

Bachelor of Business management (BBM)

Teaching/Research Course Content

[Semester 1](#) [Semester 2](#) [Semester 3](#) [Semester 4](#) [Semester 5](#) [Semester 6](#)

Elective Subjects

[Elective -I](#) [Elective -II](#) [Elective -III](#) [Elective -IV](#) [Elective -V](#) [Elective -VI](#) [Elective -VII](#) [Elective -VIII](#)

Semester 1

- Language:
Kannada/Sanskrit/Urdu/Tamil/
Telugu/Additional English/Marathi/Hindi
- English
- Business Economics
- Fundamentals of Accounting
- Business Management
- Business mathematics / CLSP
(Company Law And Secretarial Practice)
- Human Resource Management

Semester 2

- Language:
Kannada/Sanskrit/Urdu/Tamil/
Telugu/Additional English/Marathi/Hindi
- English
- Business Statistics
- Financial Accounting
- Organisational Behaviour
- Business Environment
- Environmental Science

Semester 3

- Language:
Kannada/Sanskrit/Urdu/Tamil/
Telugu/Additional English/Marathi/Hindi
- Business Communication
- Marketing Management

- Corporate Accounting
- Service Management
- International Business
- Indian Constitution

Semester 4

- Language:
Kannada/Sanskrit/Urdu/Tamil/
Telugu/Additional English/Marathi/Hindi
- Business Law
- Cost Accounting
- Financial Management
- Production & Operations Management
- Computer Application In Business
- Computer Fundamentals

Semester 5

- Income Tax
- Strategic Management
- Management Accounting
- Law And Practice Of Banking
- Project Management
- Entrepreneurial Development
- Business Research Methods

Semester 6

- Management Information System
- Elective-I
- Elective-II
- Elective-III
- Elective-IV
- Project Report and Viva Voce

Elective – I:

HRM

- Human Resource Development
- Industrial Relations
- Labour Welfare and Social Security
- Labour Law

Elective - II:

MARKETING

- Product and Sales Management
- Advertising and Media Management
- Consumer Behaviour
- Marketing of Industrial Goods

Elective - I:

HRM

- Human Resource Development
- Industrial Relations
- Labour Welfare and Social Security
- Labour Laws

Elective - II:

MARKETING

- Product and Sales Management
- Advertising and Media Management
- Consumer Behaviour
- Marketing of Industrial Goods

Elective - III:

FINANCE

- Financial Markets and Services
- International Finance
- Cost and Financial Analysis
- Portfolio Management

Elective - IV:

INFORMATION TECHNOLOGY MANAGEMENT

- E-Business and Web Designing
- Enterprise Resource Planning
- Data Base Management

- System Analysis and Design

Elective - V:

INSURANCE

- Principles and Practice of Life Insurance
- Principles and Practices of General Insurance
- Actuarial Science
- Risk Management

Elective - VI:

ADVERTISING AND MEDIA MANAGEMENT

- Advertising
- Media Management
- Multimedia
- Technology and Advertising

Elective - VII:

TOURISM

- Tourism Business
- Tourism Product
- Tourism Marketing
- Travel Agency and Tour Operators Business

Elective - VIII:

INTERNATIONAL BUSINESS

- Exim Trade
- International Marketing
- International Finance
- International HRM