



Bachelors of Business Administration (BBA)

Specializations Offered (Marketing)

Paper No.	Subject
Paper-3.2	Sales & Distribution Management
Paper-3.3	Advertising and Sales Promotion Management
Paper-3.4	Consumer Behaviour
Paper-3.5	Service Marketing

Specializations Offered (Information Technology)

Paper No.	Subject
Paper-3.2	Data Base Management
Paper-3.3	Business Process Re-engineering
Paper-3.4	Strategic Management Information Technology
Paper-3.5	Management of support system



Specializations Offered (Finance)

Paper No.	Subject
Paper-3.2	Working Capital Management
Paper-3.3	Security Analysis and Portfolio
Paper-3.4	Risk Insurances Management
Paper-3.5	Management of Financial Services

Specializations Offered (HRD)

Paper No.	Subject
Paper-3.2	Advance human Resources Management
Paper-3.3	Global HRD
Paper-3.4	HRD Principles & Practices
Paper-3.5	Managing change in organization



Specializations Offered (Business Accounting)

Paper No.	Subject
Paper-3.2	Company Accounts
Paper-3.3	Specialized Accounting
Paper-3.4	Advanced Management Accounting
Paper-3.5	Business Taxation