

## Bachelor of Business Administration (BBA)

Affiliation: Pt. Ravishankar Shukla University, Raipur

Eligibility: XII (All Streams)

Duration: 3 years

Medium of Instructions and Exam: English

Min. Criteria: 49% in XII

Pattern of Exam: Semester System (2 Semesters in year: December-January; May-June)

### Course structure:

#### BBA I Sem

- 101. English
- 102. Computer Application
- 103. Business Mathematics
- 104. Principles of Management
- 105. Financial Accounting

#### BBA III Sem

- 111. Managerial Economics
- 112. Business Communication
- 113. Business Laws
- 114. Business and Environment
- 115. Management Information System (MIS)

#### BBA V Sem

- 122. Marketing Research
- 123. Quantitative Techniques
- 124. Sales & Advertisement Management
- 125. Investment Management
- 126. Material Management

#### BBA II Sem

- 106. Hindi
- 107. Business Economics
- 108. Business Statistics
- 109. Cost Accounting
- 110. Environmental Studies

#### BBA IV Sem

- 116. Organizational Behavior
- 117. Marketing Management
- 118. HRM
- 119. Financial Management
- 120. Production Management
- 121. Comprehensive Viva

#### BBA VI Sem

- 127. Business Policy & Strategy
- 128. Entrepreneurship & Small Business Mng.
- 129. Business Taxation
- 130. Business Ethics & Social Responsibility
- 131. Project Report & Viva-voce