

BBA

Affiliation : Mahatma Gandhi University, Kottayam

Duration : 3 Years

Eligibility : Plus 2 or equivalent

Semester I

- 1.1 English - (Paper I)
- 1.2 Business Accounting
- 1.3 Business Statistics -I
- 1.4 Business Mathematics - 1
- 1.5 Principles of Management

Semester II

- 2.1 English - (Paper II)
- 2.2 Cost & Management Accounting
- 2.3 Business Mathematics - II
- 2.4 Business Statistics - II
- 2.5 Business Economics

During the third and fourth semesters students have to undertake an individual social project and submit the report at the end of the fourth semester.

Semester III

- 3.1 Business Communication
- 3.2 Financial Management
- 3.3 Marketing Management
- 3.4 Introduction to Office Automation
- 3.5 Social Project

Semester IV

- 4.1 Business Law
- 4.2 Human Resource Management
- 4.3 Marketing Research
- 4.4 Company Accounts
- 4.5 Social Project

On Completion of the fourth semester students undergo an industrial training. During the Fifth and Sixth Semester they prepare a project report based on the industrial training.

Semester V

- 5.1 Corporate Laws
- 5.2 Taxation
- 5.3 Organisation Structure & Dynamics
- 5.4 Industrial Relations
- 5.5 Management Project

Semester VI

- 6.1 Labour Law
- 6.2 Entrepreneurship
- 6.3 Optional I
- 6.4 Optional II
- 6.5 Management project & Viva