



# Bachelors of Business Administration (BBA)

## Course Curriculum (1<sup>st</sup> Year)

Paper No.	Subject
Paper-1.1	Principles & Practices of Management
Paper-1.2	Managerial Economics
Paper-1.3	Quantitative Techniques
Paper-1.4	Cost & Management Accounting
Paper-1.5	Financial Accounting
Paper-1.6	Business Data Processing & Computer Application

## Course Curriculum (2<sup>nd</sup> Year)

Paper No.	Subject
Paper-2.1	Business Communication Skill
Paper-2.2	Business Environment & Law
Paper-2.3	Marketing Management
Paper-2.4	Human Resources Management
Paper-2.5	Production Management
Paper-2.6	Retail Management
Paper-2.7	Financial Management



## Course Curriculum (3<sup>rd</sup> Year)

Paper No.	Subject
Paper-3.1	Organization Behaviour
Paper-3.2	Specialization – I
Paper-3.3	Specialization – II
Paper-3.4	Specialization – III
Paper-3.5	Specialization – IV
Paper-3.6	a) Seminar Presentation b) Comprehensive Viva-voce
Paper-3.7	Project Report