

## THE BBA PROGRAMME

The BBA programme of the Institute introduces and exposes the student to various industry-specified management functions such as those in the areas of marketing, finance, human resource and system. This enables a student to get attuned to the expectations of corporate culture.

The BBA course structure is spread across six semesters in three years. Each semester comprises of seven papers. The course content is regularly updated to keep pace with changes in the business environment.

The BBA programme provides an ideal platform for pursuing higher studies in Management leading to an MBA.

## THE BBA COURSE STRUCTURE

<b>Semester 1</b>	
<b>Theory</b>	
BBA 101	General Principles of Management
BBA 102	Business Statistics
BBA 104	Business Economics
BBA 105	Introduction to Business Accounting
BBA 108	Business Communication –I
BBA 109	Fundamentals of Computing
<b>SESSIONAL</b>	
BBA 107	Programming Lab. I

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<b>Theory</b>	
BBA 101	General Principles of Management
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<b>SESSIONAL</b>	
BBA 107	Programming Lab. I

<b>Semester 3</b>	
<b>Theory</b>	
BBA 301	Research Methodology
BBA 302	Human Resource Management
BBA 303	Legal Aspects of Management
BBA 304	Introduction to Financial Markets
BBA 305	Introduction to Java Programming
BBA 308	Principles of Marketing II
<b>SESSIONAL</b>	
BBA 307	Lab. In Java

<b>Semester 4</b>	
<b>Theory</b>	
BBA 402	Introduction to Multimedia & Information Technology
BBA 403	Management & Control of Cost
BBA 404	Fundamentals of Operations Research
BBA 405	Introduction to Materials Management & Production Management
BBA 408	Sales & Distribution Management
BBA 409	Business Ethics
<b>SESSIONAL</b>	
BBA 406	Computer Application / Multimedia Lab.

<b>Semester 5</b>	
<b>Theory</b>	
BBA 501	Entrepreneurship & Small Business
BBA 502	International Trade & Business
BBA 505	Database Design & Management
BBA 506	Project Feasibility Report
BBA 509	Hospitality Management
BBA 620	Project I
<b>SESSIONAL</b>	
BBA 507	Oracle Lab.

<b>Semester 6</b>	
<b>Theory</b>	
BBA 601	Management Information System
BBA 508	E-Commerce
BBA 603	International Marketing
BBA 608	Manpower Planning
BBA 615	Project Management
BBA 617	Advertising Management
BBA 621	Project II

## FEES PAYABLE FOR BBA PROGRAMMES

### Fees Payable at a Glance

<b>Particulars</b>	<b>BBA</b>
Total fees payable at the time of admission, including the fees for first semester	32500
Fees payable for each subsequent semester	26500

### Details of fees payable per semester and at the time of admission

<b>A)Particulars of fees for each semester</b>	<b>BBA</b>
Tuition fee, Registration Fee, Institute Examination, Library, Teaching aids and other Student Facilities	23,500
Off-campus charges	3000
<b>Sub-total</b>	26,500

<b>B) Additional amount to be paid at the time of admission</b>	<b>BBA</b>
University Enrollment Fee	1000
<b>Sub-total</b>	1000
<b>C) Caution Money(Refundable)</b>	5000

<b>Grand Total to be paid at the time of admission(A+B+C)</b>	<b>32,500</b>
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