

# BBA (Bachelor of Business Administration)

Duration: 6 Semesters (3 Years)

Eligibility: 10 + 2 (Any Stream)

## First Semester

English, Computer Application, Business Mathematics, Principles of Management, Financial Accounting

## Second Semester

Hindi, Business economics, Business Statistics, Cost Accounting, Environmental Studies  
Comprehensive Viva

## Third Semester

Managerial Economics, Business Communication, Business Laws, Business and Environment  
Management Information System (MIS)

## Fourth Semester

Organization Behavior, Marketing management, HRM, Financial Management, Production  
Management, Comprehensive Viva

## Fifth Semester

Marketing Research, Quantitative Techniques, Sales and Advertisement Management,  
Investment management, Material Management

## Sixth Semester

Business Policy and Strategy, Entrepreneurship and Small Business Management, Business  
Taxation, Business Ethics & Social Responsibility, Project Report and Viva Voce

## Central College of Information Technology

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