



# MIT | Arts, Commerce & Science College

An Autonomous College Affiliated to Savitribai Phule Pune University  
Accredited by NAAC with "A" Grade

## Bachelors of Business Administration

A.Y. 2026-27



MIT Arts, Commerce and Science College established by Prof. (Dr.) Vishwanath Karad in 2007 under the aegis of Maharashtra Academy of Engineering and Educational Research (MAEER) Pune, affiliated with Savitribai Phule Pune University and recognised by the Government of Maharashtra has emerged as a prominent institute emphasizing on quality education, research opportunities and exposure to advancing academic innovation and engaging students, staff, alumni, and other stakeholders to achieve its educational goals. Located in a peaceful and nurturing environment, the college is Equipped with top- notch infrastructure with latest technological advancements and excellent library facilities for seamless academic activities. Research and academic programmes are driven by our highly qualified and experienced faculty members who foster in-depth knowledge and practical skills through active learning, field visits, expert guidance, training programs, research support, and continuous assessment. We have the Training and Placement Cell who facilitates the process of campus placement, strives to help students in improving communication and employment- seeking skills and assist to explore the various job opportunities thus leading to best placements amongst educational institute in Pune.

### Awards, Affiliations and Recognition:

- MIT ACSC College is Accredited by NAAC with a CGPA of 3.21 on a Four point scale at 'A' Grade.
- Affiliated to Savitribai Phule Pune University and recognised by the Government of Maharashtra.
- Our educational institution in Pune, Maharashtra, has received the Education Excellence Award for achieving outstanding placements amongst other regional institutions.
- We are proud to have received the Best College Award in Rural Area for two consecutive years (2015-16 & 2016-17) from Savitribai Phule Pune University. We recognise our commitment to providing quality education in underserved areas.
- Our efforts towards student development have been acknowledged with the University Level Best College Award for 2017-18 by Savitribai Phule Pune University, underscoring our dedication to nurturing well-rounded individuals.
- We are ranked among the top colleges in India by India Today MDRA Best Colleges Ranking for 2018, 2019, 2020, and 2022, attesting to our reputation for excellence in education.
- MITACSC has secured the 3rd position in the prestigious TOP 10 EMERGING COLLEGES 2022, recognizing colleges established in or after 2010 for outstanding performance. The college is proud of its accomplishments and advancements and is committed to owning its promising future.

### ----- Undergraduate Programs -----

- |  |                                     |
|--|-------------------------------------|
| ❖ B.Com. ( Bachelor of Commerce)                       | ❖ B.Sc. ( Animation )               |
| ❖ BBA ( Bachelor of Business Administration)           | ❖ B.Sc. ( Computer Science )        |
| ❖ BBA ( International Business)                        | ❖ B.Sc. ( Cyber & Digital Science ) |
| ❖ BCA ( Science )                                      | ❖ B.Sc. ( Information Technology )  |
| ❖ B.Sc. ( Artificial Intelligence & Machine Learning ) | ❖ B.Sc. ( Data Science )            |

### ----- Postgraduate Programs -----

- |                                     |   |
|-------------------------------------|---|
| ❖ M.Sc. (Computer Science)          | ❖ M.Sc. (Computer Application)                                |
| ❖ M.Sc. (Data Science)              | ❖ M.Sc. ( Information Technology )                            |
| ❖ M.Sc. ( Cyber & Digital Science ) | ❖ M.Sc. (Industrial Mathematics with<br>Computer Application) |

### ----- Ph.D. -----

- ❖ Ph.D. - Mathematics

# Bachelor of Business Administration(BBA)

## ----- About the Course -----

Bachelor of Business Administration (BBA) program Endeavour's to impart knowledge related to business administration with practical exposure in various areas of business administration such as Financial Management, HR (Human Resource) Management, Marketing Management, etc. It is designed to provide students with comprehensive knowledge of all aspects of a business. This is a largely chosen and professionally recommended course for undergraduates since it offers a rich blend of general education; general management skills like communication, decision-making, leadership, teamwork and quantitative methods. It is a great stepping stone in practical learning and a building block to achieving expertise in your field. BBA graduates also gain an edge over the others because of the higher salary packages they are offered. MIT has designed this course with a balanced combination of immersive classroom lectures, internships, assignments, various seminars and guest lectures with industry experts. This course will train undergraduates to thrive in today's cut-throat times.

