

Department of Management Studies
BITS Pilani Dubai Campus
Bachelor of Business Administration (BBA) Honours

About the Programme:

The major highlights of the 4-year BBA programme (on-campus) are as follows:

- The programme aims to develop the fundamental knowledge and skills required to become efficient and responsible business managers and eventually, the leaders in the global economy.
- The curriculum has been designed to develop the ability to identify, analyze, and solve complex business problems across various business functions, including marketing management, human resource management, operations management, economics, accounting, and finance.
- The programme will provide the students the versatility of knowledge, analytical tools and skills sought out by the employers.
- The programme provides the students with the flexibility to choose courses from different domains of management under 'discipline electives' in order to create and customize their own specialization aligned with their specific interests.
- The programme provides the flexibility to choose 05 courses under open elective category from any domain of knowledge such as engineering, Data Science, Science or any branch of Social Sciences and Arts.
- The programme focuses on providing knowledge and competencies in the emerging areas of business management including business analytics and data driven decision making, financial analytics, digital transformation, and business management in a digitized economy.
- The programme ensures that our students are ready for the future-jobs in the digital and knowledge-based economies.
- The programme provides the students the opportunity to pursue two different internships programmes (PS-I and PS-II: total: 7.5 months) in the relevant companies to gain valuable experience and industry exposure; thereby, enhancing their employability.

Programme Learning Outcomes (PLOs)

Bachelor of Business Administration graduates will be able to innovate and design solutions and thereby successfully contributing to organizations in the commercial, private, public, and not-for-profit sectors. The program will prepare graduates to undertake the challenges in a dynamic and complex business environment by cultivating analytical thinking and creative approach while carrying out various managerial responsibilities. Graduates will develop the ability to effectively analyze empirical data for solving business problems and communicate clearly the findings and prescribe policies/decisions for further development of business.

On the successful completion of this programme, the students will be able to:

- 1) Acquire a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business
- 2) Apply the appropriate analytical and quantitative approaches to managerial decision-making situations
- 3) Demonstrate advanced elements of critical thinking to analyze issues, solve problems, and make business decisions
- 4) Integrate learning in the areas of general education, accounting & finance, economics, human resource management, and operations management and apply them to business strategy and policy

- 5) Communicate effectively in a business context in written form and in delivering professional oral presentations
- 6) Demonstrate awareness of the global economic, environmental, political, ethical, legal, and regulatory contexts of business practices
- 7) Demonstrate teamwork skills and lead a team to achieve the individual, group and organizational goals
- 8) Recognize entrepreneurial opportunities for new business ventures and evaluate their potential for business success

Normal Input (Eligibility Criteria):

For admission to this programme, candidates must have passed the requisite Qualifying Examination (with any stream), which is the General Secondary Education Certificate Examination of Ministry of Education, UAE or Senior School Certificate Examination of the Central Board of Secondary Education (CBSE-12th grade), New Delhi, India or IB or Advanced Level from Cambridge International Examination / Edexcel or its equivalent from any recognized State, National or International board or body. The minimum aggregate marks percentage is campus specific and for the Dubai Campus, the minimum requirement is 60% (or CGPA 6/10).

Mode of Admission:

Dubai Campus: Students will be shortlisted based on the aggregate percentage in the Qualifying Examination

Department(s) responsible for offering the program: Department of Management Studies

Course Structure:

Category	Number of Units Required	Number of Courses Required
(I) General Institutional Requirements		
Humanities Elective	9	3
Science and Engineering Foundation	6	2
Mathematics Foundation	12	4
Business Foundation	9	3
Technical Arts	12	4
General Awareness/Professional Courses	6	2
Sub-Total	54	18
(II) Discipline Requirements		
Core	42	14
Elective	18	6
Sub-Total	60	20
(III) Open Electives		
Open Electives	15	5
Course work Sub-Total	129	43
(IV) PS I or 2 Open Electives	5 (or) 6	1 (or) 2
(V) PS II (or) Thesis	20 (or) 16	1
Total	151 (min)	45 (min)

