

## Lovely Professional University - Open and Distance Learning

<b>Bachelor of Business Administration (BBA)</b>			
<b>Scheme 2010</b>			
Year	Term	Course Code	Course Name
<b>TERM I (Autumn)</b>			
1	1	ECOD111	Micro Economics
1	1	CAPD103	Basic Computer Skills
1	1	MGTD204	Quantitative Techniques -I
1	1	MGTD102	Principles & Practices of Management
1	1	ENGD104	Communication Skills-I
<b>TERM II (Spring)</b>			
1	2	MTHD103	Basic Mathematics-I
1	2	ECOD121	Macro Economics
1	2	ENGD105	Communication Skills-II
1	2	MGTD104	Essentials of Organization Behavior
1	2	MGTD105	Financial Accounting
<b>TERM I (Autumn)</b>			
2	1	MGTD103	Mercantile Laws
2	1	MGTD202	Cost & Management Accounting
2	1	MGTD203	Essentials of Marketing
2	1	MGTD511	Business Environment
2	1	CAPD312	E-commerce & E-business
<b>TERM II (Spring)</b>			
2	2	MGTD201	Company Law
2	2	MGTD205	Production & Operations Management
2	2	MGTD206	Management of Finances
2	2	MGTD207	Human Resource Management
2	2	MGTD208	Quantitative Techniques -II
<b>TERM I (Autumn)</b>			
3	1	MGTD301	Fundamentals of Project Management
3	1	MGTD631	Customer Relationship Management
3	1	MGTD695	Event Management
3	1	MGTD611	Entrepreneurship & Business Plans
3	1	MGTD	Specialization Elective - I
<b>TERM II (Spring)</b>			
3	2	MGTD305	Management Strategies
3	2	MGTD304	Sales Management
3	2	MGTD591	Corporate Governance & Ethics
3	2	MGTD	Specialization Elective – II
3	2	MGTD	Specialization Elective – III

**Specializations: Students may choose one of the two areas of specialization being offered i.e. (1) Retail Management and (2) Banking & Insurance Management.**

Year	Term	Course Code	Course Title
<b>(1) Retail Management</b>			
3	1	MGTD308	Retail Store Management
3	2	MGTD309	Visual Merchandising
3	2	MGTD310	Retail Promotions
<b>(2) Banking &amp; Insurance Management</b>			
3	1	MGTD315	Principles of Banking
3	2	MGTD316	Fundamentals of Insurance
3	2	MGTD314	Financial Services Marketing