

Program Structure

BBA (Bachelor of Business Administration)

AY: 2018-19

YEAR - I	<u>Semester - I</u>					<u>Semester - II</u>				
	Course No.	Course Title	L	P	U	Course No.	Course Title	L	P	U
	EGL101	English Language Skills I	3	0	3	EGL102	English Language Skills II	3	0	3
	MGT111	Financial Accounting I	3	0	3	MGT112	Financial Accounting II	3	0	3
	MA120	Introduction to Business Statistics	3	0	3	MA122	Quantitative Methods	3	0	3
	ECN211	Managerial Economics I	3	0	3	ECN212	Managerial Economics II	3	0	3
	TA103	Introduction to computers I	1	2	3	TA201	Introduction to computers II	1	2	3
	MGT201	Principles of Management	3	0	3	HS204	Introductory Psychology	3	0	3
IP111 SUMMER INTERNSHIP I Units - 5										
YEAR - II	<u>Semester - III</u>					<u>Semester - IV</u>				
	Course No.	Course Title	L	P	U	Course No.	Course Title	L	P	U
	EGL201	Technical Report Writing	3	0	3	MGT212	Financial Management	3	0	3
	LL211	Business Law I	3	0	3	LL212	Business Law II	3	0	3
	MGT211	Management Accounting	3	0	3	MGT222	Marketing Management II	3	0	3
	MGT221	Marketing Management I	3	0	3	MGT232	Human Resource Management	3	0	3
	MGT231	Organizational Behaviour	3	0	3	MGT305	Business Research	3	0	3
	MGT242	Operations Management	3	0	3	SS261	Soft Skills I	3	0	3


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IP211 SUMMER INTERNSHIP II Units – 5

YEAR – III	<u>Semester – V</u>					<u>Semester – VI</u>				
	Course No.	Course Title	L	P	U	Course No.	Course Title	L	P	U
	MGT306	Entrepreneurship	3	0	3	MGT307	Business Ethics	3	0	3
MGT302	Project Management	3	0	3	MGT321	International Business	3	0	3	
SS262	Soft Skills II	3	0	3	MGT301	Business Strategy & Policy	3	0	3	
MGT304	Business Environment	3	0	3		Elective – III	3	0	3	
	Elective – I	3	0	3		Elective – IV	3	0	3	
	Elective – II	3	0	3	ENV222	Environmental Studies	3	0	3	

List of Electives for BBA

Course No.	Course Title	L	P	U
MGT403	Working Capital Management	3	0	3
MGT408	Bank Management	3	0	3
MGT411	Capital Markets	3	0	3
MGT412	Investment Management	3	0	3
MGT402	Advertising and Sales Promotion	3	0	3
MGT406	Services Marketing	3	0	3
MGT407	Marketing Research	3	0	3
MGT401	Sales Management	3	0	3
MGT418	Employment Laws	3	0	3
MGT420	Performance Management and Reward System	3	0	3
MGT431	HR Analytics	3	0	3
MGT421	Strategic Human Resource Management	3	0	3


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