

**SCHOOL OF OPEN & DISTANCE LEARNING
JAMIA HAMDARD, HAMDARD NAGAR**

Programme Name:: Bachelor of Business Administration (BBA)

SEMESTER-I

Course Code	Title of the Course
BBA-C-01	Principles of Management
BBA-C-02	Environmental Management
BBA-C-03	Marketing Management – 1
BBA-C-04	Business Economics
	Any one from elective-2
	Any one from elective -3

SEMESTER-II

Course Code	Title of the Course
BBA-C-05	Business Statistics
BBA-C-06	Business Law
BBA-C-07	Organizational Behavior
BBA-C-08	Cost Accounting
	Any one from elective-2
	Any one from elective-3

SEMESTER-III

Course Code	Title of the Course
BBA-C-09	Human Resource Management
BBA-C-10	Business Environment
BBA-C-11	MIS
BBA-C-12	Business Ethics and Corporate Governance
	Any one from elective-1
	Any one from elective-2

SEMESTER-IV

Course Code	Title of the Course
BBA-C-13	Business Research Methods
BBA-C-14	Financial Management
BBA-C-15	International Business Environment
BBA-C-16	Marketing Management - 2
	Any one from elective-1
	Any one from elective-2

SEMESTER-V

Course Code	Title of the Course
BBA-C-17	Quantitative Techniques for Managers
BBA-C-18	Income Tax
BBA-C-19	Production and Operation Management
	Any one from elective-1
	Any one from elective-3

SEMESTER-VI

Course Code	Title of the Course
BBA-C-21	Business Policy and Strategy
BBA-C-22	Project Management
	Any one from elective-1
	Any one from elective-3

ELECTIVE COURSES

Elective-1 Generic

Finance

Course Code	Title of the Course
BBA-F-101	Investment Management
BBA-F-102	Corporate Analysis and Valuation
BBA-F-103	International Finance
BBA-F-104	Wealth Management
BBA-F-105	Financial Derivatives
BBA-F-106	Insurance and Risk Management
BBA-F-107	Financial Markets and Institutions
BBA-F-108	Security Analysis & Portfolio Management
BBA-F-109	Project Appraisal and Analysis

Marketing

Course Code	Title of the Course
BBA-M-101	Advertising Management
BBA-M-102	Sales and Distribution Management
BBA-M-103	Retail Management
BBA-M-104	Rural Management
BBA-M-105	International Marketing
BBA-M-106	Supply Chain Management
BBA-M-107	Services Marketing
BBA-M-108	Digital Marketing

Human Resource Management

Course Code	Title of the Course
BBA-H-101	Performance Management
BBA-H-102	Maintenance of Human Resources
BBA-H-103	Industrial Relation and Trade Union
BBA-H-104	Compensation Management
BBA-H-105	Labour Legislations
BBA-H-106	Human Resource Development
BBA-H-107	Counselling & Negotiation
BBA-H-108	Cross Cultural HRM
BBA-H-109	Talent & Knowledge Management

Services Management

Course Code	Title of the Course
BBA-S-101	Managing Insurance Services
BBA-S-102	Managing Tourism Services
BBA-S-103	Managing Banking Services
BBA-S-104	NGO Management
BBA-S-105	Managing IT Enabled Services

International Business

Course Code	Title of the Course
BBA-IB-101	International Trade Policy & Strategy
BBA-IB-102	International Economic Organizations
BBA-IB-103	International Supply Chain Management
BBA-IB-104	International Diversity Management
BBA-IB-105	Foreign Exchange Management

Elective-2 Minor Subject

Course Code	Title of the Course
BBA-E-01	Small Business and Entrepreneurship
BBA-E-02	Goods and Services Tax
BBA-E-03	Production & Operations Management
BBA-E-04	Consumer Behavior
BBA-E-05	Indian Economy
BBA-E-06	Legal Environment of Business
BBA-E-07	International Business Management

Elective-3 Skill Enhancement Course

Course Code	Title of the Course
BBA-P-01	Business Mathematics
BBA-P-02	Office Management
BBA-P-03	Digital Economy
BBA-P-04	Personality Development
BBA-P-05	Social Media Ethics
BBA-P-06	Business Communication
BBA-P-07	Communicative English
BBA-P-08	E-Commerce
BBA-P-09	Computer Fundamentals

