

## Bachelor of Business Administration (BBA)

### BBA SEMESTER I

Course Type	Course	Credits
FOUC	MS - Word & PowerPoint	2
GC	Management Fundamentals	4
GC	Business Mathematics	4
GC	Basics of Marketing	4
GE	Foreign Language – German	4
AECC	English	4
AUDC	Politics & Governance	1
GIC	Photography	1

### BBA SEMESTER 2

Course Type	Course	Credits
FOUC	MS-Excel	2
GC	Micro-Economics	4
GC	Business Statistics	4
GC	Business Accounting	4
GE	Foreign Language – German	4
AECC	Environmental Studies	4
AUDC	Personality Development	1
GIC	Health & Wellness	1

### BBA SEMESTER 3

Course Type	Course	Credits
FOUC	Business Communication	2
GC	Macro-Economics	4
GC	Marketing Management	4

GC	Management Accounting	4
GE	Foreign Language – German	4
SECE	Entrepreneurship Development	4
AUDC	Event Management	1
GIC	Trekking & Adventure	1

#### **BBA SEMSETER 4**

<b>Course Type</b>	<b>Course</b>	<b>Credits</b>
FOUC	Organization Behavior	2
GC	Human Resource Management	4
GC	International Business	4
GC	Financial Management	4
GE	Foreign Language – German	4
SECE	Operations & Supply Chain Management	4
	Disaster Management	1
	Liberal Arts	1

#### **BBA SEMSETER 5**

<b>Course Type</b>	<b>Course</b>	<b>Credits</b>
FOUC	Selling & Negotiations	2
GC	Business Law	4
GE	Research Methodology	4
DSE	Specialization – I	4
DSE	Specialization – II	4
SECE	Management Information System	4
AUDC	Interview Techniques	1
GIC	Psychology	1

## BBA SEMESTER 6

Course Type	Course	Credits
FOUC	E-Commerce	2
GC	Global Business Environment	4
GE	Business Policy & Strategy	4
DSE	Specialization – III	4
DSE	Specialization – IV	4
SECE	Project	4
AUDC	Business Ethics	1
GIC	Sustainability	1

### DISCIPLINE SPECIFIC ELECTIVE TRACKS

Track Name	Semester 5	Semester 5	Semester 6	Semester 6
<b>DSE-I : Marketing Track</b>	Consumer Behaviour	Sales & Distribution Management	Customer Relationship Management	Advertising & Brand Management
<b>DSE-II : Finance &amp; Banking Track</b>	Financial Marketing & Institutions	Banking Operations	Investment Analysis & Portfolio Management	Financial Planning & Wealth Management
<b>DSE-III : Entrepreneurship &amp; SBM Track</b>	Marketing Analysis & Value Creation	Total Quality Management	Negotiation & Conflict Resolution	Compliances & Governance aspects of Business
<b>DSE-IV : HR Track</b>	Training & Development	Performance Management Systems	Compensation & Benefits Management	Employee Relations
<b>DSE-V : IB Track</b>	International Trade Policy & Strategy	International Accounting & Reporting Subject	International Marketing / Transnational & Cross Cultural Marketing	International Joint Ventures
<b>DSE-VI : Digital Marketing</b>	SEO, SEM	Web Analytics	Direct & Digital Marketing	SMM, Mobile Marketing
<b>DSE-VII : Analytics Track</b>	Descriptive Analytics	Predictive Analytics	SPSS Project	SPSS Project