

B.B.A

- Crafts graduates with well-developed business insights, critical thinking and decision-making skills.
- Emphasizes on the development of real-world business skills – giving students the confidence, knowledge and expertise to excel in a global setting.
- Building a strong foundation for future entrepreneurs & business leaders through crystal clear understanding of human resources, finance, marketing and other core fundamentals.

Subjects

Semester 1	Semester2	Semester 3
1. English	1. English	1. English
2. Telugu/Sanskrit/Hindi/French	2. Telugu/Sanskrit/Hindi/French	2. Telugu/Sanskrit/Hindi/French
3. Environmental Science	3. Basic Computer Skills	3.a) Personality Development –I b) Advanced Computers
4. Principles of Management	4. Organisational Behaviour	4. Basic Quality Management Business Policy & Strategy
5. Basics of Marketing	5. Business Statistics	5. Human Resource Management
6. Business Economics	6. Financial Accounting	6. Information Technology for Business
		7. Financial Management

Semester 4	Semester 5	Semester 6
1. English	1. English	1. English
2. Telugu/Sanskrit/Hindi/French	2. Telugu/Sanskrit/Hindi/French	2. Telugu/Sanskrit/Hindi/French
3.a) Business Correspondence and Communication b) Personality Development - II	3. Mobile Commerce	3.a) Banking (F) b) Buyer Behaviour (M) c) Leadership and Change Management (HR)
4. a) Start Up Management b) Business Intelligence & Data Visualization	4.a) Financial Markets and Services (F) b) Brand Management (M) c) Organization Development (HR)	4. a) Risk Analysis And Management (F) b) Advertising and Sales Promotion (M) c) Talent and Knowledge Management (HR)
5. Business Law and Ethics	5. a) Analysis of Investment in Financial Assets (F) b) Retail Management (M) c) Performance Appraisal and Counseling (HR)	5.a) International Finance (F) b) Rural Marketing (M) c) Employees Relations (HR)
6. Market Research	6. a) Insurance Services (F) b) Customer Relationship Management (M) c) Compensation Management (HR)	6. Project Report & Viva-Voce
7. Management Science		