

NMIMS Anil Surendra Modi School of Commerce

BBA Semester Pattern - Course Structure

Year I

Semester I

Semester II

1.1	Financial Accounting	2.1	Cost Accounting
1.2	Principles of Management	2.2	Human Behavior at Workplace
1.3	Quantitative Techniques	2.3	Environmental Management & Corporate Social Responsibility
1.4	Economics (Micro)	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	Economics (Macro)

Year II

Semester III

Semester IV

3.1	Financial Statement Analysis	4.1	Direct & Digital Marketing
3.2	Direct Tax & Indirect Tax	4.2	Financial Management
3.3	Human Resource Management	4.3	Management Accounting
3.4	Indian Economics in Global Scenario	4.4	Business Law
3.5	Business Ethics & Corporate Governance	4.5	Research Methodology
3.6	Consumer Behavior & Services Marketing	4.6	Customer Relationship Management

Year III

Semester V

Semester VI

5.1	Strategic Management	6.1	International Business & EXIM
5.2	Entrepreneurship	6.2	Operations Management & Operations Research
5.3	Advanced Financial Management	6.3	Project
5.4	Banking & Insurance	6.4	Finance Electives
5.5	Finance Electives	6.4.1	Forex & Risk Management in Derivatives
5.5.1	Investment Analysis & Portfolio Management	6.4.2	Wealth Management & Financial Planning
5.5.2	Financial Markets & Institutions	6.4.3	Business Simulations & Financial Modeling
5.6	Marketing Electives	6.5	Marketing Electives
5.6.1	Sales & Distribution Management	6.5.1.	Rural Marketing
5.6.2	Retail Management	6.5.2	Advertising & Brand Management
		6.5.3	International Marketing & Business Simulations