## ----- Specialisations in BBA -----

Following are some of the specialisations offered under BBA courses at MIT ACSC. Student can opt for any one of the following specialization from second year onwards.

- ❖ **Financial Management**
- ❖ **Marketing Management**
- ❖ **Human Resource Management**
- ❖ **Business Analytics**

## ----- Career Prospects after BBA -----

This course will give a competitive edge for applications in job profiles such as an accountant, investment banker, financial advisor, and loan officer. This course will make its candidates industry-ready and will simplify the transition into sales, finance, business development, human resources, and management careers. Student can expand his career scope to media, digital marketing, insurance, advertising, and many more. After successful completion of BBA, students may opt for higher education and pursue MBA in India and overseas.





## Eligibility

Candidates must have passed HSC/12th/10+2 from any stream or its equivalent from any recognized board.  
And  
Qualified MAH- BHMCT/ BCA/BBA/BBM/BMS CET 2026.

### ----- How to Apply ? -----

For Cet Exam apply on <https://cetcell.mahacet.org/>  
To apply for admission to the BBA program at MIT ACSC, applicants must fill out an application form online  
at <https://apply.mitacsc.ac.in/>

----- Program Structure -----

Bachelor of Business Administration   Level 4.5 ( FY BBA ) Semester I										
Course Type	Subject Code	Course Name	Teaching Scheme Hrs/Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TH	P	Total
Major Core	2503MJCT101	Essentials of Management	4	--	40	60	100	4	-	4
Major Core	2503MJCT102	Business Accounting	4	--	40	60	100	4	-	4
Major Core	2503MJCT103	Business Environment	2	--	20	30	50	2	-	2
VSC	2503VSCT101	Business Mathematics	2	-	20	30	50	2	-	2
IKS - Generic	2500IKST1A	Generic IKS	2	-	20	30	50	2	-	2
GE/OE	-	College Basket	2	-	20	30	50	2	-	2
AECC	2500AECT1A	Communication Skills for Managers - I	2	-	20	30	50	2	-	2
VEC	2500VECT0A	Indian constitution and Democracy	2	-	20	30	50	2	-	2
CC	2500CCCT1	Sports/NSS/NCC/Yoga Education/Health and Wellness/Fine Arts- I	-	-	-	-	-	-	2	2
		<b>Total</b>	<b>20</b>		<b>200</b>	<b>300</b>	<b>500</b>	<b>20</b>	<b>2</b>	<b>22</b>

Bachelor of Business Administration   Level 4.5 ( FY BBA ) Semester II										
Course Type	Subject Code	Course Name	Teaching Scheme Hrs/Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TH	P	Total
Major Core	2503MJCT201	Principles of Finance	4	--	40	60	100	4	-	4
Major Core	2503MJCT202	Principles of Marketing	4	--	40	60	100	4	-	4
Major Core	2503MJCT203	Principles of Human Resource Management & Organizational Behaviour	2	--	20	30	50	2	-	2
VSC	2503VSCT201	Setting up an Enterprise	2	-	20	30	50	2	-	2
GE/OE	-	College Basket	2	-	20	30	50	2	-	2
SEC	2503SECT201	Business Statistics	2	-	20	30	50	2	-	2
AECC	2500AECCT2A	Communication Skills for Managers - II	2	-	20	30	50	2	-	2
VEC	2500VECT0B	Environmental Science	2	-	20	30	50	2	-	2
CC	2500CCCT2	Sports/NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	-	-	-	-	-	-	2	2
		<b>Total</b>	<b>20</b>		<b>200</b>	<b>300</b>	<b>500</b>	<b>20</b>	<b>2</b>	<b>22</b>