Semester-wise Pattern for Students Admitted to Bachelor of Business Administration (Honours) Programme								
Year	First Semester			U	Second Semester			U
I	MATH	F114	Mathematics for Business	3	MATH	F113	Probability and Statistics	3
	CS	F111	Computer Programming	4	BITS	F121	Introduction to Python	3
	BITS	F115	Introduction to Basic Sciences	3	BITS	F122	Introduction to Spreadsheet Analysis	2
	BITS	F319	Negotiation Skills and Techniques	2	BBA	F121	Business Ethics and Corporate Social Responsibility	3
	MGTS	F211	Principles of Management	3	ECON	F242	Microeconomics	3
	HSS	F211	Introduction to Arabic	3	BITS	F225	Environmental Studies	3
	CHI	N101T	Or Beginning Chinese OR Beginning French	3	BITS	F123	Introduction to Engineering	3
FRE	N101T		3					
				18				20
II	MATH	F212	Optimization	3	MGTS	F314	Essentials of Financial Management	3
	MGTS	F351	Organizational Behaviour	3	BBA	F221	Human Resource Management	3
	GS	F221	Business Communication	3	BBA	F222	Business Law and Compliance	3
	BBA	F211	Financial and Management Accounting	3	MGTS	F311	Marketing	3
	ECON	F243	Macroeconomics	3	ECON	F241	Econometric Methods	3
			Humanities/Open Elective	3			Humanities/Open Elective	3
				18				18
Summer BITS F221 Practice School – I OR Two Open Electives								
III	BITS	F414	Creating and Leading Entrepreneurial Organization	3	ECON	F434	International Business	3
	MF	F219	Operations Management	3	BBA	F321	Digital Enterprises	3
	BBA	F311	Design Thinking	4	BITS	F428	Essentials of Strategic Management	3
			Discipline Elective (3 courses)	9			Discipline Elective (3 courses)	9
				19				18
IV			Humanities/Open Elective (6 courses)	18	BITS	F412	Practice School-II	20
							or	or
					BITS	F421T	Thesis	16
				18				16/20

List of course under General Institutional Requirements

Course No.	Course Title	Units
a) Mathematics Foundation		
ECON F241	Econometric Methods	3
MATH F113	Probability and Statistics	3
MATH F114	Mathematics for Business	3
MATH F212	Optimization	3
b) Science and Engineering Foundation		
BITS F115	Introduction to Basic Sciences	3
BITS F123	Introduction to Engineering	3
c) Business Foundation		
ECON 242	Microeconomics	3
ECON 243	Macroeconomics	3
MGTS F211	Principles of Management	3
d) Technical Arts		
BITS F121	Introduction to Python	3
BITS F122	Introduction to Spreadsheet Analysis	2
CS F111	Computer Programming	4
GS F221	Business Communication	3
e) General Awareness / Professional Courses		
HSS F211 (or) CHI N101T (or) FRE N101T	Introduction to Arabic (or) Beginning Chinese (or) Beginning French	3
BITS F225	Environmental Studies	3
f) Humanities Electives		
Any 03 courses from the given list		9

II. Discipline Course Requirement

a) Core Courses (14 courses)

S. No.	Course No.	Course Title	Units
1	BBA F121	Business Ethics and Corporate Social Responsibility	3
2	BBA F211	Financial and Management Accounting	3
3	BBA F221	Human Resource Management	3
4	BBA F222	Business Law and Compliance	3
5	BBA F311	Design Thinking	4

S. No.	Course No.	Course Title	Units
6	BBA F321	Digital Enterprises	3
7	BITS F319	Negotiation Skills and Techniques	2
8	BITS F414	Creating and Leading Entrepreneurial Organization	3
9	BITS F428	Essentials of Strategic Management	3
10	ECON F434	International Business	3
11	MF F219	Operations Management	3
12	MGTS F311	Marketing	3
13	MGTS F314	Essentials of Financial Management	3
14	MGTS F351	Organizational Behaviour	3

b) Discipline Elective Courses (Any 06 courses)

