



MIE-SPPU
Institute of Higher Education
Doha-Qatar

*In
Collaboration
With*



**SAVITRIBAI PHULE
PUNE UNIVERSITY**

MIE – SPPU

INSTITUTE OF HIGHER EDUCATION

DOHA-QATAR

Syllabus Structure

Bachelor of Business Administration

General Management

First Year BBA (General Management) Course

Subject Code	Course Type	Course Name	Hours	Credits
Semester - 01 (Total Credits 16)				
101	Core Paper - I	Business Economics - I	45	3
102	Core Paper - II	Business Research Methods	45	3
103	Major Paper - I	Essentials of Marketing	45	3
104	Major Paper - II	Managerial Accounting	45	3
105	Minor Papers	Perspectives on Management	15	1
106	Elective Papers	Consumer Economics/Communication Psychology (Any One)	15	1
107	Skill Based Paper	Business Communication	15	1
108	Experiential Learning	Workshop/ Internship/ Study Tour/ Community Work / Group/ Individual Project/ Environmental Science/ Seminar / Emerging Trends	15	1
Total Hours/Credits			240	16

Semester – 02 (Total Credits 17)				
201	Core Paper - I	Statistics for Research	45	3
202	Core Paper - II	Business Economics – II / Micro Economics	45	3
203	Major Paper - I	Marketing Management	45	3
204	Major Paper - I	Financial Management - I	45	3
205	Minor Papers	Innovation and Entrepreneurship	15	1
206	Elective Papers	Organizational Behaviour	15	1
207	Skill Based Paper	Selling & Negotiation Skills	15	1
208	Experiential Learning	Workshop/ Internship/ Study Tour/ Community Work / Group/ Individual Project/ Environmental Science/ Seminar / Emerging Trends	15	1
209		Qatar History		1
Total Hours/Credits			255	17

Second Year BBA (General Management) Course

Subject Code	Course Type	Course Name	Hours	Credits
Semester - 03 (Total Credits 16)				
301	Core Paper - I	Operations Management	45	3
302	Core Paper - II	Human Resource Management	45	3
303	Major Paper - I	Digital Business -1	45	3
304	Major Paper - II	Start-up and New Venture Management-I	45	3
305	Minor Papers	Geopolitics & World Economic Systems	15	1
306	Elective Papers	Critical Ideas in 21st Century / Counselling	15	1
307	Skill Based Paper	Spreadsheet Applications -1	15	1
308	Experiential Learning	Workshop/ Internship/ Study Tour/ Community Work / Group/ Individual Project/ Seminar / Emerging Trends	15	1
Total Hours/Credits			240	16

Semester - 04 (Total Credits 16)				
401	Core Paper - I	Supply Chain Management	45	3
402	Core Paper - II	Legal Aspects of Business	45	3
403	Major Paper - I	Digital Business -2	45	3
404	Major Paper - II	Start-up and New Venture Management-II	30	2
405	Minor Papers	Leadership and Change Management	30	2
406	Elective Papers	Project Management/Financial Management - II	15	1
407	Skill Based Paper	Spreadsheet Applications -2	15	1
408	Experiential Learning	Entrepreneurship Related Activity	15	1
Total Hours/Credits			240	16

Third Year BBA (General Management) Course

Subject Code	Course Type	Course Name	Hours	Credits
Semester - 05 (Total Credits 16)				
501	Core Paper - I	Business Systems & Procedures	45	3
502	Core Paper - II	Business Modelling and Plan	45	3
503GM	Major Paper - I	Consumer Behaviour	45	3
504GM	Major Paper - II	Sales and Distribution Management	45	3
505	Minor Papers	Design Thinking	15	1
506	Elective Papers	Business Finance & Ethics/Banking - I	15	1
507	Skill Based Paper	Cross- Cultural Diversity Management	15	1
508	Experiential Learning	Workshop/ Internship/ Study Tour/ Community Work / Group/ Individual Project/ Seminar / Emerging Trends	15	1
Total Hours/Credits			240	16

Semester - 06 (Total Credits 16)				
601	Core Paper - I	Corporate Governance	45	3
602	Core Paper - II	International Business Management	45	3
603 GM	Major Paper - III	Customer Relationship Management	45	3
604 GM	Major Paper - IV	MSMEs and family-based Business	45	3
605	Minor Papers	Management Information Systems	15	1
606	Elective Papers	Corporate Social Responsibility/ Finance - I	15	1
607	Skill Based Paper	Digital Marketing	15	1
608	Experiential Learning	Workshop/ Internship/ Study Tour/ Community Work / Group/ Individual Project/ Seminar / Emerging Trends	15	1
Total Hours/Credits			240	16

Fourth Year BBA (General Management) Course

Subject Code	Course Type	Course Name	Hours	Credits
Semester - 07 (Total Credits 18)				
701	Core Paper - I	Industrial Relations and Strategic Management	60	4
702	Core Paper - II	Integrated Marketing Communication (IMC)	60	4
703GM	Major Paper - V	Summer Internship Project (SIP)*	60	4
704	Elective Papers	Social Media and Etiquettes/Banking -II	30	2
705	Experiential Learning	Dissertation (Report Writing)	60	4
Total Hours/Credits			270	18

* Summer Internship Project (SIP) is supposed to start in collaboration with some industry/organization immediately after the end of the 6th semester.

Semester - 08 (Total Credits 15)				
801	Core Paper - I	Current Trends in Business	60	4
802	Core Paper - II	International Relations	60	4
803GM	Major Paper - VI	Internship#	60	4
804	Skill Based Paper	Presentation on Internship	45	3
Total Hours/Credits			225	15

#Internship is supposed to start in guidance with allocated Internal Guide immediately after the end of the 7th semester & should be aligned with SIP of the previous semester.