

D. Y. Patil University, School of Management

Subject wise Course Structure

B. B. A. First Year (F. Y) (2015-16)

Sr. No.	Sem I	Sr. No.	Sem II
1	Principles of Management	1	Business Environment
2	Business Communication	2	Business Economics
3	Business Accounting	3	Basics of Cost Accounting
4	Business Statistics	4	Business Mathematics
5	Business Law	5	Industrial Law
6	Introduction to Computers	6	IT for Business
		7	Effective Communication- I

B. B. A. Second Year (S. Y) (2016-17)

Sr. No.	Sem III	Sr. No.	Sem IV
1	Management Accounting	1	Productivity & Quality Management
2	Managerial Economics	2	Entrepreneurship Management
3	Marketing Management	3	Co-operatives & Rural Markets
4	Business Information System	4	Research Methods in Business
5	Production Management & Material Management	5	Public Relation Management
6	Strategic Management	6	Global Banking & Capital Markets
7	Effective Communication- II		

B. B. A. Third Year (T. Y) (2017-18)

Sr. No.	Sem V	Sr. No.	Sem VI
1	Human Resource Management	1	Business Ethics & CSR
2	Logistics & Supply Chain Management	2	Operation Reserach
3	New Service Development	3	Project Study (relevant to the Specialisation)
4	Specialisation-I	4	Specialisation-I
5	Specialisation-II	5	Specialisation-II
6	Specialisation-III	6	Specialisation-III
7	Specialisation-IV	7	Specialisation-IV

Available Specialisations:

1. Marketing
2. Finance
3. International Business
4. Banking & Insurance

Available Subjects under specialisations:

1. Marketing:

Sem V	Sem VI
1. Digital Marketing	5. Advertising & Sales Promotion
2. International Marketing	6. Social Marketing
3. Sales & Distribution Management	7. Marketing Research
4. Consumer & Industrial Buying Behavior	8. Product & Brand Management

2. Finance:

Sem V	Sem VI
1. Advanced Financial Management	5. Risk Management
2. Corporate Finance	6. Security Analysis & Portfolio Management
3. Management of Financial Services	7. International Finance
4. Financial Management of Small & Medium Enterprises	8. Direct & Indirect Taxes

3. International Business:

Sem V	Sem VI
1. Introduction to International Business	5. International Relations
2. International Trade Operations	6. International Business Economics
3. Mergers & Acquisitions	7. International Law
4. International financial markets and investment banking	8. Formulating & Implementing Strategies for Multinational Corporations

4. Banking & Insurance:

Sem V	Sem VI
1. Principles of Banking	5. Retail Banking
2. Principles of Insurance	6. Underwritings in Insurance
3. Technology in Banking Management	7. Innovations in Banking & Insurance
4. Management of Banks & Financial Institutions	8. Marketing In Banking & Insurance