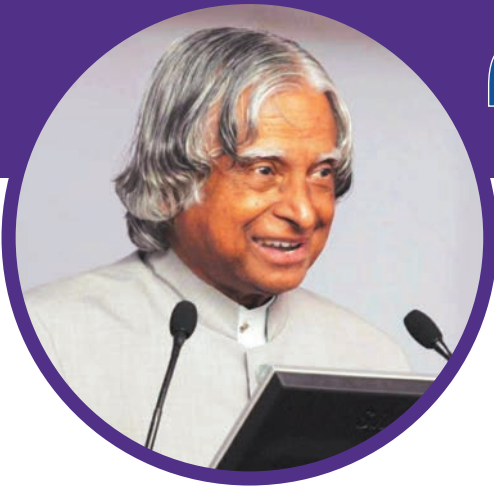



DR. APJ ABDUL KALAM UNIVERSITY

**BBA**

**BACHELOR OF BUSINESS ADMINISTRATION**



 *Knowledge with action  
converts adversity  
into prosperity*  
– Dr. APJ Abdul Kalam

## DR. APJ ABDUL KALAM UNIVERSITY Indore, India

Dr. A.P.J Abdul Kalam University is a **UGC approved** private university in Indore, Madhya Pradesh, India. It was established in 2016. It is named after A.P.J Abdul Kalam the former President of India. The Dr. A.P.J. Abdul Kalam University is located at lush green area on the new Indore – Dewas bypass road. The Dr. A.P.J. Abdul Kalam University has a long tradition of pursuing excellence in teaching and research in **Science and technology, humanities, social sciences, performing arts and sports**. The University supports excellence and innovation in academic programmes, promotes excellence in research, scholarship and teaching. The University is committed to attract and support the best students and faculty, who excel at teaching and research. Its rich academic tradition has always attracted the most talented students who later plays an important contribution to their society.

Smart Education Group is the authorized admission and information center of the Dr APJ Abdul Kalam University, Indore in Middle East



# BBA (Bachelor of Business Administration)

**Reg. Fee:** AED 500

**Semester Fee:** AED 1500 per semester

**Duration:** 3 years (6 semesters)

**Eligibility:** 12<sup>th</sup> Grade Passed

**Documents required:** 10<sup>th</sup> and 12<sup>th</sup> certificates copy, Aadhaar Copy, TC/Migration certificate, Passport size photo.

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## Semester 1:

- BBA 101 Managerial Skill
- BBA 102 Fundamentals of Management
- BBA 103 Economics I
- BBA 104 Basic Accounting
- BBA 105 Hindi
- BBA 106 Information Technology

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## Semester 2:

- BBA 201 Business Communication
- BBA 202 Human Resource Management
- BBA 203 Economics II
- BBA 204 Financial Management
- BBA 205 English
- BBA 206 Management Information System

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## Semester 3:

- BB 301 Marketing Management
- BB 302 Organizational Behavior
- BB 303 Business Environment
- BB 304 Business costing
- BB 305 Operations Management
- BB 306 Business statistics

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## Semester 4:

- BB-401 Entrepreneurship
- BB-402 Supply chain management
- BB-403 International business
- BB-404 Indian legal system for business
- BB-405 Management accounting
- BB-406 Operations Research

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## Semester 5:

- Compulsory
- BB 501 Customer Relationship Management
- BB 502 Project Management



- BB503 Indian Financial Systems
- BB504 Research Methodology

Optional (Choose any one Specialization)

**1. Marketing:**

- BB 505M Sales and Distribution Management
- BB 506M Advertising and Brand Management

**2. Finance**

- BB 505F Banking and Insurance
- BB 506F Working Capital Management

**3. HR**

- BB 505H Human Resource Development
- BB 506H Industrial Relations

**Semester 6:**

Compulsory

- BB 601 Total Quality Management
- BB 602 Retail Management
- BB 603 Strategic Management
- BB 604 Indian Ethos in Management

Optional (Choose any one Specialization)

**1. Marketing:**

- BB 605M Marketing of Services
- BB 606M Advertising and Brand Management

**2. Finance**

- BB 605F Merchant Banking and Financial Services
- BB 606F International Finance

**3. HR**

- BB 605H Performance Management
- BB 606H Leadership Skill and Change Management



**Smart Education Group FZC**

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