

SVKM's NMIMS Anil Surendra Modi School of Commerce			
BBA Course Structure 2020 - 23			
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	Operations & Supply Chain Management
5.2	Business Analytics	6.2	Entrepreneurship & Business Plan
5.3	International Business and EXIM	6.3	<u>Finance Electives (All Four Compulsory)</u>
5.4	<u>Finance Electives (All Three Compulsory)</u>	6.3.1	Forex & Risk Management in Derivatives
5.4.1	Financial Markets and Institutions	6.3.2	Financial Planning & Wealth Management
5.4.2	Investment Analysis & Portfolio Management	6.3.3	Financial Modeling
5.4.3	Advanced Financial Management	6.3.4	Equity Fund Management - Process and Practices
5.5	<u>Marketing Electives (All Three Compulsory)</u>	6.4	<u>Marketing Electives (All Four Compulsory)</u>
5.5.1	Sales & Distribution Management	6.4.1	Customer Relationship Management and Rural Marketing
5.5.2	Consumer Behavior and Services Marketing	6.4.2	Strategic Brand Management (including Luxury Brands)
5.5.3	Direct and Digital Marketing	6.4.3	Marketing Analytics
	Soft Skills (0 Credit)	6.4.4	Marketing Strategy