

Rajiv Gandhi Institute of Petroleum Technology (RGIPT)

Department of Sustainability Management, Bengaluru Campus

Program Overview:

The BBA program at RGIPT is designed to develop future-ready professionals with a strong foundation in business principles and a deep appreciation for the evolving energy and sustainability landscape. Integrating interdisciplinary knowledge, industry-focused electives, and experiential learning, the curriculum aligns with the National Education Policy (NEP 2020) and addresses the needs of Industry 4.0.

- Duration: 3 Years (6 Semesters)
- Total Credits: ~340
- Capstone Experience: Practice School / Industry Project / Research Incubation
- Teaching Hours per Semester: 210 + Project (70 hrs)

Semester-wise Curriculum Structure

Semester I –

Course Code	Course Title	Credits
SM101	Introduction to Business Organisation & Management	8
SM102	Statistical Methods	8
SM103	Introduction to Information Technology	8
SM104	Language Skills – I	8
SM105	Economics of Business	8
SM106	Introduction to Financial Accounting	8
SM107	Environmental Sustainability & Energy Awareness	8
SM108	Co-curricular (Dance/Drama/Music – I)	0
	Total	56

Semester II –

Course Code	Course Title	Credits
SM201	Macroeconomics	8
SM202	Introduction to Excel	8
SM203	Introduction to Psychology	8
SM204	Language Skills – II	8
SM205	Business Law	8
SM206	Creativity & Innovation	8
SM207	Energy and Environment	8
SM208	Co-curricular (Dance/Drama/Music – II)	0
	Total	56

Semester III –

Course Code	Course Title	Credits
SM301	Management Accounting	8
SM302	Principles of Marketing – I	8
SM303	Operations Research	8
SM304	Organization Behaviour	8
SM305	Spreadsheet Modelling	8
SM306	Introduction to Philosophy	8
SM307	Principles and Practices of Management	8
SM308	Physical Education	0
	Total	56

Semester IV –

Course Code	Course Title	Credits
SM401	Corporate Finance	8
SM402	Principles of Marketing – II	8
SM403	Introduction to Human Resources	8
SM404	Game Theory	8
SM405	Alternate Energy	8
SM406	Critical Thinking and Writing	8
SM407	International Trade	8
SM408	Yoga/Meditation	0
	Total	56

Semester V –

Course Code	Course Title	Credits
SM501	Business Strategy	8
SM502	Public Policy	8
SM503	Data Science	8
SM504	Elective – I	8
SM505	Elective – II	8
SM506	Elective – III	8
SM507	Elective-IV	8
	Total	56

Semester VI – Practice School / Capstone

Course Code	Course Title	Credits
SM601	Industry Project / Start-up Incubation / Research	56
	Total	56

Elective Streams

Energy & Sustainability:

Course Code	Course Title	Credits
SM508	Climate Finance	08
SM509	Energy Transition	08
SM510	Carbon Management	08
SM511	Digitalisation of the Energy Sector	08
SM512	Health, Safety, and Environment (HSE)	08
SM513	SDGs (Sustainable Development Goals)	08

Operations & Quantitative Techniques:

Course Code	Course Title	Credits
SM514	Design and Analysis of Experiments	08
SM515	Discrete Event Simulation	08
SM516	Sustainable Supply Chain	08
SM517	Discrete Optimization	08
SM518	Game Theory and Managerial Decision Making	08
SM519	Project Management	08
SM520	Service Operations Management	08

Marketing & Communication:

Course Code	Course Title	Credits
SM521	Marketing Analytics	08
SM522	Product Strategy and Management	08
SM523	Social Media Marketing	08

SM524	Advertising and Sales Promotion	08
SM525	Neuro-Marketing	08

Finance & Analytics:

Course Code	Course Title	Credits
SM526	Financial Modelling	08
SM527	Mergers & Acquisitions	08
SM528	International Finance	08
SM529	Behavioural Finance	08
SM530	Carbon Trading	08

HRM & Leadership:

Course Code	Course Title	Credits
SM531	Enlightened Leadership for Responsible Business	08
SM532	Effective People Management	08
SM533	Industrial Law	08
SM534	Personal Values and Career Planning	08
SM535	Leadership: Vision, Meaning, and Reality	08

IT Systems & Analytics:

Course Code	Course Title	Credits
SM536	Fundamentals of Business Intelligence	08
SM537	Basics of E-Commerce	08
SM538	Business Data Mining & Machine Learning	08
SM539	Advanced Analytics	08
SM540	IT Strategy	08