

BBA IT Course Structure

ACADEMIC YEAR 2017-18

FIRST YEAR

SEMESTER - I	SEMESTER - II
Human Values and Gender Sensitisation	Environmental Studies
Functional English-I	Functional English-II
Principles of Organization Theory & Behaviour	Principles of Marketing
Principles of Accountancy (T+P)	Financial Accounting
Fundamentals of Business Economics	Advanced Excel (T+P)
Fundamentals of Information Technology (T+P)	Management Information System (T+P)
C Programming	

SECOND YEAR

SEMESTER - III	SEMESTER - IV
Personality Development and Managerial Skills	Business Statistics (T+P)
Principles of Human Resource Management	Business Research Methods
Fundamentals of Financial Management	Cost and Management Accounting
Legal Aspect of Business	Management Science
DBMS (T+P)	System Analysis & Design (T+P)
Web Technologies (T+P)	Programming in Python (T+P)

THIRD YEAR

SEMESTER - V	SEMESTER - VI
Fundamentals of Business Analytics (T+P)	Social Media Marketing
Entrepreneurial Development	Taxation
Enterprise Resource Planning -I (T+P)	Enterprise Resource Planning - II (T+P)
ANY TWO OF THE FOLLOWING	ANY TWO OF THE FOLLOWING
MARKETING ELECTIVE	MARKETING ELECTIVE
1. Advertising & Brand Management	1. Customer Relationship Management
2. Distribution & Supply Chain Management	2. Consumer Behaviour
3. Marketing of Services	3. International Marketing
FINANCE ELECTIVE	FINANCE ELECTIVE
1. Financial Services	1 Investment Banking
2.Strategic Corporate Finance	2. International Finance
3.Investment Management	3.Security Analysis & Portfolio Management
HR ELECTIVE	HR ELECTIVE
1.HRD:Systems & Strategies	1.Leadership Development
2.Training & Development	2. Change Management
3.Management of Industrial Relations	3.Compensation Management
COMPULSORY ELECTIVE	COMPULSORY ELECTIVE
IT ELECTIVE	IT ELECTIVE
1.E_Commerce(T+P)	1.Digital Marketing
2. Operating System(T+P)	2. Data Analytics using 'R'
3. Data Warehousing and Data Mining(T+P)	3. Computer Network and Information Security
	Project Report & Viva