

BBA Syllabus

Course No	Semester-I
101	Introduction to Business Mathematics
102	Business Economics
103	Business Organisations and Systems
104	Business Environment
105	Fundamentals of Management
106	Computing Skills for Business Management
107	English Language I

Course No	Semester-II
208	Human Resource Management
209	Applied Macro Economics
210	Business Statistics I
211	Financial Accounting
212	Environmental Studies
213	Computer Algorithm and Problem Solving
214	English Language II

Course No	Semester-III
315	Business Statistics II
316	Fundamentals of Organisational Behaviour
317	Cost and Management Accounting
318	Fundamentals of Marketing
319	Introduction to Data Base Management Systems
320	Enhancing Personal and Professional Skills
321	English Language III

Course No	Semester-IV
422	Business Information Systems
423	Production and Operation Management
424	Basics of Corporate Governance & Business Ethics
425	Financial Management
426	Enhancing Personal and Professional Skills II
427	English Language IV
428	Industrial Exposure

Course No	Semester-V
529	Agri-Business Management
530	Entrepreneurship Development
531	Research Methodology
532	Legal Aspects of Business
533	Business Communication
534	Elective I
535	Elective II

Course No	Semester-VI
636	Project Management
637	Business Policy & Strategy
638	International Business
639	E-Business Applications
640	Elective III
641	Elective IV
642	Project Report

Details of Elective Subjects

Specialisation Area : Human Resource Management

Elective-I : Employee Relationship Management

Elective-II : Labour Legislation

Elective-III : Training and Development

Elective-IV : Performance Appraisal Systems

Specialisation Area : Marketing Management

Elective-I : Consumer Behaviour

Elective-II : Sales and Distribution Management

Elective-III : Advertising and Sales Promotion

Elective-IV : Creative Selling

Specialisation Area : Financial Management

Elective-I : Elements of Financial Services

Elective-II : Introduction to Management Control Systems

Elective-III : Elements of Corporate Finance

Elective-IV : Fundamentals of International Finance

Specialisation Area : International Business Management

Elective-I : International Marketing

Elective-II : Global Business Environment

Elective-III : Basics of International Finance

Elective-IV : Fundamentals of International Economics

Specialisation Area : Systems

Elective-I : Networking

Elective-II : Oracle

Elective-III : Operating Systems

Elective-IV : Internet Programming