

# Course Structure BBA

## 1 Year

SEMESTER - I	SEMESTER - II
Human Values and Gender Sensitisation	Environmental Studies
English-I	English-II
Second Language	Second Language
Principles of Management	Principles of Marketing
Principles of Accountancy (T+P)	Financial Accounting
Fundamentals of Business Economics	Principles of Organizational Behavior
	Business Ethics & Corporate Governance

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## II Year

SEMESTER - III	SEMESTER - IV
Elements of Information Technology	Business Statistics (T+P)
English-III	English-IV
Principles of Human Resource Management	Business Research Methods
Fundamentals of Financial Management	Cost & Management Accounting
Legal Aspects of Business	Management Science
Business Environment	Fundamentals of Technology management

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## Third Year

SEMESTER - V	SEMESTER - VI
Fundamentals of Business Analytics (T+P)	Social Media Marketing
Entrepreneurial Development	Taxation
Business Policy & Strategy	International Business
<b>MARKETING ELECTIVE</b>	<b>MARKETING ELECTIVE</b>
1. Advertising & Brand Management	1. Customer Relationship Management
2. Distribution & Supply Chain Management	2. Consumer Behaviour
3. Marketing of Services	3. International Marketing
<b>FINANCE ELECTIVE</b>	<b>FINANCE ELECTIVE</b>
1. Financial Services	1. Investment Banking
2. Strategic Corporate Finance	2. International Finance
3. Investment Management	3. Security Analysis & Portfolio Management
<b>HR ELECTIVE</b>	<b>HR ELECTIVE</b>

1.HRD:Systems & Strategies	1.Leadership Development
2.Training & Development	2. Change Management
3.Management of Industrial Relations	3.Compensation Management
	Project Report & Viva