

# BBA

## Programme Structure

All students will follow the same curriculum in the first 4 semesters. Subjects will vary in the fifth and sixth semesters depending on the interests and electives.

FIRST SEMESTER
Communication & Personality Development
Organizational Behaviour
Business Environment
Marketing Management
Computer Fundamentals

SECOND SEMESTER
Business Communication
Financial Accounting
Human Resource Management
Quality Management
Retail Management
Term paper

THIRD SEMESTER
Legal & Regulatory Framework
Quantitative Techniques for Management
Research Methodology
Financial Management
Advertising & Sales
Mini Project

FOURTH SEMESTER
Business Strategy
Management Information System
Management Accounting
Environmental Science
International Marketing
Rural Marketing

FIFTH SEMESTER
Consumer Behaviour
Business Analytics
<b><i>GROUP 1 - General Management</i></b>
Operation & Production Management
Economic Planning
E- Commerce
Entrepreneurship
Small Business Management
<b><i>GROUP 2 - Retail Management</i></b>
Store Operations & Job Knowledge
Logistics Management
Buying
Visual Merchandising
Warehouse Management

SIXTH SEMESTER
Customer Relationship management
Digital Marketing
Project
<b><i>GROUP 1 - General Management</i></b>
Technology Management
Management Development & Skills
Role of International Financial Management
<b><i>GROUP 2 - Retail Management</i></b>
Modern retail Management Process & Retail Services
Retail Project Property Management & Case Studies in Retail
Merchandising & Supply Chain Management