



Since 1983

Dr. Vishwanath Karad

**MIT WORLD PEACE
UNIVERSITY** | PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



BBA Sales and Marketing

Programme Structure

 mitwpu.edu.in

Division	Faculty of Business and Leadership
School Name	School of Business
Department Name	Department of Business
Programme Name	BBA Sales and Marketing

+ + + + + + + + + + + + + + **COURSE BASKET** + + + + + + + + + + + + + + + +

| Course Type | Description |
|----------------------|--|
| Programme Core | Courses dealing with foundations, depth and breadth of the major in which student is admitted at MIT-WPU |
| Programme Electives | Open electives under the programme allow students to specialise in a particular area connected to their major. |
| University Core | Courses that reflect the core MIT-WPU values and the mission of Life Transformation of students. |
| University Electives | Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core. |

+ + + + + + + + + + + + + + **CREDIT DISTRIBUTION** + + + + + + + + + + + + + + + +

| Semester | Odd(I) | Even(II) | Total Credits |
|-------------|--------|----------|---------------|
| First Year | 20 | 20 | 40 |
| Second Year | 20 | 20 | 40 |
| Third Year | 21 | 20 | 41 |
| Fourth Year | 22 | 22 | 44 |

Semester - I

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--|---------------|
| I | PC | Business Mathematics | 3 |
| I | PC | Financial Accounting | 3 |
| I | PC | Managerial Economics | 3 |
| I | PC | Principles & Practices of Management & Organizational Behavior | 3 |
| I | PC | Principles of Marketing | 3 |
| I | UC | Indian Constitution | 1 |
| I | UC | Environment & Sustainability | 1 |
| I | UC | Yoga - I | 1 |
| I | UC | Social Leadership Development Program | 1 |
| I | UC | Financial Literacy | 1 |
| | | Total Credits: | 20 |

Semester - II

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|---|---------------|
| II | PC | Business Statistics | 3 |
| II | PC | Cost and Management Accounting | 3 |
| II | PC | Foundation of Human Resource Management | 3 |
| II | PC | Consumer Behavior | 2 |
| II | UC | Yoga - II | 1 |
| II | UC | Co-creation | 1 |
| II | UC | AI for Everyone | 2 |
| II | UC | Indian Knowledge System (General) | 2 |
| II | UC | Sports | 1 |
| II | UC | Foundations of Peace | 2 |
| | | Total Credits: | 20 |

Semester - III

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--|---------------|
| III | PC | Corporate Governance and Business Ethics | 3 |
| III | PC | Business Research Methods | 3 |
| III | PC | AI for Business Management | 3 |
| III | PC | Legal Aspects of Business | 2 |
| III | PC | Introduction to Sales Management | 3 |
| III | UC | Research Innovation Design Entrepreneurship (RIDE) | 1 |
| III | UC | Spiritual & Cultural Heritage; Indian Experience | 2 |
| III | UE | University Elective - I | 3 |
| | | Total Credits: | 20 |

Semester - IV

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|-------------------------------------|---------------|
| IV | PC | Strategic Management | 2 |
| IV | PC | Digital Marketing | 2 |
| IV | PC | Sales Automation and AI | 3 |
| IV | PC | Marketing Research | 4 |
| IV | PC | Sales Techniques and Selling Skills | 4 |
| IV | UC | Life Transformation Skills | 1 |
| IV | UC | Rural Immersion | 1 |
| IV | UE | University Electives - II | 3 |
| | | Total Credits: | 20 |

Semester - V

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|---|---------------|
| V | PE | Sales Negotiation and Conflict Management | 4 |
| V | PC | International Sales and Management | 2 |
| V | PC | Sales Analytics | 2 |
| V | PC | Product and Brand Management | 2 |
| V | PC | Customer Relationship Management (CRM) | 2 |
| V | PC | Internship | 4 |
| V | UC | Managing Conflicts Peacefully: Tools and Techniques | 2 |
| V | UE | University Electives - III | 3 |
| | | Total Credits: | 21 |

Semester - VI

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--------------------------------------|---------------|
| VI | PC | Business Simulation | 4 |
| VI | PE | Retail Sales Management | 4 |
| VI | PC | Distribution Management | 2 |
| VI | PC | Managing B2B Sales | 2 |
| VI | PC | Services marketing | 2 |
| VI | PC | E-Commerce & Online sales Strategies | 2 |
| VI | PC | Integrated Marketing Communications | 2 |
| VI | UC | National Academic Immersion Program | 2 |
| | | Total Credits: | 20 |

Semester - VII

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|----------------------------|---------------|
| VII | PC | Research Project | 5 |
| VII | PE | Project Based Learning - I | 4 |
| VII | PC | MOOC I | 2 |
| VII | PC | MOOC II | 2 |
| VII | PC | MOOC III | 2 |
| VII | PC | MOOC IV | 2 |
| VII | PC | Field Project | 5 |
| | | Total Credits: | 22 |

Semester - VIII

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|----------------------------|---------------|
| VIII | PC | Research Project | 5 |
| VIII | PE | Project Based Learning I | 4 |
| VIII | PC | MOOC V | 2 |
| VIII | PC | MOOC VI | 2 |
| VIII | PC | MOOC VII | 2 |
| VIII | PC | MOOC VIII | 2 |
| VIII | PC | Field Project | 5 |
| | | Total Credits: | 22 |

*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.