

BBA (MARKETING MANAGEMENT)

| SEMESTER I | | | SEMESTER II | | |
|---|---------------------------------------|-----------|-----------------|---------------------------------------|-----------|
| | | Credits | | | Credits |
| BBCH 101 | Business Organization | 3 | BBCH 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 |
| BBCH 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 | | | | | |