

**BBA (CBCS)**

**26 Courses**

**148 Credits**

Semester	Core Course	Ability Enhancement - Compulsory Course (AECC)	Generic Elective (GE) / Interdisciplinary Courses	Skill Enhancement Course (SEC)	Discipline Specific Elective (DSE)
	(84 Credits)	(8 Credits)	(24 Credits)	(8 Credits)	(24 Credits)
	(14 × 6 Cr.)	(2 × 4 Cr.)	(4 × 6 Cr.)	(2 × 4 Cr.)	(4 × 6 Cr.)
I	Fundamentals of Management and Organisational Behaviour	AECC-I	GE-I		
	Statistics for Business Decisions				
II	Managerial Economics	AECC-II	GE-II		
	Business Accounting				
III	Macroeconomics		GE-III	SEC-I	
	Principles of Marketing				
	Management Accounting				
IV	Business Research		GE-IV	SEC-II	
	Human Resource Management				
	Financial Management				
V	Quantitative Techniques for Management				DSE-I
	Legal Aspects of Business				DSE-II
VI	Business Policy & Strategy				DSE-III
	Financial Institutions & Markets				DSE-IV

**Ability Enhancement – Compulsory Course (AECC)**

- English for Professional Studies
- Environmental Science

**Generic Elective (GE) / Interdisciplinary Courses**

- Entrepreneurship Development
- Production and Operation Management
- Ethics, Governance and Social Responsibility
- Insurance and Banking
- Management Information System

**Skill Enhancement Course (SEC)**

- IT for Business
- Interpersonal Communication
- E-Commerce
- Office Management
- Professionals in Financial Markets Practice

**Discipline Specific Elective (DSE)**

<b>Marketing</b>	<b>Finance</b>	<b>HRM</b>
Consumer Behavior	International Financial Management	Human Resource Development
Sales Management	Security Analysis & Portfolio Management	International HRM
Product Management	Rural Development & Rural Finance in India	Industrial Relations
Logistic and Supply Chain Management	Indian Financial Systems	Compensation & Reward Management
Marketing of Services	Application of Computer in Financial Accounting	Organizational Dynamics
International Marketing	Management of Financial Services	Human Resource Planning
Advertising and Promotion Strategy	Currency & Debt Market	Managing change in Organization
Rural Marketing		Organizational Development
Retail Management		