

BBA

SEMESTER I

Communicative English
Language Paper I
Financial Accounting
Principles of Management
Business and MIS
Business and MIS Lab
Economics for Decision Making
Cultural Education I
Mathematics for Business

SEMESTER II

Professional Communication
Language Paper II
Introduction to Marketing Management
Banking and Insurance
Business and Organization Systems
Environmental Science and Sustainability
Cultural Education II
Business Statistics and Operations Research

SEMESTER III

Organizational Behaviour
Operations Management
Cost and Management
Accounting
Human Resources Management
Life Skills I
Amrita Values Programme I
Introduction to Research Projects
Mercantile Laws

SEMESTER IV

Principles of Financial
Management
Income Tax Law and Practice
Open Elective A*/Live in Lab@
Elective1
Elective2
Life Skills II
Amrita Value Programme II

SEMESTER V

Business Ethics and Corporate Social Responsibility
Introduction to Strategic Management
Open Elective B*/@ Live in Lab
Elective 3
Elective 4
Life Skills III
Summer Internship in Industry

SEMESTER VI

Principles of International Business
Elective 5
Elective 6
Project
Entrepreneurship Development

ELECTIVES (Any 3 Streams)

Stream 1 - LOGISTICS

Air Cargo Logistics Management
Fundamentals of Logistics
Introduction to Shipping
Legal Principles of Logistics and Shipping Business
Logistics and Supply Chain Management
Logistics Information Systems
Retail Logistics
Warehousing and Inventory Management

Stream 2 - DIGITAL MARKETING

Advertising and Sales Promotion
Consumer Behaviour and Market Research
Digital Media Laws
Digital Services Marketing
E-Commerce and Enterprise Resource
Planning
Introduction to Digital Marketing
Social Media Marketing
Web Technologies and E-Commerce

Stream 3 - GENERAL

Communication for Managers
Export and Import Management
Hospital Management
Introduction to Business Analytics

Applied Organizational Behavior
Introduction to Retail Management
Sustainable Business Administration
Total Quality Management
Travel and Tourism Management

Stream 4 - E COMMERCE

International E-Commerce
Introduction to E-Commerce Logistics
MIS for E-commerce
Packaging for E-Commerce
Principles of Cataloguing
Regulatory Environment of E-Commerce
Transportation for E-Commerce

Stream 5 - FINANCE

Corporate Finance
Entrepreneurial Finance
Forensic Accounting and Fraud Detection
Introduction to International Finance
Investment Management
Personal Financial Planning
Project Finance
Public Finance