

Bachelor of Business Administration (BBA) in Marketing and Supply Chain Management (Honours/Honours with Research)

Duration: 3 Years (6 Semesters) / 4 Years (8 Semesters) | Timings: 09:00 AM - 04:00 PM

Programme Description:

The Bachelor of Business Administration (BBA) in Marketing and Supply Chain Management equips the learner with a powerful skill set, integrating the worlds of marketing and logistics. Students pursuing the programme will gain a comprehensive understanding of how these two functions work hand-in-hand to propel businesses forward. BBA MSM will help you develop a clear understanding and framework required to produce and distribute various products and services, especially at international level.

Program Objectives:

- Understand how the process of marketing drives demand and supply chains and fulfill it in the dynamic business environment.
- Master industry-relevant skills in market research, demand forecasting, logistics, inventory management, and digital marketing.
- Explore various career paths including Procurement, Freight Management, Marketing, and Operations through our interdisciplinary program.
- Position yourself for future success with a strong foundation for pursuing an MBA or MS in Marketing or Supply Chain Management after graduation.
- Stay current with the latest trends and technologies, including SEO, Integrated Marketing Communications, and cutting-edge digital marketing techniques.
- Acquire practical skills in designing and implementing efficient supply chain models, and optimizing inventory management to gain a competitive advantage.

Programme Highlights:

- Develop comprehensive understanding of Marketing and Supply Chain domains of business administration.
- Skill development matching with industry needs.
- Advanced specialization in specialized areas like Procurement, Freight Management, Marketing, and Operations with our interdisciplinary program.
- Opportunity to expand your specialized higher education possibilities like a Masters in Marketing or Supply Chain Management.
- Stay updated with a curriculum covering SEOs, Integrated Marketing Communications, and digital marketing techniques.
- Acquire transversal skills to design and implement supply chain models, optimizing inventory management.

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Course Structure

<p>Semester I</p> <ol style="list-style-type: none"> 1. Management and Behavioural Process 2. Financial Accounting 3. Introduction to Supply Chain Management 4. Introduction to Project Management 5. Multi-Disciplinary Course 6. English 	<p>Semester II</p> <ol style="list-style-type: none"> 1. Financial Management 2. Marketing Management 3. Inventory Management and Forecasting 4. Sales and Negotiation Management 5. Multi-Disciplinary Course 6. English 7. Social concern project
<p>Semester III</p> <ol style="list-style-type: none"> 1. Cost and Management Accounting 2. Human Resource Management 3. Services Marketing 4. Multi-Disciplinary Course (SWAYAM) 5. Language 6. Digital Marketing 7. Fundamentals of Quantitative Analysis 	<p>Semester IV</p> <ol style="list-style-type: none"> 1. Statistics and Research Methodology 2. Entrepreneurship Development 3. Production and Operations Management 4. Language 5. Industry Review Project 6. Data Analytics for Marketing 7. Digital tools for Supply Chain Management
<p>Semester V</p> <ol style="list-style-type: none"> 1. Taxation Law 2. B2B Marketing 3. Summer Internship <p>Discipline Specific Electives (Marketing and Supply Chain Management)</p>	<p>Semester VI</p> <ol style="list-style-type: none"> 1. Business Laws 2. Quality Management and Lean Six Sigma 3. Dissertation (Research Project) <p>Discipline Specific Electives (Marketing and Supply Chain Management)</p>

Honours/Honours with Research

<p>Semester VII</p> <ol style="list-style-type: none"> 1. Management Theory and Practice 2. Business Research Methods 3. Quantitative Research 4. Business Strategy 	<p>Semester VIII</p> <ol style="list-style-type: none"> 1. Qualitative Research 2. Business Simulation 3. Interdisciplinary Course 4. Internship/ Dissertation
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5. Environment, Society and Governance	
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Eligibility: 10+2 level (Karnataka PUC | ISC | CBSE | NIOS | IGCSE | IB | State Boards), from any recognised Board in India. It is compulsory to have studied Mathematics at the Class 12th Level. Candidates writing the +2 examinations in March-May 2024 may apply with their class X and XI marks.

APPLICANTS PURSUING INTERNATIONAL CURRICULUM MUST NOTE THAT ELIGIBILITY IS ACCORDING TO AIU STIPULATIONS

IB Curriculum must have 3 HL and 3 SL with 24 credits | GCE/Edexcel must have minimum of 3 A levels with grade not less than ‘C’

Selection Process (SP)

SP PROCESS	SP PARTICULARS	SP TIME	SP MODE
Entrance Test (ET)	Entrance Test (ET) 90 Minutes except if otherwise specified	As per E Admit Card	Centre Based Entrance Test
Skill Assessment (SA) Micro Presentation (MP) Personal Interview (PI) & Academic Performance (AP)	<p>Skill Assessment (SA): Candidate will be given a topic to write.</p> <p>Micro Presentation (MP): Candidate should be able to talk for 90seconds, on a topic given by the panel.</p> <p>Personal interview (PI): duration: 10 minutes</p> <p>Academic Performance (AP): Assessment of past performance in class 10 and class 11/12</p> <p>The selection process (SA_MP_PI) will be held in person at the venue and date selected while submitting the application form online.</p>	As per E Admit Card	Venue Based SA_MP_PI
<p>Academic Performance: Applicants must upload all the qualification-related documents (class 10 and class 11 final report or class 12 Board result), in the link provided in application status login under the document upload tab within five (5) days of submitting the application form online. Else your application will be rejected.</p> <p>*Applications with no marks cards or unclear scanned copies will be rejected and termed as Not Eligible.</p>			

Important Note:

For NOTE ON CURRICULUM AND CREDIT FRAMEWORK FOR UNDERGRADUATE PROGRAMMES - visit our website: www.christuniversity.in.

Office Timings: **Monday to Friday: 09:00 AM to 04:00 PM, Saturday: 09:00 AM to 12:00 PM**
(Office remains closed on Sundays, Government Holidays and Any special events)