

BBA – GENERAL

First

second

final

Principles of Management	Business Mathematics & Statics	Introduction to Operations Research
Business Economics	Financial & Management Accounting	Production & Material Management
Personnel Management & Industry Relations	Marketing Management	Business Data Processing
Business Laws	Industrial Relations and Labor Legislation	Business Analytics
Sales & Distribution Management	Micro Economics	Human Resource Management
Essentials of Marketing	Corporate Strategic Management	Leadership and Ethics
Organizational Behavior	Understanding Industry and Markets	International Business Management
Manufacture Planning and Control	Entrepreneurship	Consumer Behavior
E-Commerce & Digital Marketing	Commercial Bank Management	Retail Management
Family Business Management	Export/ Import Management	Computer Applications