



Datta Meghe Institute of Management Studies

Atrey Layout, Nagpur--- 440 022



Autonomous Institute Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University with NBA
Accredited MBA Program

SOE 2026 ONWARDS

BBA SOE – 2026

SEMESTER - I

SEMESTER	COURSE TYPE	COURSE CODE	COURSE TITLE	INSTRUCTION HOURS	CREDITS	INTERNAL ASSESSMENT		WRITTEN EXAMINATION		TOTAL MARKS	
						MAX	MIN	MAX	MIN	MAX	MIN
SEMESTER-I	CORE	C1101	Concepts and Practices of Business Management	30	3	40	0	60	12	100	40
		C1102	Financial Accounting for Business	40	4	40	0	60	12	100	40
		C1103	Business Statistics	40	4	40	0	60	12	100	40
	ABILITY	A1101	General English	20	2	40	0	60	12	100	40
		A1102	Business Communication	20	2	40	0	60	12	100	40
		A1103	MS-Excel in Business	30	3	40	0	60	12	100	40
	SKILL	S1101	AI Applications in Business	20	2	40	0	60	12	100	40
TOTAL				200	20	280		420	--	700	--

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SEMESTER II

SEMESTER	COURSE TYPE	COURSE CODE	COURSE TITLE	INSTRUCTION HOURS	CREDITS	INTERNAL ASSESSMENT		WRITTEN EXAMINATION		TOTAL MARKS	
						MAX	MIN	MAX	MIN	MAX	MIN
SEMESTER-II	CORE	C1201	Foundations of HR	30	3	40	0	60	12	100	40
		C1202	Foundations of Marketing	30	3	40	0	60	12	100	40
		C1203	Business Finance	40	4	40	0	60	12	100	40
		C1204	Business Economics	30	3	40	0	60	12	100	40
	ABILITY	A1201	Fundamentals of Business Analytics	30	3	40	0	60	12	100	40
	VALUE	V1201	SQL-Basic	20	2	40	0	60	12	100	40
	MULTI DISCIPLINARY	M1201	Indian Knowledge System	20	2	40	0	60	12	100	40
TOTAL				200	20	280		420	--	700	--

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SEMESTER III

SEMESTER	COURSE TYPE	COURSE CODE	COURSE TITLE	INSTRUCTION HOURS	CREDITS	INTERNAL ASSESSMENT		WRITTEN EXAMINATION		TOTAL MARKS	
						MAX	MIN	MAX	MIN	MAX	MIN
SEMESTER-III	CORE	C1301	Costing Intelligence for Business	40	4	40	0	60	12	100	40
		C1302	Business Law	30	3	40	0	60	12	100	40
	DISCIPLINE	D1301	Major Paper-I	40	4	40	0	60	12	100	40
		D1302	Minor Paper-I	40	4	40	0	60	12	100	40
	ABILITY	A1301	Business Intelligence	30	3	40	0	60	12	100	40
	VALUE	V1301	Data Analytics with Python	20	2	40	0	60	12	100	40
TOTAL											
				200	20	240		360	--	600	-

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SEMESTER IV

SEMESTER	COURSE TYPE	COURSE CODE	COURSE TITLE	INSTRUCTION HOURS	CREDITS	INTERNAL ASSESSMENT		WRITTEN EXAMINATION		TOTAL MARKS	
						MAX	MIN	MAX	MIN	MAX	MIN
SEMESTER IV	CORE	C1401	Fundamentals of Operations Management	30	3	40	0	60	12	100	40
		C1402	Business Research	30	3	40	0	60	12	100	40
	ABILITY	A1401	Machine Learning Fundamentals	30	3	40	0	60	12	100	40
	VALUE	V1401	Data Visualization with Tableau	30	3	40	0	60	12	100	40
	DISCIPLINE	D1401	Major Paper -II	40	4	40	0	60	12	100	40
		D1402	Minor Paper – II	40	4	40	0	60	12	100	40
TOTAL											
TOTAL				200	20	240		360	--	600	--

