

BBA- General

Semester - I

- ENGLISH – 1
- HUMAN RESOURCE MANAGEMENT – I
- PRINCIPLES OF MANAGEMENT – I
- FINANCIAL ACCOUNTING
- QUANTITATIVE METHODS – I
- COMPUTER APPLICATIONS

Semester – II

- ENGLISH – II
- EFFECTIVE COMMUNICATION – I
- MANAGERIAL ECONOMICS – I
- BUSINESS LAW – I
- PRINCIPLES OF MANAGEMENT – II
- MANAGEMENT ACCOUNTING – I

Semester – III

- BUSINESS LAWS – II
- MANAGEMENT ACCOUNTING – II
- BUSINESS ENVIRONMENT
- FAMILY BUSINESS MANAGEMENT
- PROJECT WORK

Semester – IV

- QUANTITATIVE METHODS IN BUSINESS – II
- MANAGERIAL ECONOMICS – II
- FINANCIAL MANAGEMENT – I
- EFFECTIVE COMMUNICATION – II
- HUMAN RESOURCE MANAGEMENT – II

Semester – V

- OPERATIONS MANAGEMENT
- MARKETING MANAGEMENT
- DIRECT TAXES
- INDIRECT TAXES
- RESEARCH METHODOLOGY IN MANAGEMENT

Semester – VI

- ENVIRONMENT MANAGEMENT
- INTERNATIONAL MARKETING
- EXPORT / IMPORT MANAGEMENT
- PUBLIC RELATIONS MANAGEMENT
- PROJECT MANAGEMENT