



iUniversity
BY IYDA

Bachelor of Business Administration (BBA)

Program Syllabus & Curriculum Guide

Program Overview

The BBA program develops knowledge in management, finance, marketing, human resources, entrepreneurship, business analytics and leadership through academic and practical learning.

Program	Bachelor of Business Administration (BBA)
Duration	3 Years (6 Semesters)
Mode	Online
Eligibility	10+2 or Equivalent
Learning Hours	Approx. 3,200 Hours

Program Objectives

- Develop management and leadership skills.
- Build strategic decision-making ability.
- Understand finance, HR, marketing and operations.
- Prepare students for corporate careers and MBA.

Semester-wise Curriculum (Indicative)

Semester 1

- Principles of Management
- Business Communication
- Business Economics
- Financial Accounting
- Computer Applications

Semester 2

- Marketing Management

- Business Statistics
- Organizational Behaviour
- Business Law
- Business Environment

Semester 3

- Human Resource Management
- Financial Management
- Operations Management
- Cost Accounting
- Entrepreneurship

Semester 4

- Consumer Behaviour
- MIS
- Corporate Accounting
- Research Methodology
- Business Ethics

Semester 5

- Strategic Management
- Business Analytics
- Digital Marketing
- Supply Chain Management
- Project I

Semester 6

- International Business
- Leadership
- Investment Management
- Internship
- Major Project & Viva

Career Opportunities

Business Development Executive, Marketing Executive, HR Executive, Financial Analyst, Operations Executive, Business Consultant, Entrepreneur, Sales Manager, Digital Marketing Executive and Management Trainee.

Disclaimer

This syllabus is indicative and may vary as per university academic regulations.