



NAAC A+ Accredited & UGC 12(B) Status Holder

Assam down town University

Established Vide The Assam Act. No. VIII of 2010, Gazette No. LGL.9/2010/11

Promoted by: **down town**
Charity Trust

BBA PROGRAM STRUCTURE

First Semester

Credits

- Business Economics 4
- Basics of Accounting 4
- Human Resource Management 4
- Principles of Management 4
- Quantitative Techniques 4

Second Semester

- Organisational Behaviour 4
- Business Environment 4
- Financial Management 4
- Marketing Management 4
- Business Information System 2
- Tour Operation and Destination Management 3
- Functional English 2

Third Semester

Core Subjects

- Business Ethics & Corporate Governance 4
- Production Management 4
- Cost and Management Accounting 4
- Advertising and Sales Promotion 4
- Entrepreneurship Management 2

Specialization

- Programme Elective I 3

Fourth Semester

Core Subjects

- Research Methodology 4
- Sales and Distribution Management 4
- Business Laws 4
- Fundamentals of Computer Applications 4
- Environmental Science 2



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Specialization

- Programme Elective II 3
- Programme Elective III 3

Fifth Semester

Core Subjects

- Business Statistics 4
- Data Visualization in Excel 2

Specialization

- Programme Elective IV 3
- Programme Elective V 3
- Programme Elective VI 3

Sixth Semester

Core Subjects

- Strategic Management 4
- International Marketing 4
- Project 16

Specialization

- Programme Elective VII 3
- Programme Elective VIII 3

Learners will have to select any one specialization during the third semester. Once selected, the same will continue till 6th semester

Total Credit= 133





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PROGRAMME SPECIALIZATIONS/ PROGRAM ELECTIVES

Specialization	Third Semester	Fourth Semester	Fifth Semester	Sixth Semester
Human Resource Management	Manpower Planning and Development	- Human Resource Development - Compensation Management	- Industrial Relations - International HRM - Talent Acquisition and HR Analytics	- Labour Laws - Strategic HRM
Financial Management	Overview of Indian Financial System	- Financial Institution and Market - Financial Services	- Financial Instruments - Risk Management & Insurance - Portfolio Management	- International Finance - Strategic Financial Management
Marketing Management	Marketing Principles and Practices	- Principles of Advertising and Selling - Product and Pricing Strategy	- Brand Management - Social Media Marketing - Ethics in Marketing	- E-Commerce Marketing - Sustainability Marketing Practices
Banking and Insurance	Principles and Practices of Banking and Insurance	- Banking Services and Products - Insurance Products	- Technology in Banking & Insurance - Managing Banking & Insurance Operations - Risk Management in Banking and Insurance	- Legal & regulatory Aspects of Banking & Insurance - Financial Derivatives and Risk Hedging