



BBA

Semester Wise Subjects in the
Entire Curriculum as per NEP 2020

Affiliated to M.J.P Rohilkhand University, Bareilly

BBA 1st Year

BBA 1st Semester (ODD)		BBA 2nd Semester (EVEN)	
1	Business Economics	1	Organizational Behavior
2	Basic Accounting	2	Business Finance
3	Business Statistics	3	Human Resource Development
4	Principles of Business Management	4	Marketing Theory & Practices
5	Business Ethics & Governance	5	Business Mathematics
6	Computer Application	6	Advertising Management
7	Food, Nutrition and Hygiene	7	First - Aid & Health

BBA 2nd Year

BBA 3rd Semester (ODD)		BBA 4th Semester (EVEN)	
1	Management & Cost Accounting	1	Supply Chain Management
2	Business Law	2	Research Methodology
3	Production Management	3	Specialized Accounting
4	Business Policy	4	Consumer Behaviour
5	Business Communication	5	Investment Analysis & Portfolio Management
6	Business Environment	6	Company Law
7	Human Values & Environment	7	Physical Education & Yoga

BBA 3rd Year

BBA 5th Semester (ODD)		BBA 6th Semester (EVEN)	
1	Income Tax	1	Project Management
2	Marketing Communication	2	Goods & Service Tax
3	Industrial Relation & Labour Law	3	Strategic Management
4	Entrepreneurship & Small Business Management	4	Auditing
5	Sales Management	5	International Trade
6	Company Account	6	Training & Development
7	Analytic Ability Digital Awareness	7	Communication Skills & Personality Development