

# BBA SYLLABUS

## SEMESTER – 1<sup>ST</sup>

LEGAL ASPECTS OF BUSINESS  
 BUSINESS COMMUNICATION SKILLS  
 FUNDAMENTALS OF ACCOUNTING  
 HINDI (AEC)

## SEMESTER – 2<sup>ND</sup>

BUSINESS AND MANAGEMENT  
 STRATEGIC MANAGEMENT  
 BUSINESS ECONOMICS  
 ENGLISH (AEC)

## SEMESTER – 3<sup>RD</sup>

FUNDAMENTALS OF COMPANY LAW  
 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT  
 INTERNATIONAL BUSINESS  
 MDEC (Choose any one)

1. FINANCIAL MANAGEMENT
2. FUNDAMENTALS OF COMPUTER
3. FUNDAMENTALS OF BANKING

## SEMESTER – 4<sup>TH</sup>

MARKETING MANAGEMENT  
 HUMAN RESOURCE MANAGEMENT  
 TOURISM MARKETING  
 MDEC (Choose any one)

1. BUSINESS STATISTICS
2. E - COMMERCE
3. PERSONAL FINANCE

## SEMESTER – 5<sup>TH</sup>

HUMAN RESOURCE DEVELOPMENT  
 ADVERTISING AND SALES PROMOTION  
 SERVICES MARKETING  
 MDEC (Choose any one)

1. BUSINESS BUDGETING
2. MANAGEMENT INFORMATION SYSTEM
3. QUANTITATIVE TECHNIQUES FOR MANAGEMENT

## SEMESTER – 6<sup>TH</sup>

ORGANIZATIONAL BEHAVIOUR  
 RESEARCH METHODS IN BUSINESS MANAGEMENT  
 PROJECT REPORT AND VIVA- VOICE

## SEMESTER – 7<sup>TH</sup>

CONSUMER BEHAVIOUR AND MARKETING RESEARCH  
 COMPENSATION MANAGEMENT  
 LEADERSHIP SKILLS AND CHANGE MANAGEMENT  
 MSDEC (Choose any one)

1. FINANCIAL INSTITUTIONS AND MARKETS
2. INDIAN ETHOS AND LEADERSHIP
3. MONERATARY ECONOMICS

MSDEC (Choose any one)

1. COST ACCOUNTING
2. INSURANCE AND RISK MANAGEMENT
3. FUNDAMENTALS OF INVESTMENT

## SEMESTER – 8<sup>TH</sup>

PRODUCTION AND MATERIAL MANAGEMENT  
 INDUSTRIAL MANAGEMENT  
 EXPORT MARKETING  
 MSDEC (Choose any one)

1. MANAGEMENT ACCOUNTING
2. FUNDAMENTALS OF RETAIL MANAGEMENT
3. RESEARCH ETHICS AND METHODOLOGY

MSDEC (Choose any one)

1. PROJECT MANAGEMENT
2. INDIAN MANAGEMENT THAUGHT AND THINKERS
3. DIGITAL AND SOCIAL MEDIA MARKETING

## SEMESTER – 7<sup>TH</sup>

### (Honours With Research)

INTERNATIONAL MARKETING RESEARCH  
 SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY  
 STRATEGIC HUMAN RESOURCE MANAGEMENT

## SEMESTER – 8<sup>TH</sup>

### (Honours With Research)

GLOBAL BUSINESS ENVIRONMENT  
 SYNOPSIS PREPERATION AND REPORT WRITING  
 OPERATION RESEARCH AND RISK ANALYSIS  
 RESEARCH ETHICS AND METHODOLOGY

	DISSERTATION/ THESIS AND VIVA VOCE
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