

PROGRAM STRUCTURES
SCHOOL OF BUSINESS &
COMMERCE
THE GLOCAL UNIVERSITY
BATCH 2016-18 & 2016-19

Programme Structure

BBA (Bachelor of Business Administration)

Batch: 2016-19

Semester	Course Code	Course Name	Credits
Semester-I	MGT1171	English Language Skill-I	4
	COM1121	Micro Economics	4
	MGT1111	Business Organizations	4
	MGT1131	Business Mathematics	4
	MGT1112	Principles & Practices of Management	4
		Total Credit	20
Semester-II	MGT1172	English Language Skill-II	4
	MGT1133	Basic IT Skills	4
	MGT1161	Introduction to Psychology	4
	COM1122	Macro Economics	4
	MGT1132	Business Statistics	4
		Total Credit	20
Semester-III	COM2151	Financial Accounting	4
	MGT2141	Principles of Marketing Management	4
	COM2153	Cost & Management Accounting	4
	MGT2162	Foundations of OB	4
	MGT2163	Human Resource Management	4
		Professional Development Program-I	2
		Total Credit	22
Semester-IV	MGT2113	Business Environment	4
	MGT2151	Financial Management	4
	MGT2134	Operations Management	4
	MGT2114	Entrepreneurship & Business Development	4
	MGT2115	Legal Aspects of Business	4
		Professional Development Program-II	2
		Total Credit	22
Semester-V	MGT4111	Strategic Management	4
		Elective-I	4
		Elective-II	4
	MGT3116	Capstone Project -I	4
		Total Credit	16
Semester-VI		Elective-III	4
		Elective-IV	4
	MGT3117	Capstone Project -II	4

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		Total Credit	12
		GRAND TOTAL CREDIT	112

List of Approved Electives:

Area	Course Code	Course Name	Credits
Finance	MGT4253	Security Analysis & Portfolio Management	4
	MGT4254	Derivative & Risk Management	4
	MGT4255	International Financial Management	4
	MGT4252	Financial Institutions & Markets	4
	MGT4256	Working Capital Management	4
Marketing	MGT4243	Consumer Behavior	4
	MGT4245	Intergrated Marketing Communication	4
	MGT4242	Marketing of Services	4
	MGT4244	Brand Management	4
	MGT4246	Marketing Research	4
HRM	MGT4264	Training & Development	4
	MGT4263	Recruitment & Selection	4
	MGT4265	Competency mapping & Performance management	4
	MGT4266	Industrial Relations	4
	MGT4267	Organizational Development & Change	4