----- Program Structure -----

Bachelor of Business Administration | Level 5 ( SY BBA ) Semester III

Course Type	Subject Code	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TH	P	Total
<b>Finance</b>										
Major Core	2503MJCT301A	Management Accounting	4	--	40	60	100	4	-	4
Major Core	2503MJCT302A	Cost Accounting	2	--	20	30	50	2	-	2
<b>Marketing</b>										
Major Core	2503MJCT301B	Consumer Behaviour and Sales Management	2	-	40	60	100	4	-	4
Major Core	2503MJCT302B	Legal Aspects in Marketing	2	-	20	30	50	2	-	2
<b>HRM</b>										
Major Core	2503MJCT301C	Human Resource Management Functions & Practices	4	-	40	60	100	4	-	4
Major Core	2503MJCT302C	Performance and Reward Management	2	-	20	30	50	2	-	2
<b>Business Analytics</b>										
Major Core	2503MJCT301E	Business Modelling with Excel	4	-	40	60	100	4	-	4
Major Core	2503MJCT302E	Statistics with R	2	-	20	30	50	2	-	2
Minor	2503MNRT301	Management Accounting	4	-	40	60	100	4	-	4
	2503MNRT302	Consumer Behaviour and Sales Management								
	2503MNRT303	Human Resource Management Functions & Practices								
	2503MNRT304	Entrepreneurial Mindset and Leadership								
	2503MNRT305	Business Modelling with Excel								
	2503MNRT306	Fundamentals of Digital Tools for Business								
<b>Common Courses</b>										
VSC	2503VSCT301	Story Telling Skills	2	2	20	30	50	2		
IKS Major Specific	2503IKST3B	Management thoughts in ancient India	2	2	20	30	50	2		
FP	2503FCEP307A	Community Engagement Programme or Field Project	2	2	20	30	50	2		
GE/OE	-	College Basket	2	-	20	30	50	2		2
SEC	2503SECT301	Certificate Course	2	-	20	30	50	2		2
AECC (Any One)	2500AEC3A	Marathi - I	2	-	20	30	50	2	-	2
	2500AEC3B	Hindi - I								
	2500AEC3C	Sanskrit - I								
	2500AEC3D	German - I								
	2500AEC3E	French - I								
<b>Total</b>			22	-	220	330	550	22	0	22

----- Program Structure -----

Bachelor of Business Administration | Level 5 ( SY BBA ) Semester IV

Course Type	Subject Code	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TH	P	Total
<b>Finance</b>										
Major Core	2503MJCT401A	Business Taxation	4	--	40	60	100	4	-	4
Major Core	2503MJCT402A	Financial Markets and Services	2	--	20	30	50	2	-	2
<b>Marketing</b>										
Major Core	2503MJCT401B	Advertising and Promotion Management	2	-	40	60	100	4	-	4
Major Core	2503MJCT402B	Retail Management	2	-	20	30	50	2	-	2
<b>HRM</b>										
Major Core	2503MJCT401C	Employee Recruitment & Record Management	4	-	40	60	100	4	-	4
Major Core	2503MJCT402C	Cross - Cultural Human Resource and International Relations	2		20	30	50	2	-	2
<b>Business Analytics</b>										
Major Core	2503MJCT401E	Python Programming for Analytics	4	-	40	60	100	4	-	4
Major Core	2503MJCT402E	Visualisation with Power BI	2		20	30	50	2	-	2
Minor (any one from other than major discipline)	2503MNRT401	Business Taxation	4	-	40	60	100	4	-	4
	2503MNRT402	Advertising and Promotion Management								
	2503MNRT403	Employee Recruitment & Record Management								
	2503MNRT404	Entrepreneurial Finance								
	2503MNRT405	Python Programming for Analytics								
	2503MNRT406	Data Visualization and Analytics for Business								
<b>Common Courses</b>										
VSC	2503VSCT401	Intellectual Property Rights (IPRs)	2	2	20	30	50	2		
FP	2503FCEP401	Field Project Related to Major Subject	2	2	20	30	50	2		
GE/OE	-	College Basket	2	-	20	30	50	2		2
SEC	2503SECT401	Certificate Course	2	-	20	30	50	2		2
AECC (Any One)	2500AEC4A	Marathi - II	2	-	20	30	50	2	-	2
	2500AEC4B	Hindi - II								
	2500AEC4C	Sanskrit - II								
	2500AEC4D	German - II								
	2500AEC4E	French - II								
CC	2500CCCT4	Sports/NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-III	-	2					2	2
	<b>Total</b>		<b>22</b>	<b>-</b>	<b>200</b>	<b>300</b>	<b>500</b>	<b>20</b>	<b>2</b>	<b>22</b>

