC***	Project phase 1 & seminar	0	0	2	3	4	100	-	2	5
8	M	MNXXT708	PDC	Minor Course	3	1	0	0	5	40	60	4	4
Total									33/38			22/26	27/31

*** CIA only for PDC courses unless otherwise specified

PROGRAM ELECTIVE 4 (Financial Management) : BBPET74N					
Slot	Course Code	Course Title	L-T-P-R	Hours	Credit
B	BBPET741	Financial Markets and Institutions	3-1-0-0	4	4
	BBPET742	Direct and Indirect Taxes			
	BBPET743	Business Analysis & Valuation			
	BBPET744	Financial Analytics			
	BBPET745	Financial Modelling & Derivatives			
	BBPET746	Investment Analysis & Portfolio Management			
	BBPET747	Strategic Cost Management			

PROGRAM ELECTIVE 5 (Marketing Management) : BBPET75N					
Slot	Course Code	Course Title	L-T-P-R	Hours	Credit
C	BBPET751	Consumer Behaviour	3-1-0-0	4	4
	BBPET752	Digital Marketing			
	BBPET753	Rural Marketing			
	BBPET754	Marketing of Services			
	BBPET755	Customer Relationship Management			
	BBPET756	B2B Marketing			
	BBPET757	International Trade			

PROGRAM ELECTIVE 6 (General Management) : BBPET76N					
Slot	Course Code	Course Title	L-T-P-R	Hours	Credit
D	BBPET761	Hospitality Management	3-1-0-0	4	4
	BBPET762	Travel & Tourism Management			
	BBPET763	Airlines Management			
	BBPET764	Shipping Management			
	BBPET765	Corporate restructuring – Mergers & Acquisitions			
	BBPET766	Managing Public Private Partnerships			
	BBPET767	Family business			

EIGHTH SEMESTER (January-June)													
Sl. No:	Slot	Course Code	Course Category	Course Title (Course Name)	Credit Structure				SS	Total Marks		Credits	Hrs./Week
					L	T	P	R		CIA	ESE		
1	A	BBPCT801	PCC	Project Management	3	1	0	0	5	40	60	4	4
2	B	BBPCT802	PCC	Strategic Management	3	1	0	0	5	40	60	4	4
3	C	BBAET803	AEC#	Industry 4.0	3	0	0	0	4.5	40	60	2	3
4	E	BBPDI804	PDC***	Internship (to be completed in S7-S8 semester gap)				-		50	-	3	-
5	F	BBPDR805	PDC***	Project phase 2	0	0	0	12	12	100	-	5	12
Total									27			18	23

- Provision for extending the internship through semester 8 (for a maximum of 6 months) to be provided to students, as per the eligibility criteria given in the regulations..
- In such a case, the student/s can opt for online classes for theory courses or for equivalent MOOC courses approved by the University.
- They can also opt to do the final project at the place of internship itself under the guidance of a competent official.

*Activity Points				
Sl. No.	Group	Courses	Credits	Minimum Credit Requirements
1	I	NSS, NCC, NSO (National Sports Organization)	1 (40 Points)	3 Credits (One credit from each Group)
2		Arts/Sports/Games		
3		Union/Club Activities		
4	II	English Proficiency Certification (TOFEL, IELTS, BEC etc)	1 (40 Points)	
5		Aptitude Proficiency Certification (GRE, CAT, GMAT etc)		
6		Short Term Internship (Minimum 2 weeks), Training (Minimum 2 weeks), Conferences/Paper Presentation/ Workshop Activities/ Professional Body Activities, Participation in University level/State Level/ National Level Hackathons		
7	III	Journal Publication, Patents, Start-Up, Innovation, Winners of National/ International Level Hackathons	1 (40 Points)	
8		Skilling Certificates (Approved by the University)		

- A minimum of 120 Activity points is to be acquired for obtaining the 3 Activity Credits required in the curriculum.

