

VMOU BBA Programme Syllabus

Code	Programme	Credits	SLM
BBA-I	Bachelor of Business Administration Programme (Part-I)	36	
Course	Type*	Credits	SLM
Compulsory	BBA-01 Principles of Management	TH AS	6
Compulsory	BBA-02 Fundamentals of Accounting	TH AS	6
Compulsory	BBA-03 Business Economics	TH AS	6
Compulsory	BBA-04 Business Environment	TH AS	6
Compulsory	BBA-05 Fundamentals of Business Statistics	TH AS	6
Compulsory	BBA-06 Business Communication	TH AS	6
BBA-II	Bachelor of Business Administration Programme (Part-II)	36	
Course	Type*	Credits	SLM
Optional	BBA-07 Marketing Management	TH AS	6
Optional	BBA-08 Human Resource Management	TH AS	6
Optional	BBA-09 Cost and Management Accounting	TH AS	6
Optional	BBA-10 Banking and Insurance Management	TH AS	6
Optional	BBA-11 Computer Applications in Management	TH AS	6
Optional	BBA-12 Entrepreneurship & Small Scale Businesses	TH AS	6

BBA-III Bachelor of Business Administration Credits 36
Programme (Part-III)

Course	Type*	Credits	SLM
Optional	BBA-13 Financial Management	TH AS	6
Optional	BBA-14 Organizational Behaviour	TH AS	6
Optional	BBA-15 Legal Aspects of Business	TH AS	6
Optional	BBA-16 Strategic Management	TH AS	6
Optional	BBA-17 E - Commerce	TH AS	6
Optional	BBA-18 Project Report Writing *	PRO	6