Pool – I: Finance

S. No.	Course No.	Course Title	Units
1	BBA F341	Behavioral Finance	3
2	BBA F342	Fintech	3
3	BBA F343	Mergers and Acquisitions	3
4	BBA F411	Forensic Accounting	3
5	BBA F412	Islamic Finance	3
6	BITS F493	Business Analysis and Valuation	3
7	ECON F312	Money, Banking and Financial Markets	3
8	ECON F352	Management of Banks and Financial Institutions	3
9	ECON F356	Strategic Financial Management	3
10	ECON F413	Financial Engineering	3
11	FIN F243	Functions & Working of Stock Exchanges	3
12	FIN F311	Derivatives & Risk Management	3
13	FIN F313	Security Analysis & Portfolio Management	3
14	FIN F414	Financial Risk Analytics & Management	3

Pool – II: Marketing

S. No.	Course No.	Course Title	Units
1	BBA F344	Marketing Channels	3
2	BBA F355	International Marketing Strategies	3
3	BBA F345	Introduction to Consumer Behaviour	3
4	BBA F346	Marketing Research	3
5	BBA F413	Sales and Distribution Management	3
6	BBA F414	Introduction to Services Marketing	3
7	BBA F415	Customer Relationship Management	3
8	BBA F416	Fundamentals of Retailing	3
9	BITS F427	Digital Marketing	3

S. No.	Course No.	Course Title	Units
10	MGTS F313	Product and Brand Management	3
11	MGTS F433	Advertising and Sales Promotion	3

Pool – III: Business Analytics

S. No.	Course No.	Course Title	Units
1	BBA F345	Financial Analytics	3
2	BBA F346	Predictive Analytics	3
3	BBA F347	Marketing Analytics	3
4	BBA F348	People Analytics	3
5	BBA F417	Prescriptive Analytics	3
6	BBA F418	Pricing Analytics	3
7	BBA F419	Time Series Analysis and Forecasting	3
8	BITS F455	Analytics for Supply Chain	3

Pool – IV: Organizational Behaviour and Human Resource Management

S. No.	Course No.	Course Title	Units
1	BBA F349	Training and Development	3
2	BBA F350	Performance Management	3
3	BBA F351	Compensation Management	3
4	BBA F352	Strategic Human Resource Management	3
5	BBA F353	Organizational Change and Development	3
6	BBA F420	Work, Health and Safety	3
7	BBA F421	Leadership Skills	3
8	BBA F422	International Human Resource Management	3
9	BBA F423	Talent Management and Development	3
10	BBA F424	Strategic Leadership	3
11	BITS G517	Cross Cultural Management	3
12	GS F311	Introduction to Conflict Management	3
13	MF F453	Industrial Relations	3

Pool – V: Operations and Supply Chain

S. No.	Course No.	Course Title	Units
1	BBA F425	Introduction to Logistics Management	3
2	BITS F490	Project Management	4
3	ECON F344	Models in Operations Management	3
4	ECON F411	Project Appraisal	3
5	ME F412	Production Planning and Control	3
6	ME F443	Quality Control Assurance and Reliability	3
7	MF F319	Supply Chain Management	3

S. No.	Course No.	Course Title	Units
8	MF F321	Procurement Management	3
9	MF F418	Lean Manufacturing	3
10	MF F422	Supply Chain Modelling and Empirical Analysis	4
11	MF485	Sustainable manufacturing	3

III. Open Electives (Any 05 courses as given in the BITS Bulletin)

Note: The course (or its equivalent) under this category should be chosen which does not violate over prepared clause of academic regulations.

IV. Humanities Electives (Any 03 courses as given in the BITS Bulletin)

Note: The course (or its equivalent) under this category should be chosen which does not violate over prepared clause of academic regulations.

V. Project type courses (Any one):

S.No.	Course No.	Course Title	Units
1	BBA F266	Study Project*	3
2	BBA F366	Laboratory Project*	3
3	BBA F367	Laboratory Project*	3
4	BBA F376	Design Project*	3
5	BBA F377	Design Project*	3
6	BBA F491	Special Project*	3

*Though in total a student may avail at most 5 Project courses against Electives slots in any category, a maximum of 3 Project courses only may be permitted to meet the discipline electives requirement under the head of (Discipline) Electives