Course Classification and Overall Credit Structure			
Sl. No.	Category	Code	Credits
1	Programme core courses	PCC	76
2	Programme elective courses	PEC	24
3	Multi-disciplinary course	MDC	12
4	Value added courses	VAC	12
5	Skill enhancement courses	SEC	19
6	Ability enhancement courses	AEC	12
7	General elective courses	GEC	2
8	Professional development courses (Seminar, project, internship etc.)	PDC	10
9	Mandatory Student Activities	MSA	3
Total Mandatory Credits			170

Minor baskets (PDC)						
Sem	Information Technology	Industrial Management	Financial Analytics	Mathematics	Business Analytics	Production Management
S3	MNITT308 Programming in Python	MNIMT308 Advanced Operations Research	MNFAT308 Financial Time Series Analysis	MNMAT308 Advanced Linear Algebra	MNBAT308 Introduction to Business Analytics and Data Science	MNPMT308 Production Planning & Control
S4	MNITT408 Internet of Things	MNIMT408 Work Systems Analysis	MNFAT408 Financial Reporting and Analysis	MNMAT408 Mathematical Optimization	MNBAT408 Financial Analytics	MNPMT408 Product Development & Design
S5	MNITT508 Cyber Security	MNIMT508 Six Sigma and Quality Management	MNFAT508 Optimization In Finance	MNMAT508 Random Process & Queueing Theory	MNBAT508 E-business and Information Management	MNPMT508 Total Quality Management
S6	MNITT608 Blockchain	MNIMT608 Human Factors in Manufacturing and Design	MNFAT608 Equity And Fixed Income	MNMAT608 Algebra & Number Theory	MNBAT608 Block Chain Technology	MNPMT608 Human Factors in Manufacturing and Design
S7	MNITT708 Responsible AI	MNIMT708 Facilities Layout Planning	MNFAT708 Big Data Analytics	MNMAT708 Functional Analysis	MNBAT708 Social media and Web analytics	MNPMT708 Facilities Layout Planning

Additional 20 credits for students opting a minor basket, 4 credits each for a course in a semester. Each course is to be at least 4 hours per week.

Dr. Libish T M
Director (Academic)
APJ Abdul Kalam Technological University

Dr. Vinu Thomas
Dean (Academic)
APJ Abdul Kalam Technological University

Course coding pattern

A course code is a unique identifier assigned to a specific academic course. It is a combination of letters and numbers that serves as a shorthand reference for the course. Each course is denoted by eight alpha numeric characters (five alphabets followed by three numerals).

Format – [YYXXCSKN]

Eg:- BBPCT103

The first five characters (YYXXC) will be alphabets representing

- Programme category (YY), eg:- BBA (Hons) – BB, University Core – UC
- Course category (XX), eg:- Programme Core - PC, Programme Elective Course - PE, Skill Enhancement Course -SE etc.
- Nature of the course (C), eg:- Theory - T, Seminar- S, Project - R, Internship - I etc.

The last three characters (SKN) will be digits representing

- Semester number (S), eg:- 1 for first semester, 2 for second semester etc. upto eighth semester
- Course sequence number (KN), eg:- 01 for first course in the semester, 02 for second course etc. for all courses other than programme elective courses.
- For programme elective course, K stands for programme elective number and N stands for course sequence number under each programme elective. Eg:- 41 for the first course listed under programme elective 4.

For Minor courses, the course coding will be

- Programme category (YY), eg:- Minor -MN
- Basket code (XX), eg:- Information Technology – IT, Industrial Management – IM etc.
- Nature of the course (C), eg:- Theory – T
- Semester number (S), eg:- 3 for third semester, 4 for fourth semester etc. upto seventh semester
- Course sequence number (KN), eg:- 08 if listed as number 8 in the list of courses under the semester

Course coding					
Programme category (YY)	Course category (XX)	Nature of course (C)	Semester number (S)	Course sequence number	
				K	N
BB – Programme specific UC – University core	PC – Programme core	T – Theory	1 to 8	0	1, 2, 3 etc. according to the sequence of the course in the semester
	SE – Skill Enhancement	S- Seminar			
	AE – Ability Enhancement	R – Project			
	MD – Multi-disciplinary	I – Internship			
	VA – Value added	M - MOOC			
	PD – Professional development				
	GE – General Elective				
	PE – Programme elective	Do	Do	Programme elective number	1, 2, 3 etc. according to the sequence of the course under a programme elective
MN - Minor	According to basket, IT – Information Technology IM – Information Management FA – Financial Analytics MA – Mathematics BA – Business Analytics PM – Production Management	Do	3 to 7	0	According to the sequence of the minor course in the semester, eg :- 8

Eg:-

- BBSET504 is a theory course of BBA (Hons) under the skill enhancement category offered in the 5th semester and numbered 4 in the list of courses under the semester.
- BBPET745 is a theory course of BBA (Hons) under the programme elective category offered in the 7th semester and numbered 5 in the list of courses under the programme elective 4.
- MNFAT408 is a theory course of BBA (Hons) under the Financial Analytics basket of the minor category offered in the 4th semester and numbered 8 in the list of courses under the semester.