

# Bachelor of Business Management (BBM)

## First Semester

- 1.1 **Language:** Kannada / Sanskrit / Urdu / Tamil / Telugu / Additional English / Marathi / Hindi
- 1.2 Languages: ENGLISH
- 1.3 Fundamentals of Accounting
- 1.4 Business Organisation and Environment
- 1.5 Quantitative Methods for Business - I
- 1.6 Market Behaviour & Cost Analysis
- 1.7 Management Process

## Second Semester

- 2.1 **Language:** Kannada / Sanskrit / Urdu / Tamil / Telugu / Additional English / Marathi / Hindi
- 2.2 Languages: ENGLISH
- 2.3 Financial Accounting
- 2.4 Quantitative Methods for Business - II
- 2.5 Organisational Behaviour
- 2.6 Production and Operations Management
- 2.7 Environmental Studies

## Elective-I Finance

- Semester No V** 5.6 Advanced Financial Mgmt.  
**Semester No V** 5.7 Financial Markets & Services  
**Semester No VI** 6.5 Investment & Portfolio Mgmt.  
**Semester No VI** 6.6 Stock and Commodity Markets

## Elective-II Marketing

- Semester No V** 5.6 Consumer Behaviour  
**Semester No V** 5.7 Advertising & Media Mgmt.  
**Semester No VI** 6.5 Brand Management  
**Semester No VI** 6.6 Retail Management

## Third Semester

- 3.1 **Language:** Kannada / Sanskrit / Urdu / Tamil / Telugu / Additional English / Marathi / Hindi
- 3.2 Soft Skills for Business
- 3.3 Corporate Accounting
- 3.4 Human Resource Management
- 3.5 Services Management
- 3.6 Corporate Environment
- 3.7 Computer Fundamentals

## Fourth Semester

- 4.1 **Language:** Kannada / Sanskrit / Urdu / Tamil / Telugu / Additional English / Marathi / Hindi
- 4.2 Business Research Methods
- 4.3 Marketing Management
- 4.4 Financial Management
- 4.5 Business Regulations
- 4.6 Cost Accounting

## Elective-III HRM

- Semester No V** 5.6 Employee Welfare & Social Security  
**Semester No V** 5.7 Strategic HRM  
**Semester No VI** 6.5 Organizational Change & Delpt.  
**Semester No VI** 6.6 Compensation Management

## Elective-IV International Business

- Semester No V** 5.6 International Marketing Mgmt.  
**Semester No V** 5.7 International Financial Mgmt.  
**Semester No VI** 6.5 International HRM  
**Semester No VI** 6.6 Exam and Forex Mgmt.

## Fifth Semester

- 5.1 Entrepreneurial Management
- 5.2 Computer Application in Business
- 5.3 Banking Regulations and operations
- 5.4 Corporate Governance
- 5.5 Management Accounting
- 5.6 Elective - Paper - I
- 5.7 Elective - Paper - II

## Sixth Semester

- 6.1 International Business
- 6.2 E-Business
- 6.3 Income Tax
- 6.4 Strategic Management
- 6.5 Elective - Paper - III
- 6.6 Elective - Paper - IV
- 6.7 Project Report & Viva Voce

## Elective-V Information Technology

- Semester No V** 5.6 Accounting Information Systems  
**Semester No V** 5.7 Enterprise Resource Planning  
**Semester No VI** 6.5 Information Technology & Audit  
**Semester No VI** 6.6 Banking Technology & Mgmt.

## Career Scope

Management is the art of getting things done. To take the leap into the management of an organisation, management education is becoming more and more important. Many professionals today also seek degrees in management as a means of securing a better salary. Not only does Teachers' Academy offer management course that help you climb the ladder of hierarchy, it also allows you to choose from different verticals that help differentiate you from the others.

## Career Opportunities

- Junior / Senior Operation Executives
- Junior / Senior Finance
- Executives
- Research Assistants
- Data Analyst
- Back Support Staff
- Business Consultants
- Business Development Executives
- Administrative Officer
- Business Analyst