----- Program Structure -----

Bachelor of Business Administration | Level 5.5 ( TY BBA ) Semester V

Course Type	Subject Code	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TH	P	Total
<b>Finance</b>										
Major Core	2503MJCT501A	Legal Aspects in Finance	4	--	40	60	100	4	-	4
	2503MJCT502	Research Methodology	2	--	20	30	50	2	-	2
	2503MJCT503A	Analysis of Financial Statements								
<b>Marketing</b>										
Major Core	2503MJCT501B	Digital Marketing	2	-	40	60	100	4	-	4
	2503MJCT502	Research Methodology	2	-	20	30	50	2	-	2
	2503MJCT503B	Marketing Environment Analysis and Strategies								
<b>HRM</b>										
Major Core	2503MJCT501C	Legal Aspects in HRM	4	-	40	60	100	4	-	4
	2503MJCT502	Research Methodology	2		20	30	50	2	-	2
	2503MJCT503C	Organizational Change Management								
<b>Business Analytics</b>										
Major Core	2503MJCT501E	Visualisation with Tableau	4	-	40	60	100	4	-	4
Major Core	2503MJCT502	Research Methodology	2		20	30	50	2	-	2
Major Core	2503MJCT503E	DBMS with SQL	3	-	30	45	75	3	-	3
Major Elective	2503MJET501	Business Economics - Micro & Macro	4	-	40	60	100	4	-	4
	2503MJET502	Strategic Management								
Minor	2503MNRT501	Legal Aspects in Finance	4		40	60	100	4		4
	2503MNRT502	Digital Marketing								
	2503MNRT503	Legal Aspects in HRM								
	2503MNRT504	Startups and Venture Capital								
	2503MNRT505	Visualisation with Tableau								
	2503MNRT506	AI Tools for Business Applications								
VSC	2503VSCT501	Design Thinking and Innovation	2	2	20	30	50	2		2
FP	2503FCEP501	Related to Major Subject	-	2	-	-	-	-	2	2
	<b>Total</b>		<b>10</b>	<b>2</b>	<b>100</b>	<b>150</b>	<b>250</b>	<b>10</b>	<b>2</b>	<b>12</b>

----- Program Structure -----

Bachelor of Business Administration   Level 5.5 ( TY BBA ) Semester VI										
Course Type	Subject Code	Course Name	Teaching Scheme Hrs/Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TH	P	Total
<b>Finance</b>										
Major Core	2503MJCT601A	Security Analysis and Portfolio Management	4	--	40	60	100	4	-	4
	2503MJCT602A	International Financial Management	3	--	40	60	100	3	-	3
	2503MJCT603	Business Law	3	--	40	60	100	3	-	3
<b>Marketing</b>										
Major Core	2503MJCT601B	International Marketing Management	4	--	40	60	100	4	-	4
	2503MJCT602B	Introduction to Export Marketing	3	--	40	60	100	3	-	3
	2503MJCT603	Business Law	3	--	40	60	100	3	-	3
<b>HRM</b>										
Major Core	2503MJCT601C	International Human Resource Management	4	--	40	60	100	4	-	4
	2503MJCT602C	Industrial Relations Management	3	--	40	60	100	3	-	3
	2503MJCT603	Business Law	3	--	40	60	100	3	-	3
<b>Business Analytics</b>										
Major Core	2503MJCT601E	Business Analytics	4	-	40	60	100	4	-	4
Major Core	2503MJCT602E	Generative AI Applications	3		20	30	50	2	-	2
Major Core	2503MJCT603	Business Law	3	-	30	45	75	3	-	3
Major Elective	2503MJET601	International Economics	4	-	40	60	100	4	-	4
	2503MJET602	Entrepreneurship and Start – Up Ecosystem								
Minor	2503MNRT601	Security Analysis and Portfolio Management	4		40	60	100	4		4
	2503MNRT602	International Marketing Management								
	2503MNRT603	International Human Resource Management								
	2503MNRT604	Enterprise Growth and Succession								
	2503MNRT605	Business Analytics								
	2503MNRT607	E-Commerce and AI in Marketing								
OJT	2503OJT601	On the Job Training	2	2	20	30	50	2		2
Total			10	2	100	150	250	10	2	12

