

Program Structure - BBA

YEAR-1	Sem - 1	Sem - 2
	<ul style="list-style-type: none"> • Fundamentals of English - 1 • Introductory Accounting • Principles of Management • History of Indian Business • Introduction to Science of Living • Skill Building • Academic Writing • Sociology and Change Development • Indian and Foreign Language • Human Rights 	<ul style="list-style-type: none"> • Fundamentals of English - 2 • Marketing Fundamentals • Introduction to Information System and Computers • Data Analysis for Business • Business Environment • Indian Society and Law • Basic Psychological Processes • Critical Thinking
YEAR-2	Sem - 3	Sem - 4
	<ul style="list-style-type: none"> • Human Resource Management • Business Mathematics • Business Research Methods • Business Communication • Managerial Accounting • Foundation of Indian Culture • Creating Entrepreneurial Mindset 	<ul style="list-style-type: none"> • Business Finance • Business Economics • Corporate Accounting • Organizational Behavior • Social Policy and Social Legislation • Social Responsibility Project • Developmental Psychology
YEAR-3	Sem - 5	Sem - 6
	<ul style="list-style-type: none"> • Legal Aspects of Business • Productions & Operations Management • Project Report - I 	<ul style="list-style-type: none"> • Supply Chain & Logistics Management • Strategic Management • Project Report - II

BBA Electives

*Electives Available In Marketing, Finance, Human Resource Management, International Business & Taxation

International Business	<ul style="list-style-type: none"> • International Business Policy and Strategy • International Entrepreneurship • International Trade, Practice and Policy Framework • International Economic Trade and Multilateral Agencies 	<ul style="list-style-type: none"> • International Business Environment • International Trade Logistics • Business French • Market Access Issues
Finance	<ul style="list-style-type: none"> • Security Analysis and Portfolio Management • Capital Market and Investment Banking • Corporate Finance • International Finance 	<ul style="list-style-type: none"> • Financial Derivatives • Entrepreneurial Finance • Taxation • Wealth Management
Marketing	<ul style="list-style-type: none"> • Consumer Behavior • Sales & Distribution Management • Services Marketing • Rural Marketing 	<ul style="list-style-type: none"> • Marketing Research • Managing Marketing Innovations • Integrated Marketing Communications • Introduction to Digital Marketing
Human Resource	<ul style="list-style-type: none"> • Career Planning and Development • Talent Management • HR Outsourcing & Planning • Human Resource Information Systems 	<ul style="list-style-type: none"> • Compensation and Benefits management • Performance Management and Appraisal • Human Resource Planning • Leadership and Organizational Development
Taxation	<ul style="list-style-type: none"> • Direct Tax - I • GST (Goods & Services Tax) - I • Customs Duty Act • Compulsory Seminar Paper 	<ul style="list-style-type: none"> • Direct Tax - II • GST (Goods & Services Tax) - II • International Aspects of Taxation • Compulsory Seminar Paper