



Bachelor of Business Administration

K L University, Greenfields, Vaddeswaram Guntur-522002

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Syllabus

Program Structure for the BBA Program.

Year	Name of the Course	Periods			Contact Hours	Credits	Name of the Course	Periods			Contact Hours	Credits
		L	T	P				L	T	P		
I	English Language Skills-I	2	0	2	4	3	English Language Skills-II	2	0	2	4	3
	Introduction to Financial Accounting	3	2	0	5	5	Financial Accounting	3	2	0	5	5
	Indian Business Environment	3	0	0	3	3	Business Statistics & Quantitative Methods	3	2	0	5	5
	Managerial Economics	3	0	0	3	3	Monitory Economics	3	0	0	3	3
	Introduction to Information Technology	1	0	4	5	3	International Business Environment	3	0	0	3	3
	Perspectives of Management	3	0	0	3	3	Introductory Psychology	3	0	0	3	3
	Contemporary India*	3	0	0	3	0						
Total	18	2	6	26	20	Total	17	4	2	23	22	
II	Financial Management	3	2	0	5	5	Business Report Writing	2	0	2	4	3
	Business Laws	3	0	0	3	3	Company Law	3	0	0	3	3
	Management Accounting	2	1	0	3	3	Production & Service Operations Management	3	1	0	4	4
	Marketing Management	5	0	0	5	5	Human Resources Management	3	0	0	3	3
	Organization Behavior	3	0	0	3	3	Soft-Skills-II	1	0	4	5	3
	Soft-Skills-I	2	0	2	4	3	Management Information Systems	3	0	0	3	3
	Environmental Studies*	3	0	0	3	0						
Total	20	4	2	26	22	Total	15	1	6	22	19	

SUMMER INTERNSHIP.

Summer Term	SUMMER PROJECT 5 CREDITS									
III	Current Issues in Business	3	0	0	3	3	Internship	20	20	
	Business Policy & Strategy	3	0	0	3	3				
	Business Research Methods	3	2	0	5	5				
	Elective - I	3	0	0	3	3				
	Elective - II	3	0	0	3	3				
	Elective-III	3	0	0	3	3				
	Elective - IV	3	0	0	3	3				
Total	21	2	0	23	23	Total	0	20	20	

Elective Courses.

Marketing
Sales Management
Advertising and Sales Promotion
Consumer Behavior
Services Marketing
Rural Marketing
Finance
Working Capital Management
Security Analysis
Portfolio Management
Management of Financial Services
Mutual Funds & Merchant Banking

Human Resource Management
Organizational Change & Development
Training & Development
Performance & Counseling Management
Leadership Development
Labour Laws
Ectoral Specializations
Banking Theory & Practice
Banking Service Operations
Microfinance
Life Insurance
General Insurance
Management of Insurance Operations
Retail Management
Store Management
Tourism Management
Event Management
General
Critical Thinking
Business Ethics
Entrepreneurship

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