



Online Bachelor Of Business Administration

Syllabus

● Semester 1

- Accounting Fundamentals
- Principles of Marketing
- Management Foundation
- Business Statistics
- Business Communication

● Semester 2

- Fundamentals of Financial Management
- Fundamentals of Human Resource Management
- Individual Excellence and Social Dynamic
- IT Applications in Business
- Environmental Studies

● Semester 3

- Essentials of Production and Operations Management
- Principles of Organizational Behaviour
- Research Methods for Managers
- **Elective Subjects**
 - Cross Cultural Management
 - Financial Markets and Services

● Semester 4

- Fundamentals of Entrepreneurship
- Principles of Consumer Behaviour
- Operations Research
- **Elective Subjects**
 - Fundamentals of Project Management
 - Sales and Distribution Management

- **Semester 5**

- Business Strategy
- Marketing in Digital Age
- Managing Customer Relationships
- Professional Ethics
- **Elective Subjects**
 - Financial Planning
 - Quality Management

- **Semester 6**

- Dissertation
- **Elective Subjects**
 - Brand Management
 - Fundamentals of International Human Resource Management
 - Fundamentals of Retailing