OR

Bachelor of Business Administration   Level 5.5 ( TY BBA ) Semester VI (Online)										
<b>Finance</b>										
Major Core	2503MJCT601A	Security Analysis and Portfolio Management	4	--	40	60	100	4	-	4
	2503MJCT603	Business Law	2	--	20	30	50	2	-	2
<b>Marketing</b>										
Major Core	2503MJCT601B	International Marketing Management	4	--	40	60	100	4	-	4
	2503MJCT603	Business Law	2	--	20	30	50	2	-	2
<b>HRM</b>										
Major Core	2503MJCT601C	International Human Resource Management	4	--	40	60	100	4	-	4
	2503MJCT603	Business Law	2	--	20	30	50	2	-	2
<b>Business Analytics</b>										
Major Core	2503MJCT601E	Management Function Analytics - I	4	-	40	60	100	4	-	4
Major Core	2503MJCT603	Business Law	2		20	30	50	2	-	2
Major Elective	2503MJET601	International Economics	4	4	40	60	100	4		4
	2503MJET602	Entrepreneurship and Start – Up Ecosystem								
SLIP	2503SLIP601	Semester Long Internship	-	12	-	-	-	-	12	12
Total			10	12	100	150	250	10	2	12

----- Program Structure -----

Bachelor of Business Administration | Level 6 (Forth Year BBA) Semester VII

Course Type	Subject Code	Course Name	Teaching Scheme Hrs/Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TH	P	Total
<b>Finance</b>										
Major Core	2503MJCT701A	Financial Planning and Wealth Management	4	--	40	60	100	4	-	4
	2503MJCT702A	Mergers, Acquisitions & Corporate Restructuring	4	--	40	60	100	4	-	4
	2503MJCT703A	Financial Analytics	4	-	40	60	100	4	-	4
<b>Marketing</b>										
Major Core	2503MJCT701B	Brand Management	4	-	40	60	100	4	-	4
	2503MJCT702B	Demand Analysis & Sales Forecasting	4	-	40	60	100	4	-	4
	2503MJCT703B	Marketing Analytics	4	-	40	60	100	4	-	4
<b>HRM</b>										
Major Core	2503MJCT701C	Compensation Management	4	-	40	60	100	4	-	4
	2503MJCT702C	Talent Management	4	-	40	60	100	4	-	4
	2503MJCT703C	HR Analytics	4	-	40	60	100	4	-	4
<b>Business Analytics</b>										
Major Core	2503MJCT701E	Management Function Analytics - II	4	-	40	60	100	4	-	4
Major Core	2503MJCT702E	Data Analytics & Visualization - II (Theory + Lab)	4	-	40	60	100	4	-	4
Major Core	2503MJCT703E	Research Methodology in Business Analytics - I	4	-	40	60	100	4	-	4
Major Elective	2503MJET701	Business Project Management	4	-	40	60	100	4	-	4
	2503MJET702	Management Information System	4	-	40	60	100	4	-	4
RM	2503RMT701	Advanced Research Methodology	4	-	40	60	100	4	-	4
	<b>Total</b>		<b>20</b>	<b>0</b>	<b>200</b>	<b>300</b>	<b>500</b>	<b>20</b>	<b>0</b>	<b>20</b>

