

GRADUATE FOR A BETTER TOMORROW

Join the **BBA (Hons)**



Open up diverse career opportunities across:

- Banking • Insurance • FMCG • Retail • Marketing
- Administration • Human Resources • Offshore

Salient Programme Features

- Programme accredited by HEC (Higher Education Commission)
- Develops critical thinking
- In-depth interaction with corporate heads
- Develops decision making ability through case-studies and simulation driven learning

THE AMITY GROUP ADVANTAGE

- 10 Universities in India
- 16 Global Campuses
- Over 6000 Faculty
- Over 1300 Patents
- 1,200 Acres of Campuses
- 28 Schools & Pre-Schools
- 3,300 Case-studies Developed

*Conditions apply



BBA (HONS)

Bachelor of Business Administration

PROGRAMME MODULES*

FIRST SEMESTER

- Principles of Management
- Microeconomics
- Business Maths & Statistics
- Computer in Management
- Soft Skills - I

THIRD SEMESTER

- Marketing Management - I
- Operational Research
- Business Law
- Financial Management - I
- Soft Skills- II

FIFTH SEMESTER

- Entrepreneurship Development
- Business Policy & Strategic Management
- Elective Papers in Marketing
 - Consumer Behavior
 - Service Marketing
- Elective Papers in Finance
 - International Finance & Accounting
 - Financial Services
- Elective Papers in HR
 - International Human Resource Development
 - Organizational Development and Change
- Internship

SECOND SEMESTER

- Organizational Behavior
- Macroeconomics
- Financial Accounting
- Database Management System

FOURTH SEMESTER

- Marketing Management - II
- Financial Management - II
- Research Methodology
- Managing Human Resource
- Internship

SIXTH SEMESTER

- Global Corporate Social Responsibility
- Leveraging Information Technology in Global Business
- Elective Papers in Marketing
 - Brand Management
 - Advertising & Sales Promotion
- Elective Papers in Finance
 - Financial Derivatives
 - Advance Corporate Finance
- Elective Papers in HR
 - Performance Management System
 - International Relations & Labor Law
- Dissertation

Note: Choose 2 electives in semester 5 and 6 each.

**Subject to modifications*

AIHE-Registered with Higher Education Commission, Mauritius