

## BBA

<u>Semester – I</u>		<u>Semester – II</u>	
S No	Course	S No	Course
1.	English ( First Language ) – I	1.	English ( First Language ) - II
2.	MIL – I	2.	MIL – II
3.	Environmental Science	3.	Basic Computer Skills
4.	Principles of Management	4.	Organisational Behaviour
5.	Basics of Marketing	5.	Business Statistics
6.	Business Economics	6.	Financial Accounting

<u>Semester – III</u>		<u>Semester – IV</u>	
S No	Course	S No	Course
1.	English ( First Language ) – III	1.	English ( First Language ) – IV
2.	MIL – III	2.	MIL – IV
3.	a) Communication Skills/ b) Professional Skills	3.	a) Leadership & Management Skills / b) Universal Human Values
4.	a) Basic Quality Management / b) Advanced Computer Skills	4.	a) Start-up Management b) Business Policy & Strategy
5.	Human Resource Management	5.	Business Law & Ethics
6.	Information Technology for Business	6.	Market Research
7.	Financial Management	7.	Operations Research

<u>Semester – V</u>		<u>Semester – VI</u>	
S No	Course	S No	Course
1.	English ( First Language ) – V	1.	English ( First Language ) – VI
2.	MIL – V	2.	MIL – VI
3.	Mobile Commerce	3.	Business Analytics
4.	a) Financial Markets & Services (F) / b) Brand Management (M) / c) Organisation Development (HR)	4.	a) Banking (F) / b) Buyer Behaviour (M) c) Leadership & Change Management (HR)
5.	a) Analysis of Investment in Financial Assets (F) / b) Retail Management (M) / c) Performance Appraisal & Counselling (HR)	5.	a) Risk Analysis & Management (F) b) Advertising & Sales Promotion (M) c) Talent & Knowledge Management (HR)
6.	a) Insurance Services (F) b) Customer Relationship Management (M) c) Compensation Management (HR)	6.	a) International Finance (F) b) Rural Marketing (M) c) Employees Relations (HR)
		7.	Project Reports & Viva-Voce