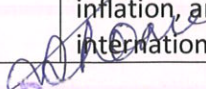


CURRICULAM AND ITS RELEVANCE TO LOCAL /NATIONAL /REGIONAL/GLOBAL NEEDS

DEPARTMENT NAME – BBA (MANAGEMENT)

SL.NO	Course Code	Course Name	Relevance (Local/National/Regional/Global)	Description (Importance for Student)
1	BBA-BC101	Business Communication	Global	Enhances verbal and written communication skills essential for business interactions.
2	BBA-ME102	Micro Economics	Global	Develops an understanding of consumer behavior, market structures, and pricing strategies.
3	BBA-POM103	Principles of Management	Global	Provides fundamental management concepts essential for leadership roles.
4	BBA-IMR104	Introduction to Marketing	Global	Covers core marketing concepts, consumer behavior, and market segmentation.
5	BBA-BA105	Introduction to Business	Global	Introduces students to business functions, corporate structures, and entrepreneurship.
6	BBA-FC106	Fundamentals of Computer	Global	Provides basic IT knowledge and digital literacy required in modern business.
7	BBA-EVS201	Environmental Science	Global	Creates awareness about sustainable business practices and environmental responsibility.
8	BBA-MCE202	Macro Economics	Global	Explains national economic policies, GDP, inflation, and international trade.




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9	BBA-OB203	Organizational Behavior	Global	Focuses on human behavior in organizations to improve teamwork and leadership.
10	BBA-IMC204	Integrated Marketing Communication	Global	Covers advertising, branding, and promotional strategies for effective communication.
11	BBA-COA205	Basics of Cost Accounting	Global	Helps in cost analysis, budgeting, and financial decision-making.
12	BBAEXL206	Advance Excel	Global	Enhances data analysis, reporting, and decision-making skills using Excel.
13	BBA-LAB301	Legal Aspects of Business	National	Provides knowledge of business laws, contracts, and corporate regulations.
14	BBA-DM302	Digital Marketing & E-Commerce	Global	Covers online marketing strategies, social media, and e-commerce trends.
15	BBA-HRM303	Human Resource Management	Global	Develops skills in recruitment, training, and employee relations.
16	BBA-CB304	Consumer Behaviour	Global	Analyzes buying patterns and psychological factors influencing consumer decisions.
17	BBA-MA305	Basics of Management	Global	Introduces management principles, planning, organizing, and decision-making.
18	BBA-RM401	Research Methodology	Global	Helps students conduct systematic research and analyze business data.
19	BBA-TAX402	Taxation	National	Covers direct and indirect taxes, tax planning, and compliance.
20	BBA-POR403	Production and Operation Research	Global	Enhances efficiency in production, logistics, and supply chain



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				management.
21	BBA-SDM404	Sales & Distribution Management	Global	Covers sales strategies, distribution channels, and customer relationship management.
22	BBA-BS405	Business Statistics	Global	Introduces statistical tools for business decision-making and data analysis.
23	BBA-PM501	Project Management	Global	Focuses on project planning, execution, and risk management.
24	BBA-FM502	Financial Management	Global	Covers financial planning, investment decisions, and capital management.
25	BBA-FIB503	Fundamentals of International Business	Global	Explains global trade, foreign exchange, and multinational business strategies.
26	BBA-05-PJ	Summer Internship	Global	Provides practical industry exposure and hands-on business experience.
27	BBA05MMO1	Retail Management	Global	Covers retail operations, merchandising, and consumer experience strategies.
28	BBA05FM01	Merchant Banking & Financial Services	Global	Focuses on investment banking, financial regulations, and capital markets.
29	BBA05HR01	Compensation Management	Global	Covers salary structures, employee benefits, and performance-linked pay.
30	BBA-SM601	Strategic Management	Global	Develops strategic thinking and business policy formulation skills.
31	BBA-ED602	Entrepreneurship Development	Global	Encourages startup mindset, innovation, and small business management.
32	BBA-SM603	Service Marketing	Global	Focuses on marketing strategies specific to the



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				service sector.
33	BBA06MM02	Advertising and Sales Management	Global	Covers promotional campaigns, media planning, and sales techniques.
34	BBA06FM02	Securities and Securities Analysis	Global	Provides knowledge of stock markets, investment strategies, and risk management.
35	BBA06HR02	Industrial Relations	National	Covers labor laws, workplace negotiations, and employee welfare policies



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