

**SEMESTER I**

<b>Subject Name</b>	<b>Subject Type</b>	<b>Subject Code</b>	<b>Subject Credit</b>
Fundamental of Management (MM)	Regular	1A01FOM	4
Principles of Economics (MM)	Regular	1A02POE	4
Foundation of Accounting (MM)	Regular	1A03FOA	4
Foundation of Statistics (MM)	Regular	1A04FOS	4
Critical Thinking for Manager (MM)	Open	1B05CTM	4
Basic Communication Skills (MM)	Open	1B06BCS	2

**SEMESTER II**

<b>Subject Name</b>	<b>Subject Type</b>	<b>Subject Code</b>	<b>Subject Credit</b>
Marketing Management (MM)	Regular	2A01MAM	4
Organizational Behavior (MM)	Regular	2A02ORB	4
Financial Statement Analysis (MM)	Regular	2A03FSA	4
Business Statistics (MM)	Regular	2A04BUS	4
Business Communication (MM)	Open	2B05BUC	4
Foundation of Computer Application (MM)	Open	2B06FCA	2

**SEMESTER****III**

<b>Subject Name</b>	<b>Subject Type</b>	<b>Subject Code</b>	<b>Subject Credit</b>
Human Resource Management (MM)	Regular	3A01HRM	4
Financial Management (MM)	Regular	3A02FIM	4
Marketing Management (MM)	Regular	2A01MAM	4
Advanced Computer Application (MM)	Regular	3B06ACA	2
Sales and Distribution Management (MM)	Regular	3A04SDM	4
Advertising Management (MM)	Regular	3A05ADM	4

**SEMESTER****IV**

Subject Name	Subject Type	Subject Code	Subject Credit
Brand Management (BBA MM)	Regular	4A04BMT	4
Rural Management (BBA MM)	Regular	4A05RUM	4
Business Law (MM)	Regular	4A01BUL	4
Business Research Methods (MM)	Regular	4A02BRM	4
Business Ethics and Corporate Governance (MM)	Regular	4A03BEG	4
Disaster Management (MM)	Open	4B06DIM	4

**SEMESTER**

**V**

Subject Name	Subject Type	Subject Code	Subject Credit
Retail Marketing Management (MM)	Regular	5A04RMM	4
Project – Company Analysis (MM)	Regular	5A06PCA	4
Consumer Behavior (BBA MM)	Regular	5A05COB	4
Production and Operation Management (MM)	Regular	5A01POM	4
Taxation (MM)	Regular	5A02TAX	4
Basic Econometric (MM)	Regular	5A03BAE	4

**SEMESTER  
VI**

<b>Subject Name</b>	<b>Subject Type</b>	<b>Subject Code</b>	<b>Subject Credit</b>
Business Analytics (MM)	Regular	6A01BUA	4
International Business Strategy (MM)	Regular	6A02IBS	4
International Marketing Management (MM)	Regular	6A03IMM	4
Digital Marketing (MM)	Regular	6A04DIM	4
Marketing Research Project (MM)	Regular	6A05MRP	4
Problem Solving Technique (MM)	Open	6B06PST	4