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SEMESTER V

SEMESTER	COURSE TYPE	COURSE CODE	COURSE TITLE	INSTRUCTION HOURS	CREDITS	INTERNAL ASSESSMENT		WRITTEN EXAMINATION		TOTAL MARKS	
						MAX	MIN	MAX	MIN	MAX	MIN
SEMESTER-V	CORE	C1501	Strategic Management	20	2	40	0	60	12	100	40
		C1502	Generative AI for Business Leaders	20	2	40	0	60	12	100	40
	DISCIPLINE	D1501	Major Paper - 3	40	4	40	0	60	12	100	40
		D1502	Major Paper - 4	40	4	40	0	60	12	100	40
		D1503	Minor Paper - 3	40	4	40	0	60	12	100	40
		D1504	Minor Paper - 4	40	4	40	0	60	12	100	40
TOTAL				200	20	240		360	--	600	--

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SEMESTER VI

SEMESTER	COURSE TYPE	COURSE CODE	COURSE TITLE	INSTRUCTION HOURS	CREDITS	INTERNAL ASSESSMENT		WRITTEN EXAMINATION		TOTAL MARKS	
						MAX	MIN	MAX	MIN	MAX	MIN
SEMESTER VI	CORE	C1601	Big Data Analytics	20	2	40	0	60	12	100	40
		C1602	AI Enabled Business Intelligence	20	2	40	0	60	12	100	40
	DISCIPLINE	D1601	Major Paper - 5	40	4	40	0	60	12	100	40
		D1602	Minor Paper - 5	40	4	40	0	60	12	100	40
	SKILL	S1601	Capstone Project		8					200	100
TOTAL				120	20					600	260

ABBREVIATIONS	NOMENCLATURE
A	ABILITY ENHANCEMENT COURSE
C	CORE COURSES
D	DOMAIN SPECIFIC ELECTIVE
S	SKILL ENHANCEMENT COURSE
M	MULTIDISCIPLINARY ELECTIVE COURSE
V	VALUE ADDITION COURSES

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DSE-DISCIPLINE SPECIFIC ELECTIVE

CLUSTERS	COURSE CODE	COURSE NAMES	SEMESTER	CREDITS
BUSINESS ANALYTICS	BA1301	Data Analytics using R	III	4
	BA1401	Cloud Computing	IV	4
	BA1501	Marketing Analytics	V	4
	BA1502	Applied Financial Analytics	V	4
	BA1601	Social Media Analytics	VI	4
FINANCE	F1301	Behavioural Finance	III	4
	F1401	Financial Planning	IV	4
	F1501	Sustainable Finance	V	4
	F1502	Financial Market Product & Services	V	4
	F1601	Financial Modelling	VI	4
HUMAN RESOURCE	H1301	Talent Acquisition & Management	III	4
	H1401	Compensation Management	IV	4
	H1501	Fundamentals of Performance Management	V	4
	H1502	HRD Systems & Strategies	V	4
	H1601	HR Analytics	VI	4
MARKETING	M1301	Fundamentals of Consumer Behaviour	III	4

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	M1401	Retail Marketing	IV	4
	M1501	Fundamentals of Sales & Distribution	V	4
	M1502	Rural Marketing	V	4
	M1601	Digital Marketing	VI	4

CREDIT MATRIX

SEMESTER	CREDITS	MARKS
FIRST SEMESTER	20	700
SECOND SEMESTER	20	700
THIRD SEMESTER	20	600
FOURTH SEMESTER	20	600
FIFTH SEMESTER	20	600
SIX SEMESTER	20	600
TOTAL	120	3800

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COURSE BIFURCATION

COURSE TYPE	Numbers	%
CORE COURSE	15	40.54
ABILITY ENHANCEMENT COURSE	6	16.22
MULTI-DISCIPLINARY ELECTIVE COURSES	1	2.7
SKILL ENHANCEMENT COURSE	2	5.41
VALUE ADDED COURSES	3	8.1
DISCIPLINE SPECIFIC ELECTIVE	10	27.03
TOTAL	37	100

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