

BACHELOR OF BUSINESS ADMINISTRATIVE

- English Language Skills – I & II
- Financial Accounting – I &II
- Business Statistics
- Managerial Economics – I &II
- Introduction to computers
- Principles of Management
- Quantitative Methods
- Computer Programming
- Introductory psychology
- Technical Report Writing
- Business Law – I &II
- Management Accounting
- Marketing Management – I & II
- Organizational Behavior
- Soft skills – I & II
- Financial Management
- Operations Management
- Human Resource Management
- Business Strategy & Policy
- Project Management
- Business Environment
- International Business
- Money, Banking & Financial Markets
- Insurance Management

Basic knowledge about the following topics:

Sales Management, Advertising and Sales Promotion, Working Capital Management, Life Insurance, Management Information System, Services Marketing, Consumer Behavior, Bank Management, General Insurance, Database Management Systems, Investment Management, Capital Markets, Retail Management, Customer Relationship Management.

Dynamics of Social Change, Current Affairs - Indian,

Heritage of India, Introductory Philosophy, Comparative

Religion, Current Affairs - International.