

M.K.H.S. GUJARATI GIRLS COLLEGE, INDORE
B.B.A. I YEAR
Subjects – National Education Policy

According to the New National Education policy students have to study:

• 3 major subjects • 2 minor subject • 1 multi disciplinary course • 1 skill enhancement course	• 1 internship/ field work/ project • 2 ability enhancement course subjects • 1 value added course
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Major Subjects:

- 1) Practices and Principles of Management
- 2) Business Communication
- 3) Business Economics

Minor Subjects:

- 1) Business Statistics
- 2) Financial Accounting

Multi Disciplinary Course: E- Commerce & Digital Marketing

Skill Enhancement Course: Personality Development

Internship/ Field work/ Project: Internship

Ability Enhancement Course:

- 1) Hindi
- 2) English

Value Added Course: Understanding India

M.K.H.S. GUJARATI GIRLS COLLEGE, INDORE

B.B.A. II YEAR

Subject Choice – National Education Policy

According to the New National Education policy students have to study:

• 2 major subjects • 2 minor subject • One group consisting of 2 discipline specific elective subjects	• 1 skill enhancement course • One internship/ field work/ project • 2 ability enhancement course subjects • 1 value added course
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Major Subjects:

- 4) Marketing Management
- 5) Financial Management

Minor Subjects:

- 3) Logistics & Supply Chain Management
- 4) Business Environment

Chose any one Group (Discipline specific elective subjects): Group chosen by you in 2nd year will be same in 3rd year also.

☐ Group A	☐ Group B	☐ Group C
1) Accounting for Managerial Decision Making 2) Finance Banking & Insurance	1) Product & Brand Management 2) Marketing Research	1) Organizational Behavior 2) Training & Development

Multi Disciplinary Course:

☐ Customer Relationship Management (For students who studied Salesmanship in 1 st year.)	☐ Personality Development (For students who studied Personality Development in 1 st year.)
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Internship/ Field work/ Project: Internship

Ability Enhancement Course:

- 3) Hindi
- 4) English

Value Added Course

M.K.H.S. GUJARATI GIRLS COLLEGE, INDORE
B.B.A. III YEAR
Subject Choice – National Education Policy

According to the New National Education policy students have to study:

• One subgroup consisting of 2 major subjects • One minor subject • One open elective subject	• One vocational subject • One internship/ field work/ project • Foundation course will be compulsory
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Tick the group you selected in 2nd year:

☐ Group A (SG I)	☐ Group B (SG I)	☐ Group C (SG II)
Major Subjects: ➤ Personnel Management & Industrial Relations ➤ Human Resource Development Minor Subject: ➤ Functional Management	Major Subjects: ➤ Advertising & Sales Management ➤ Consumer Behavior Minor Subject: ➤ Retail Management	Major Subjects: ➤ Indian Financial System ➤ International Finance Minor Subject: ➤ Working Capital Management

Open Elective Subject:

For Group A	For Group B	For Group C
☐ Retail Management	☐ Functional Management	☐ Functional Management

Vocational Subject:

☐ Service Marketing (For students who studied Salesmanship in 1 st year.)	☐ Import Export Finance Procedure (For students who studied Import Export Management in 1 st year.)
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Internship/ Field work/ Project: Internship

Foundation Course: (All subjects are compulsory)

- 5) Hindi
- 6) English
- 7) Personality Development
- 8) Digital Awareness