----- Program Structure -----

Bachelor of Business Administration   Level 6 ( Forth Year BBA ) Semester VIII										
Course Type	Subject Code	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TH	P	Total
<b>Finance</b>										
Major Core	2503MJCT801A	Strategic Financial Management	4	--	40	60	100	4	-	4
	2503MJCT802A	Financial Risk Management	4	--	40	60	100	3	-	4
	2503MJCT803A	FOREX and Treasury Management	4	--	40	60	100	3	-	4
<b>Marketing</b>										
Major Core	2503MJCT801B	Tourism and Hospitality Marketing	4	--	40	60	100	4	-	4
	2503MJCT802B	Retailing Analytics	4	--	40	60	100	3	-	4
	2503MJCT803B	Industrial Marketing	4	--	40	60	100	3	-	4
<b>HRM</b>										
Major Core	2503MJCT801C	Industrial Psychology	4	--	40	60	100	4	-	4
	2503MJCT802C	Leadership, Influence and Power	4	--	40	60	100	3	-	4
	2503MJCT803C	Industrial Relations and Labour Law	4	--	40	60	100	3	-	4
<b>Business Analytics</b>										
Major Core	2503MJCT801E	Developing Managerial Analytics unit & culture	4	-	40	60	100	4	-	4
	2503MJCT802E	Fundamentals of Dataware Housing	4		20	30	50	2	-	4
	2503MJCT803E	Introduction of Data Science	4	-	30	45	75	3	-	4
Major Elective	2503MJET801	Commercialisation Strategies	4	-	40	60	100	4	-	4
	2503MJET802	Corporate Social Responsibility								
FP/OJT	2503OJT801	On the Job Traning	-	4	40	60	100	-	4	4
	<b>Total</b>		<b>16</b>	<b>4</b>	<b>160</b>	<b>240</b>	<b>400</b>	<b>16</b>	<b>4</b>	<b>20</b>

OR

Bachelor of Business Administration   Level 6 ( Forth Year BBA ) Semester VIII										
Course Type	Subject Code	Course Name	Teaching Scheme Hrs/ Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TU	PR	Total
<b>Finance</b>										
MOOC Courses		MOOC Courses Related to Specilisation	-	--	-	-	-	12	-	12
OJT	2503OJT801A	Semester Long Internship	-	-	-	-	-	-	8	8
	<b>Total</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>12</b>	<b>8</b>	<b>20</b>

----- Program Structure -----

BBA Autonomy Structure (2024 Pattern) | Level 5.5 TY BBA - Semester V

Course Type	Subject Code	Course Name	Teaching Scheme Hrs/Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TH	P	Total
<b>Finance</b>										
Major Core I	2403MJCT501	Research Methodology	4	--	40	60	100	4	-	4
Major Core II	2403MJCT502A	Legal Aspects in Finance	4	--	40	60	100	4	-	4
Major Core III	2403MJCT503A	Cases in Finance	4	--	40	60	100	4	-	4
Major Elective I	2403MJET501A	Analysis of Financial Statements	4	--	40	60	100	4	-	4
Major Elective II	2403MJET502A	FinTech and Financial Services	4	--	40	60	100	4	-	4
<b>Marketing</b>										
Major Core I	2403MJCT501	Research Methodology	4	--	40	60	100	4	-	4
Major Core II	2403MJCT502B	Digital Marketing	4	--	40	60	100	4	-	4
Major Core III	2403MJCT503B	Cases in Marketing	4	--	40	60	100	4	-	4
Major Elective I	2403MJET501B	Marketing Environment Analysis & Strategies	4	--	40	60	100	4	-	4
Major Elective II	2403MJET502B	Rural & Agri Marketing	4	--	40	60	100	4	-	4
<b>HRM</b>										
Major Core I	2403MJCT501	Research Methodology	4	--	40	60	100	4	-	4
Major Core II	2403MJCT502C	Legal Aspects in HRM	4	--	40	60	100	4	-	4
Major Core III	2403MJCT503C	Cases in HRM	4	--	40	60	100	4	-	4
Major Elective I	2403MJET501C	Organizational Change Management	4	--	40	60	100	4	-	4
Major Elective II	2403MJET502C	Human Resource Business Partner I (HRBP)	4	--	40	60	100	4	-	4
Minor	2403MNRT501A	Legal Aspects in Finance	2	-	20	30	50	2	-	2
	2403MNRT501B	Digital Marketing								
	2403MNRT501C	Legal Aspects in HRM								
VSC	2403VSCT501	Design Thinking and Innovation	2	-	20	30	50	2	-	2
FP	2403FP501	Related to Major Course	2	-	20	30	50	2	-	2
Total			22	-	220	330	550	22	-	22

