

Syllabus

The BBA Course is designed for 3 years with 6 semesters and two in plant training of 1 Month duration during 3rd & 5th semester vacation which the student need to be completed. It is a Choice Based Credit system of syllabus followed in Bachelor Of Business Administration.

1st Semester

- Management Principles & Practice
- Fundamentals of Business Accounting
- Marketing Management
- English
- Kannada

2nd Semester

- Financial Accounting and Reporting
- Human Resource Management
- Business Environment
- English
- Kannada / Hindi

3rd Semester

- Cost Accounting
- Organizational Behavior
- Statistics for Business Decisions
- English
- Kannada/Hindi

4th Semester

- Management Accounting
- Business Analytics/ Financial Markets & Services
- Financial Management
- Constitution of India
- English
- Kannada

5th Semester

- Production and Operations Management/ International Business
- Income Tax
- Elective Paper - 1
- Elective Paper - 2

6th Semester

- Business Law
- Entrepreneurship & Startup Management
- Elective Paper - 1
- Elective Paper - 2

7th Semester

- Business Ethics and Corporate Governance
- E - Commerce
- Advanced Statistics for Business Research
- Research Methodology

8th Semester

- Strategic Management
- Operations Research and Quantitative Techniques
- Project Management
- Research Projects / Internship with viva- voce

OPEN ELECTIVE AND SKILL ELECTIVE COURSES

Semester	Open Elective Course (OEC)	Skill Enhancement Course (SEC)	AECC	Vocational Subjects
1st Semester	Business Organization	Communication Skills	-	-
2nd Semester	Retail Management	Health Wellness/Social & Emotional Learning	Environmental Studies	-
3rd Semester	Social Media Marketing/ Rural Marketing	Artificial Intelligence	Lang -1	-
4th Semester	Business Leadership Skills/ Personal Wealth Management	Sports/NCC/NSS/Others (if any)	Lang - 2	-
5th Semester		Cyber Security/ Ethics & Self - Awareness	Lang - 1	Information Technology for Managers (V1)
6th Semester		Professional Communication	Lang - 2	Goods & Service Tax(GST) (V2)
7th Semester				Application of Statistical Software (Any one Statistical)
8th Semester				Digital Marketing