

BBA - Honours

BANNERGHATTA ROAD CAMPUS



CHRIST
(DEEMED TO BE UNIVERSITY)
BENGALURU · INDIA

► **Duration :** 3 years / 6 semesters

► **Class Timings:** 08.30 AM - 03.30 PM

Objective:

- ◆ The programme is designed with an interdisciplinary focus aimed at learning ways of doing business along with an in-depth knowledge on core areas in business and management
- ◆ To enhance students' capacities to lead productive and responsible lives through a tolerant and humanist approach towards each other on campus and in the world community. To facilitate entrepreneurial and self employment positions

Highlights:

- ◆ The curriculum includes electives in the areas of finance, marketing and human resource management & Entrepreneurship Development
- ◆ Multi-faceted aspects of business and educational experience through industrial exposures to qualify students to face competition in the global employment market

Course Structure

SEMESTER I

- ◆ Management Concepts
- ◆ Business Mathematics
- ◆ Financial Accounting
- ◆ Interpersonal Communication
- ◆ Additional English I
- ◆ Developing Fluency and Clarity in English
- ◆ Common Core
- ◆ Skill Development
- ◆ Holistic Education

SEMESTER IV

- ◆ Business Finance
- ◆ Services Marketing
- ◆ Corporate Governance and Company Law
- ◆ Business Ethics and Sustainability
- ◆ Human Resource Management
- ◆ Management Accounting
- ◆ Banking and Insurance
- ◆ Holistic Education
- ◆ Skill Development

SEMESTER II

- ◆ Organizational Behavior
- ◆ Principles of Micro Economics
- ◆ Corporate Accounting
- ◆ Business Statistics
- ◆ Additional English II
- ◆ Society and Culture
- ◆ Holistic Education
- ◆ Environmental Studies
- ◆ Skill Development
- ◆ Common Core

SEMESTER V

- ◆ International Business
- ◆ Taxation Law I
- ◆ Strategic Management
- ◆ Management Information System & Computing
- ◆ Internship Project

Finance Specialization

- ◆ Security Analysis and Portfolio Management
- ◆ Global Business Finance
- ◆ Financial Modeling and Derivatives

Marketing Specialization

- ◆ Consumer Behaviour
- ◆ Brand Management
- ◆ Retail Management & Analytics

HR Specialization

- ◆ Industrial Relations Law
- ◆ Performance and Compensation Management
- ◆ People Analytics

Entrepreneurship Development

- ◆ Innovation Management
- ◆ Small Business Management
- ◆ Social Entrepreneurship

SEMESTER III

- ◆ Public Speaking
- ◆ Entrepreneurship Development
- ◆ Marketing Management
- ◆ Cost Accounting
- ◆ Indian Financial System
- ◆ Principles of Macro Economics
- ◆ Research Methodology
- ◆ Holistic Education
- ◆ Skill Development

SEMESTER VI

- ◆ Production Management
- ◆ Taxation Law II
- ◆ Business Law
- ◆ Project (Elective)

Finance Specialization

- ◆ Strategic Cost Management
- ◆ Project Appraisal
- ◆ Mergers and Acquisitions

Marketing Specialization

- ◆ Advertising and Digital Marketing
- ◆ Sales Management & Analytics
- ◆ Rural Marketing

HR Specialization

- ◆ International Human Resource Management
- ◆ Organisation Development
- ◆ Learning & Development

Entrepreneurship Development

- ◆ Leadership Development
- ◆ Project Financing & Institutional Mechanism for Start Ups
- ◆ Project Appraisal & Business Plan

Admission Eligibility:

A pass in class 12 (10+2) or equivalent is the minimum eligibility for admission.

Application Mode:

Online Mode

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Selection Process:

Process	Particulars	Date	Venue/Centre
ET	Christ University Entrance Test	As per the ET_SA_PI Admit Card	Christ (Deemed to be University) *Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata
SA/MP	Skill Assessment/Micro Presentation The skill assessment will consist of a test on written skills, communication skills and logical reasoning / Micro Presentation for 90 seconds .	As per the ET_SA_PI Admit Card	Christ (Deemed to be University) *Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata
PI	Personal interview	As per the ET_SA_PI Admit Card	Christ (Deemed to be University) *Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata
Academic Performance	Assessment of past performance in Class 10, Class 11/12, during the Personal Interview	—	Christ (Deemed to be University) *Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata