

BBA (MARKETING MANAGEMENT)

SEMESTER I			SEMESTER II		
		Credits			Credits
BBCB 101	Business Organization	3	BBCB 102	Organizational Behavior	3
BBCE 111	Business Economics I	3	BBCE 112	Business Economics II	3
BBCQ 121	Business Mathematics	3	BBCQ 122	Business Statistics	3
BBCF 131	Business Accounting	3		Marketing Planning and Research	2
BBCI 141	Business Computing	3	BBCG 102	Business Communication II	3
BBCG 101	Business Communication I	3	BBCG 112	Environment & Ecology	4
TOTAL		18			18
SEMESTER III			SEMESTER IV		
		Credits			Credits
BBCB 103	Human Resource Management	3	BBRM 202	Marketing of Services	3
BBCG 114	Operations Management	3		Advertising and Sales Promotion	3
BBCQ 123	Research Methodology & Report Writing	3		International Marketing	3
BBCM 152	Consumer Behavior & Market Research	3	BBCG 110	Business Law	3
BBCM 151	Marketing Management	3	BBDM 103	Social Media Marketing	2
BBCF 132	Financial Management	3	BBDM 105	Mobile & Email Marketing	3
			BDSM 171	Industry Visit	1
TOTAL		18	TOTAL		18
SEMESTER V			SEMESTER VI		
		Credits			Credits
BBCG 111	Essentials of Strategic Management	3		Brand Management	3
BBCM 154	Customer Relationship Management	3	BBCG 109	Entrepreneurship & Venture Management	3
	Public Relations	3		Green and Rural Marketing	3
	Industrial Marketing	3	BDSM 162	Dissertation II	4
	Retail Marketing	2			
BDSM 163	Summer Internship	2			
BDSM 161	Dissertation I	4			
	TOTAL	20			13
TOTAL CREDIT POINTS FOR BBA (MM) are 105 CREDITS					