

Karnataka State open university

In Collaboration With

AI-Ansar Regional Polytechnic College, Allahabad

Course Structure

Bachelor of Business Administration (BBA)

Eligibility: +2/Equivalent/3 year Polytechnic Diploma

Sub. Code	Subject	Credits	Sub. Code	Subject	Credits	
I SEMESTER			II SEMESTER			
BBA-01	Principles and Practices of Management	4	BBA-05	Organization Behavior	4	
BBA-02	Computer Fundamentals	4	BBA-06	Business Mathematics	4	
BBA-03	Business Communication	4	BBA-07	Financial Accounting	4	
BBA-04	Managerial Economics	4	BBA-08	Human Resource Management	4	
III SEMESTER			IV SEMESTER			
BBA-09	Marketing Management	4	BBA-13	Cost and Management Accounting	4	
BBA-10	Production and Operations Management	4	BBA-14	Consumer Behavior	4	
BBA-11	Financial Management	4	BBA-15	Fundamentals of Taxation	4	
BBA-12	Business Law	4	BBA-16	Total Quality Management	4	
V SEMESTER			VI SEMESTER			
BBA-17	Management Information Systems	4	BBA-22	Business Policy and Strategic Management	4	
BBA-18	Marketing Research	4	BBA-23	Entrepreneurship Development	4	
BBA-19	Project Management	4	BBA-24	International Business	4	
BBA-20	E-commerce	4	BBA-25	Insurance Management	4	
BBA-21	Service Management	4	BBA-26	Cross Cultural Aspects of Business	4	
					Total Credits	104