



BBA

PROGRAMME

**CURRICULUM
HIGHLIGHTS**

BBA [3 Years] - Specializations

- Human Resource Management
- Digital Marketing
- Family Business
- Finance
- Operations and Logistics Management

Subject name
Principles of Management
Introduction to Finance
Microeconomics
Business Statistics
Organizational Behavior
Business Communications

Subject name
Financial Accounting
Introduction to Product Marketing
Business Research Methods
Business Data Analytics & Applications
Production & Operations Management
Macro Economics in Business

Subject name
Cost & Management Accounting
Entrepreneurship and Family Business
Supply Chain Management
Human Resources Management
Services Marketing
Specialization (1 course)

Subject name
Corporate Finance
Big Data Management & Machine Learning Techniques & Analysis
Specialization Stream – Course #2
Specialization Stream – Course #3
Specialization Stream – Course #4
SUMMER PROJECT BREAK Action Learning Team Project (Include 2 credit summer break)

Subject name
Strategic Planning
Consumer Services and Operations Management
Waste and Water Management
Management Information System
Specialization Stream – Course #5
Action Learning Team Project (Part 2)

Subject name
Global Business & Foreign Trade Administration
Environmental Studies
Business Law & Taxation
Business Ethics and Corporate Governance
Dissertation