

# Common BBA (General) Syllabus

## SEMESTER 1

1. Principles of Management
2. Business Communication
3. Financial Accounting
4. Business Economics - I
5. Business Mathematics
6. Computer Applications in Business

## SEMESTER 2

1. Organizational Behavior
2. Marketing Management - I
3. Business Economics - II
4. Business Statistics
5. Environmental Studies / Value Education
6. Soft Skills and Personality Development

## SEMESTER 3

1. Human Resource Management
2. Financial Management
3. Marketing Management - II
4. Business Law
5. Management Information Systems
6. Skill Enhancement Course / Practical Work

## SEMESTER 4

1. Cost and Management Accounting
2. Operations and Production Management
3. Entrepreneurship Development
4. Business Research Methods
5. Business Ethics and Corporate Governance
6. Project / Internship - Phase I

## SEMESTER 5

1. International Business
2. Strategic Management
3. Services Marketing
4. E-Commerce and Digital Business
5. Project Management
6. Internship / Seminar

## SEMESTER 6

1. Business Policy and Decision Making
2. Innovation and Change Management
3. Retail and Supply Chain Management
4. Leadership and Team Management
5. Project Work / Dissertation / Viva Voce

## ELECTIVE SUBJECTS (Depending on University)

- Marketing Analytics
- Human Resource Development

- Financial Analysis and Planning
- Customer Relationship Management
- Data Analytics for Business
- Entrepreneurship and Small Business Management

Note: The above syllabus outlines the general structure commonly followed by UGC/AICTE-approved universities in India

for the BBA (General) program. Course names, credits, and sequencing may vary slightly across institutions.