

BBA (COURSE STRUCTURE)**2017-18**

Sem.	Name of Papers	Type of Paper
I	101-Principles of Management	Theory
	102-Introduction to Business Accounting	Theory
	103-Business Communication	Theory
	104-Fundamentals of Computer Application with Lab	Theory
	105-Business Economics	Theory
II	106-Organisational Behaviour	Theory
	107-Environmental Science	Theory
	108-Business Statistics	Theory
	109-Introduction to Marketing	Theory
	110-Business Ethics	Theory
III	201-Human Resource Management	Theory
	202-Legal aspects of Business	Theory
	203-Basics of Cost Accounting	Theory
	204-Indian Economy	Theory
	205-Personality Development & Communication Skills	Theory
IV	206-Research Methodology	Theory
	207-Management Information System	Theory
	208-Basics of Management Accounting	Theory
	209-Fundamentals of Operational Research	Theory
	210-Taxation	Theory
V	301-Strategic Management	Theory
	302-Financial Management	Theory
	303-Fundamentals of International Business	Theory
	304-Elective-I	Theory
	305-Project & Viva	Theory
VI	306-Project Management	Theory
	307-Entrepreneurship Development	Theory
	308-Talent and Knowledge Management	Theory
	309-E-commerce	Theory
	310-Elective-II	Theory

List of Electives:

In Elective-I select any one subject from the group of subjects in Elective I and in Elective-II select any one subject from Elective II out of the following groups:

MARKETING SPECIALIZATION

(Elective-I) 1. Fundamentals of buying behaviour

(Elective-II) 2. International Marketing OR Creative Advertising & Sales

FINANCE SPECIALIZATION

(Elective-I) 1. Banking Concepts & Practice

(Elective-II) 2. Securities & Securities Analysis OR International Finance

HUMAN RESOURCE SPECIALIZATION

(Elective-I) 1. Manpower Planning.

(Elective-II) 2. Industrial Relation OR Industrial & Labour Legislation.