

# Bachelors Degree in Business Administration (BBA)

**Duration** 3 Years

**Eligibility** +2 in any stream

To accomplish its main objective, a BBA graduate is expected to be a suitable candidate with a sound academic background, competence, confidence, skills, attitude and motivation for further study in the area of management, information systems, economics and other similar programs, to become entrepreneurs, who can start a business and manage it in today's competitive business environment, a professional who will be able to successfully work at an entry level in corporate houses and other social organizations with required knowledge, competence, confidence, skills, and responsibility. Specifically, a BBA graduate will be equipped with knowledge and understanding of contemporary concepts, tools and techniques of management, knowledge of the broader environment in which she/he lives and works, and the very dynamic interactions between the individual, organization, and the world, critical and creative thinking and sound analytical and problem-solving abilities, inter-personal and team-building skills essential for personal, professional and social life, sound, relevant and latest IT skills which enhances individual and organizational productivity, an appropriate mix of competence, confidence, skills, ambition, motivation, responsibility, accountability, and high standards of professional and ethical values which significantly contribute for further growth in her/his study and career.

## Course Modules

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### Semester-1

- ✓ Introduction to modern business
- ✓ Basic Business Statistics
- ✓ Micro Economics
- ✓ Basic Business Communication
- ✓ Business Laws
- ✓ Introduction to Computers
- ✓ Communication & Soft Skills



### Semester-2

- ✓ Organizational Behavior
- ✓ Marketing Management
- ✓ Macro Economics
- ✓ Business Accounting
- ✓ Database System
- ✓ Seminar

### Semester-3

- ✓ Business Mathematics
- ✓ Human Resource Management
- ✓ Logistics Management
- ✓ Cost Accounting
- ✓ Production and Operation Mgt.
- ✓ Information technology in Mgt.

### Semester-4

- ✓ Research Methodology
- ✓ Financial Management
- ✓ Operations research
- ✓ Legal environment of Indian Business
- ✓ Project Management
- ✓ Seminar

### Semester-5

- ✓ Business Environment
- ✓ Entrepreneurship
- ✓ Specialization Major 1
- ✓ Specialization Major 2
- ✓ Specialization Major 3
- ✓ Training Report

### Semester-6

- ✓ Corporate Strategy
- ✓ Management information Systems
- ✓ Specialization-3 (major)
- ✓ Specialization-4 (minor)
- ✓ Project
- ✓ Seminar