

The BBA program is directed at preparing participants for the challenges of supervisory and middle-level management positions in the public or private sector. The program blends the three core disciplines of management, communication and information systems into a balanced program providing the contemporary manager with effective skills. In addition, the program offers general business courses to broaden the prospective manager's knowledge base.

**Objectives:** The course aims at realizing the following objectives -

- To communicate effectively through writing and in interpersonal communication.
- To use information and communication technology effectively.
- To make informed decisions in the selection, utilization and evaluation of information technology.

- To integrate and manage administrative systems.
- To apply contemporary theories of organizational behaviour.
- To manage administrative functions with respect to planning, organizing, staffing and controlling.

**Eligibility:** 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education

**Course Fee:** Rs.9,200/- per semester inclusive of exam fees or as revised from time to time.

**Minimum duration:** 3 years (6 semesters).

**Maximum duration:** 6 years.

**Minimum counseling and hands-on experience at Learning Centers:** 160 hrs/semester.

## Course Structure

First Semester		
Sub. Code	Title	Credit
BB0001	Marketing	2
BB0002	Organization Behavior	2
BB0003	Organization, Competition & Environment	2
BB0004	Communication Skills in English	2
BB0005	Computer Fundamentals	4
BB0006	Financial Accounting	4
<b>Total Credits</b>		<b>16</b>

Second Semester		
Sub. Code	Title	Credit
BB0007	Management Information System (MIS)	2
BB0008	Legal Regulatory Framework	2
BB0009	Business Strategy	4
BB0010	Quantitative Techniques in Business	4
BB0011	Managing Financial Resources	4
<b>Total Credits</b>		<b>32</b>

Third Semester		
Sub. Code	Title	Credit
BB0012	Management Accounting	4
BB0013	Financial System & Auditing	4
BB0014	Introduction to Internet	4
BB0015	Quality Management	2
BB0016	Small Business Management	2
<b>Total Credits</b>		<b>48</b>

Fourth Semester		
Sub. Code	Title	Credit
BB0017	Financial Reporting	2
BB0018	Human Resource Management	2
BB0019	Taxation	4
BB0020	Managing Information	4
BB0021	Production & Operation Management	4
<b>Total Credits</b>		<b>64</b>

Fifth Semester		
Sub. Code	Title	Credit
BB0022	Capital & Money Market	4
BB0023	Multinationals & their Roles	4
BB0024	Introduction to International Marketing	4
BB0025	e-Commerce	2
BB0026	Introduction to Technology Management	2
<b>Total Credits</b>		<b>80</b>

Sixth Semester		
Sub. Code	Title	Credit
BB0027	Cross-culture Aspects of Business	4
BB0028	Entrepreneurship Development	4
BB0029	Economic Reforms Process in India	4
BB0030	Role of International Financial Institutions	2
BB0031	Management Development	2
<b>Total Credits</b>		<b>96</b>