

SVKM's NMIMS Anil Surendra Modi School of Commerce

BBA Course Structure 2019 - 20

Year I			
Semester I		Semester II	
1.1	Financial Accounting	2.1	Cost Accounting
1.2	Principles of Management	2.2	Quantitative Techniques - II
1.3	Quantitative Techniques - I	2.3	Environmental Management & Corporate Social Responsibility
1.4	Microeconomics	2.4	Principles of Marketing
1.5	India Socio Political Economics System & Current Affairs	2.5	Effective Communications
1.6	Essentials of IT	2.6	Macroeconomics
Year II			
Semester III		Semester IV	
3.1	Banking and Insurance	4.1	Organizational Behaviour and Human Resource Management
3.2	Direct and Indirect Tax	4.2	Financial Management
3.3	Retail Management	4.3	Management Accounting
3.4	Indian Economy in Global Scenario	4.4	Business Law
3.5	Operations Research	4.5	Research Methodology
3.6	Financial Statement Analysis	4.6	Advertising and Media
Year III			
Semester V		Semester VI	
5.1	Strategic Management	6.1	International Business & EXIM
5.2	Business Analytics	6.2	Operations & Supply Chain Management
5.3	Financial Markets & Institutions	6.3	Entrepreneurship & Business Plan
5.4	Consumer Behavior & Services Marketing	6.4	Finance Electives
5.5	Finance Electives	6.4.1	Risk Management in Derivatives (Finance Elective)
5.5.1	Investment Analysis & Portfolio Management (Finance Elective)	6.4.2	Financial Planning & Wealth Management (Finance Elective)
5.5.2	Advanced Financial Management (Finance Elective)	6.4.3	Financial Modeling (Finance Elective)
5.6	Marketing Electives	6.5	Marketing Electives
5.6.1	Sales & Distribution Management (Marketing Elective)	6.5.1.	Direct & Digital Marketing (Marketing Elective)
5.6.2	Retail Management (Marketing Elective)	6.5.2	Advertising & Brand Management (Marketing Elective)
		6.5.3	Marketing Analytics (Marketing Elective)