

## **BBA Course Matrix**

### **SEMESTER - I**

- Language (Kan / Hin / San / Add. Eng)
- English
- Business Management
- Business Trends
- Quantitative Techniques - I
- Financial Accounting - I
- Computer Fundamentals

### **SEMESTER - II**

- Language (Kan / Hin / San / Add. Eng)
- English
- Business Economics
- Case Analysis And Methodology
- Financial Accounting - II
- Quantitative Techniques - II
- Mind Management & Human Values

### **SEMESTER - III**

- Business Environment
- Marketing Management
- Corporate Accounting
- Human Resource Management
- Minor Project (On-site Training)
- Research Methodology
- Environmental Science

### **SEMESTER - IV**

- Business Communication
- Organizational Psychology
- Business Finance
- Entrepreneurial Development
- Costing Fundamentals
- Business Law
- Indian Constitution

**SEMESTER - V**

- International Business
- Production and Operations Management
- Management Accounting
- Income Tax - I
- Elective - I
- Elective - II
- Elective - III

**SEMESTER - VI**

- Corporate Governance
- Management Information System
- Income Tax - II
- Banking & Insurance
- Elective - IV
- Elective - V
- Elective - VI (Project)
- Project Report
- Viva-voce

**Elective I**

- Financial Markets & Services
- Consumer Behaviour
- Entrepreneurship & Business Opportunity
- Human Resource Development

**Elective II**

- International Finance
- Marketing in Practice
- Entrepreneurial Start-up
- International HRM

**Elective III**

- Advanced Accounting
- Retail Marketing
- Leadership for Entrepreneurs
- Contemporary HRM

**Elective IV**

- Security Analysis & Portfolio Management
- Advertising & Media Management
- Finance for Entrepreneurship
- Labour Laws

**Elective V**

- Financial Analysis & Planning
- Digital Marketing
- Marketing for Entrepreneurship
- Compensation Management

**Elective VI**

- Project report and Viva voce