

## BBA PROGRAMME- 4 YEARS, 8 SEMESTERS

The BBA programme is developed for those desirous of pursuing a challenging career in business and innovation management. The students shall be trained in numerous disciplines, viz., marketing, accounting, entrepreneurship, business law, psychology and other

### SEMESTER I

Code	Subject Name	Credit Hours
BBA 1113	Business English I	3
BBA 1133	Principles of Management	3
BBA 2413	Microeconomics	3
BBA 1143	Introduction to Accounting	3
BBA 1153	Fundamental of Computer Principles & Programming	3
<b>Total Credit</b>		<b>15</b>

### SEMESTER III

Code	Subject Name	Credit Hours
BBA 1313	Business Organization	3
BBA 2523	Quantitative Methods (Statistics)	3
BBA 1123	Business Communication	3
BBA 643	Product & Operation Management	3
BBA 1243	Entrepreneurship	3
<b>Total Credit</b>		<b>15</b>

### SEMESTER V

Code	Subject Name	Credit Hours
BBA 2543	International Business Management	3
BBA 3733	Marketing Management	3
BBA 2513	Business Ethics	3
BBA 1263	Sociology	3
BBA 2533	Management Information System	3
<b>Total Credit</b>		<b>15</b>

### SEMESTER VII

Code	Subject Name	Credit Hours
BBA 3713	Retail Management	3
BBA 3723	Event Management	3
BBA 3755	Business Environment	3
BBA 3843	Business Research Methods	3
BBA 3766	Business Finance	3
<b>Total Credit</b>		<b>15</b>

Total Credit hours in 4 years

120

indispensable skills considered essential to become a competent manager. It combines strong functional training with intensive exposure to communication skills, computer applications, plus other social sciences and applied sciences.

### SEMESTER II

Code	Subject Name	Credit Hours
BBA 1213	Human Resources Management	3
BBA 1223	Principles of Marketing	3
BBA 1233	Internet Fundamental & Applications	3
BBA 2553	Macroeconomics	3
BBA1253	Business English II	3
<b>Total Credit</b>		<b>15</b>

### SEMESTER IV

Code	Subject Name	Credit Hours
BBA 1323	Business Law	3
BBA 2423	Project Management	3
BBA 2433	Introduction To Financial Accounting	3
BBA 2453	Company Law	3
BBA 3763	Psychology	3
<b>Total Credit</b>		<b>15</b>

### SEMESTER VI

Code	Subject Name	Credit Hours
BBA 2463	E-Commerce	3
BBA 2633	Organizational Behavior	3
BBA 2443	Consumer Behavior	3
BBA 3813	Strategic Management	3
BBA 3823	Innovation Management For Global Competitiveness	3
<b>Total Credit</b>		<b>15</b>

### SEMESTER VIII

Code	Subject Name	Credit Hours
BBA 3853	Marketing Research (Elective)	3
BBA 3863	Multinational Enterprise (Elective)	3
BBA 3743	Logistics and Supply Chain Management (LSCM) (Elective)	3
BBA 3855	Banking and Insurance (Elective)	3
BBA3866	Taxation and Auditing (Elective)	3
BBA3877	Financial Management (Elective)	3
BBA3913	Bachelor's Thesis on Internship (Internship Project)	6
<b>Total Credit</b>		<b>15</b>



# BBA

**Bachelor (Hons) in Business Administration**



# PHOENIX

COLLEGE OF MANAGEMENT

... Think Globally.

(नेपाल सरकार शिक्षा मन्त्रालय तथा त्रिभुवन विश्वविद्यालयबाट स्वीकृत प्राप्त)

Thapagaun, Bijuli Bazaar, Kathmandu, Nepal, Tel: 01-4491697, 4461372, Mob: 9801037492

Email: [info@phoenixcollege.edu.np](mailto:info@phoenixcollege.edu.np) | [www.phoenixcollege.edu.np](http://www.phoenixcollege.edu.np)



