

SCHOOL OF MANAGEMENT

AMBI, TALEGAON, PUNE.

BBA PROGRAMME FOR ACADEMIC YEAR 2020-21

BATCH 2020 - 2023

SUBJECT BASKET

FIRST YEAR SEMESTER - I	FIRST YEAR SEMESTER - II
<i>Course Name</i>	<i>Course Name</i>
1101-Principles of Management	1201-Business Organization and System
1102-Business Accounting	1202-Cost and Financial Management
1103-Organizational Behaviour	1203-Human Resource Management
1104-Micro Economic Analysis	1204-Macro-Economic Analysis
1105-Business Mathematics	1205-Fundamentals of Marketing
1106-Computer Applications in Business	1206-Entrepreneurship Development
1107-Basics of Tally	1207-Advanced Tally

**The School/College has all the rights to revise the syllabus/curriculum at any time.*

SECOND YEAR SEMESTER - III	SECOND YEAR SEMESTER - IV
<i>Course Name</i>	<i>Course Name</i>
2301-Corporate Governance and Ethics	2401-International Business
2302-Business Statistics	2402-Operations Management
2303-Leadership Development	2403-Business Law
2304-Business Exposure - I (SIP)	2404-Quality Management
FINANCIAL MANAGEMENT	Financial Management (FIN)
2305-Financial Management	2405-Auditing
2306-Indian Financial System and Regulators	2406-Financial Reporting and Standards
OPEN ELECTIVES(Any Two)	OPEN ELECTIVES(Any Two)
2307-Income Tax and GST	2407-Working Capital Management
2308-Financial Market	2408-Behavioral Finance
2309-Corporate Accounting	2409-Project Finance
2310-Wealth Management	2410-Financial Modelling
Marketing Management (MKT)	Marketing Management (MKT)
2305-Introduction to Digital Marketing	2405-Fundamentals of Brand Management
2306-Consumer Behaviour and Insights	2406-Sales and Distribution Management
OPEN ELECTIVES(Any Two)	OPEN ELECTIVES(Any Two)
2307-Selling & Negotiation Skills for Marketing Professional	2407-Advertising and Public Relations
2308-Rural & Agriculture Marketing	2408-Fundamentals of Market Research
2309-Sport & Entertainment Marketing	2409-Fundamentals of B to B Marketing
2310-Tourism & Hospitality Marketing	2410-Customer Relationship Marketing

Human Resource Management (HRM)	Human Resource Management (HRM)
2305-Training and Development	2405-Compensation Management
2306-Industrial Relations	2406-Labour Laws and International Labour Org.
<i>OPEN ELECTIVES(Any Two)</i>	<i>OPEN ELECTIVES(Any Two)</i>
2307-Fundamentals of HR Analytics	2407-HRD Instruments and Mechanisms
2308-Industrial Laws	2408-Workforce Planning
2309-Conflict Management	2409-Employee productivity management
2310-Talent Management	2410-Emotional Intelligence for Personal Growth
International Business (IB)	International Business (IB)
2305-International Relations & Management	2405-International Business Laws
2306-Export Import Management	2406-Dimensions of International Business
<i>OPEN ELECTIVES(Any Two)</i>	<i>OPEN ELECTIVES(Any Two)</i>
2307-Banking Operations	2407-India's Foreign Trade
2308-Post Liberalization Indian Economy	2408-Basics of International Economics
2309-International Marketing Research	2409-Basics of International Marketing
2310-Export Documentation and Procedures	2410-Leadership Organization

**The School/College has all the rights to revise the syllabus/curriculum at any time.*

THIRD YEAR SEMESTER - V	THIRD YEAR SEMESTER - VI
<i>Course Name</i>	<i>Course Name</i>
3501-Research Methodology	3601-Global Business Environment
3502-Supply Chain & Logistics Management	3602-Operations Research
3503-Soft Skills	3603-Business Simulation
3504-Business Exposure - II (SIP)	3604-Family Business Management
Financial Management (FIN)	3605-Dissertation
3505-International Finance	
3506-Corporate Taxation	
OPEN ELECTIVES(Any Two)	
3507-Strategic Cost Management	
3508-Mergers & Acquisitions	
3509-Principles of Insurance	
3510-Legal Aspect of Corporate Finance	
Marketing Management (MKT)	
3505-Elementary Retail Marketing	
3506-IMC and Advertising	
OPEN ELECTIVES(Any Two)	
3507-Services Marketing	

3508-Sales Management	
3509-Marketing of Financial Services	
35010-Marketing of Luxury Products	
Human Resource Management (HRM)	
3505-Performance Management system	
3506-Global Trends in HRM	
OPEN ELECTIVES(Any Two)	
3507-Personnel Administration, Policies & Procedures	
3508-HR Audit	
3509-Managerial Competencies and Career Development	
3510-Coaching and Mentoring	
International Business (IB)	
3505-International Business Economics	
3506-Indian Economy and Trade Dependencies	
OPEN ELECTIVES(Any Two)	
3507-Public Finance	
3508-WTO and Intellectual Property Rights	
3509-Global Logistics & Supply Chains	
3510-International Diversity Management	

**The School/College has all the rights to revise the syllabus/curriculum at any time.*