

Course Structure – NMIMS Navi Mumbai Campus

BBA (2017 - 2020)

Semester I

- 1) Financial Accounting
- 2) Principles of Management
- 3) Quantitative Techniques – I
 - a) Business Mathematics
 - b) Business Statistics
- 4) Economics (Micro)
- 5) India Socio Political Economics System & Current Affairs
- 6) Essentials of Information Technology

Semester II

- 1) Cost Accounting
- 2) Quantitative Techniques – II
 - a) Business Mathematics - II
- 3) Environmental Management & Corporate Social Responsibility
- 4) Principles of Marketing
- 5) Effective Communications
- 6) Economics (Macro)

Semester III

- 1) Banking & Insurance
- 2) Direct Tax & Indirect Tax
- 3) Human Resource Management
- 4) Indian Economics in Global Scenario
- 5) Operations Research
- 6) Consumer Behavior & Services Marketing

Semester IV

- 1) Human Behavior & Ethics at Workplace
- 2) Financial Management
- 3) Management Accounting
- 4) Business Law
- 5) Business Analytics
- 6) Customer Relationship Management

Semester V

- 1) Strategic Management
- 2) Research Methodology
- 3) Advanced Financial Management
- 4) Financial Statement Analysis
- 5) Finance Electives
- 6) Marketing Electives

Semester VI

- 1) International Business & Exim
- 2) Operations and Supply Chain Management
- 3) Entrepreneurship
- 4) Finance Electives
- 5) a) Direct and Digital Marketing
b) Advertising & Brand Management
c) International Marketing & Business Simulations