

B.B.A Syllabus:

B.B.A First Year

<u>Course</u>	<u>Semester 1</u>	<u>Semester 2</u>
B.B.A	● Business Economics ● Basic Accounting ● Business Statistics ● Principles of Management ● Business Ethics and Governance ● Computer Applications	● Organisational Behaviour ● Business Finance ● Human Resource Development ● Marketing Theory and Practices ● Business Mathematics ● Advertising Management

Note: In both first and second semesters, there is one vocational paper and one co-curricular paper.

B.B.A Second Year

<u>Course</u>	<u>Semester 3</u>	<u>Semester 4</u>
B.B.A	● Management and Cost Accounting ● Business Law ● Production Management ● Business Policy ● Business Communication ● Business Environment	● Supply Chain Management ● Research Methodology ● Specialised Accounting ● Consumer Behaviour ● Investment Analysis and Portfolio Management ● Company Law

Note: In both third and fourth semester, there is one vocational paper and one co-curricular paper.

B.B.A Third Year

<u>Course</u>	<u>Semester 5</u>	<u>Semester 6</u>

B.B.A	● Income Tax ● Marketing Communication ● Entrepreneurship and Small Business Management ● Sales Management ● Industrial Relations and Labour Laws ● Company Accounts	● Project Management ● Goods and Service Tax ● Auditing ● International Trade ● Strategic Management ● Training and Development ● Research Project
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Note: In both fifth and sixth semester, there is one co-curricular paper.