



CURRICULUM STRUCTURE

Bachelor of Business Management (BBM)

Semester I

English
Business Management
Marketing Management - I
Business Economics
Financial Accounting - I
Quant – I
Language

Semester II

Business Communication
Business Environment
HRM - I
Environmental Science
Financial Accounting – II
Quant – II
Language

Semester III

Organisational Psychology
Entrepreneurial Development
Marketing Management – II
Costing Fundamentals
Computer Application
Research Methodology
Gandhian Values

Semester IV

International Business
Production & Operations Management
Business Finance
Minor Project (On-site training)
Banking & Insurance
Case Study
Indian Constitution

Semester V

Business Law
HRM – II
Management Accounting
Income Tax - I
Human Rights
Elective - I
Elective - II



Semester VI

Elective – III
Elective – IV
Strategic Management
MIS
Income Tax - II
Leadership in Practice
Project VIVA-VOCE

Elective I – Finance

Financial Markets & Services
Financial Planning
Security Analysis & Portfolio Management
International Finance

Elective II – Marketing

Consumer Behaviour
Marketing in Practice
Advertising & Media Management
Global Marketing

Elective III – Entrepreneurship

Entrepreneurship & Business Opportunity
Entrepreneurial Start-up
Finance for Entrepreneurship
Marketing for Entrepreneurship

Elective IV - H R

H.R Development
International HRM
Labour Laws
Compensation Management

Associate Financial Planner (AFP)

Risk Analysis and Insurance Planning
Retirement Planning and Employee Benefits
Investment Planning
Tax Planning and Estate Planning
Financial Plan Construction (after graduation)

Investment Administration Qualification (IAQ)

Introduction to Securities & Investment
Global Securities Operation
Operational Risk

Professional Certificate in Marketing (PCM)



Marketing Fundamentals
Customer Communications
Marketing Environment
Marketing in Practice

Human Resource Management (HRM)

HRM and its organizational context
Procurement and Maintenance functions of HRM
Human Resource Development and compensation
International HRM

Diploma in Business Entrepreneurship (DBE)

Introduction to Entrepreneurship and Support Agencies
Franchising
Business Opportunity Identification
Market Assessment
Entrepreneurial Motivation
Project Report Preparation
Export and Statutory Regulations
Small Business Management
Personnel Management
Marketing Management
Time Management
Venture Capital Financing
Business Ethics
Total Quality Management

Diploma in Travel & Tourism (DTT)

Travel Management
Global fare calculations
Airport operations and passenger handling
Strategic tourism management