BBA Autonomy Structure (2024 Pattern) | Level 5.5 TY BBA - Semester VI

Course Type	Subject Code	Course Name	Teaching Scheme Hrs/Week		Examination Scheme and Marks			Credits		
			TH	P	CCE	EE	Total	TH	P	Total
<b>Finance</b>										
Major Core I	2403MJCT601A	Security Analysis and Portfolio Management	4	--	40	60	100	4	-	4
Major Elective I	2403MJET601A	International Financial Management	4	--	40	60	100	4	-	4
Major Elective II	2403MJET602A	Personal Finance and Wealth Management	4	--	40	60	100	4	-	4
<b>Marketing</b>										
Major Core I	2403MJCT601B	International Marketing Management	4	--	40	60	100	4	-	4
Major Elective I	2403MJET601B	Brand Management	4	--	40	60	100	4	-	4
Major Elective II	2403MJET602B	Customer Relationship Management	4	--	40	60	100	4	-	4
<b>HRM</b>										
Major Core I	2403MJCT601C	International Human Resource Management	4	--	40	60	100	4	-	4
Major Elective I	2403MJET601C	Industrial Relations Management	4	--	40	60	100	4	-	4
Major Elective II	2403MJET602C	Human Resource Business Partner II (HRBP)	4	--	40	60	100	4	-	4
Major Core II	2403MJCT602	Entrepreneurship and Start-up Ecosystem	4	-	40	60	100	2	-	4
Major Core III	2403MJCT603	Business Law	4	-	40	60	100	2	-	4
VSC	2403VSDT601	Setting up an Enterprise	2	-	20	30	50			2
OJT		On the Job Training	-	-	40	60	100			4
Total			18	-	220	330	550	22	-	22

# Departmental Activities

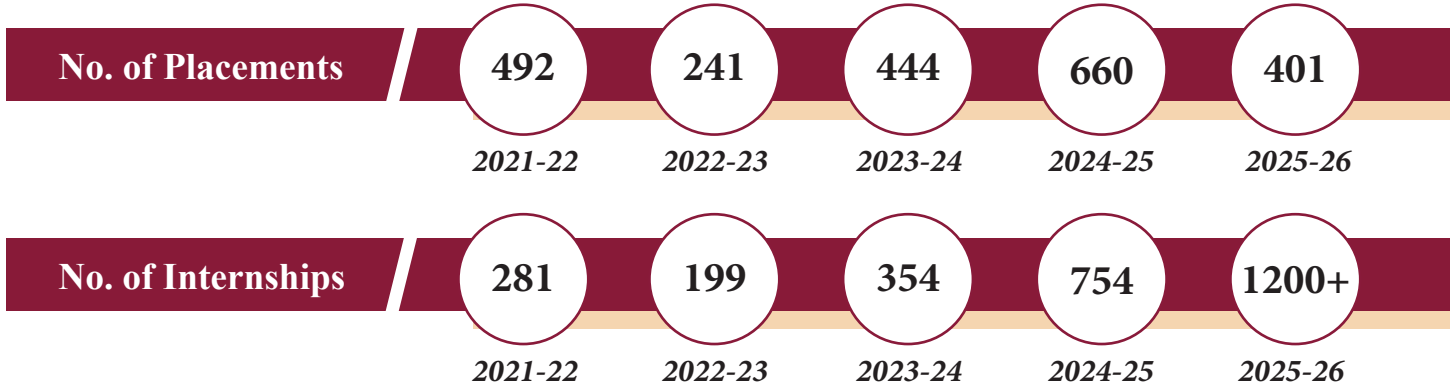
- Scifari-Flagship Event
- Vocational skill development sessions
- Expert Guidance Sessions
- Study Visits
- Add on courses
- Student centric evaluation system
- Student mentoring
- Workshops, Seminars, Guest interviews, Special shoot
- Awareness of Human Rights
- Professional Consultation Programs
- Connect with Parents
- Celebration of Special days
- College Level News Bulletin
- Club activities and competitions
- Research publication by students along with teacher



# Training & Placement



- ✓ 100 % Assistance for Placements & Internships
- ✓ Campus Recruitment Training - Soft Skills & Aptitude
- ✓ Corporate Outreach Activities
- ✓ Industry Expert Talks
- ✓ Dedicated Software Implementation for Internships & Placements



# MIT ACSC CAMPUS



Class Room



Digital Library



Indoor Sports



Library



Library



Class Room



Computer Lab



Canteen



Cultural Room



Class Room



Electronic Lab



AV Studio



Canteen



Outdoor Sports



Garden Area

*A centre of enlightenment, freedom of thought, and academic excellence.*



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