

BBA

Program: Bachelor of Business Administration

Awarding Body: Sikkim Manipal University

Recognition: UGC, Ministry of HRD, Govt. of India

Duration: 3 years / 6 semesters

Eligibility: 10+2

Intake: February/August

Program Structure:

<p>Semester I Marketing Organization Behavior Organization, Competition & Environment Communication Skills in English Computer Fundamentals Financial Accounting</p> <p>Semester II Management Information System (MIS) Legal Regulatory Framework Business Startegy Quantitative Techniques in Business Managing Financial Resources</p> <p>Semester III Management Accounting Financial System & Auditing Introduction to Internet Quality Management Small Business Management</p>	<p>Semester IV Financial Reporting Human Resource Management Taxation Managing Information Production & Operation Management</p> <p>Semester V Capital & Money Market Multinationals & Their Roles Introduction to International Marketing e-Commerce Introduction to Technology Management</p> <p>Semester VI Cross Culture Aspects of Business Entrepreneurship Development Economic Reforms Process in India Role of International Financial Institutions Management Development</p>
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