

## 1.1 BBA (course structure)

<b>Year I</b>			
<b>Semester I</b>		<b>Semester II</b>	
1.1	Financial Accounting	2.1	Cost Accounting
1.2	Principles of Management	2.2	Quantitative Techniques - II
			Environmental Management & Corporate Social
1.3	Quantitative Techniques - I	2.3	Responsibility
1.4	Micro Economics	2.4	Principles of Marketing
	India Socio Political Economics System &		
1.5	Current Affairs	2.5	Effective Communications
1.6	Essentials of IT	2.6	Macro Economics
<b>Year II</b>			
<b>Semester III</b>		<b>Semester IV</b>	
3.1	Banking & Insurance	4.1	Human Behavior & Ethics at Work Place
3.2	Direct & Indirect Tax	4.2	Financial Management
3.3	Human Resource Management	4.3	Management Accounting
3.4	Indian Economics in Global Scenario	4.4	Business Law
3.5	Operations Research	4.5	Business Analytics
3.6	Consumer Behavior & Services Marketing	4.6	Customer Relationship Management
<b>Year III</b>			
<b>Semester V</b>		<b>Semester VI</b>	
5.1	Strategic Management	6.1	International Business & EXIM
5.2	Research Methodology	6.2	Operations & Supply Chain Management
5.3	Advanced Financial Management	6.3	Entrepreneurship & Business Plan
5.4	Financial Statement Analysis	6.4	<b>Finance Electives</b>
5.5	Business Simulations		
5.6	<b>Finance Electives</b>	6.4.1	Forex & Risk Management in Derivatives
5.6.1	Investment Analysis & Portfolio Management	6.4.2	Wealth Management & Financial Planning
5.6.2	Financial Markets & Institutions	6.4.3	Financial Modeling
5.7	<b>Marketing Electives</b>	6.5	<b>Marketing Electives</b>
5.7.1	Sales & Distribution Management	6.5.1.	Direct & Digital Marketing
5.7.2	Retail Management	6.5.2	Advertising & Brand Management
		6.5.3	International Marketing