

BACHELOR OF BUSINESS ADMINISTRATION (BBA) SYLLABUS  
**GAUHATI UNIVERSITY**

**First Semester:**

- 1.1 Elective English and Business Communication
- 1.2 Business Economics
- 1.3 Business Mathematics
- 1.4 Principles of Management
- 1.5 Computer Fundamentals (MS Office)

**Second Semester:**

- 2.1 Personality and Personal Skill Development
- 2.2 Indian Economic Scenario
- 2.3 Business Statistics
- 2.4 Financial Accounting
- 2.5 Computer Application

**Third Semester:**

- 3.1 Organisation Behaviour
- 3.2 Marketing Management
- 3.3 Cost and Management Accounting
- 3.4 Production and Operational Management
- 3.5 Office Organisation and Management

**Fourth Semester:**

- 4.1 Human Resource Management
- 4.2 Marketing Research
- 4.3 Financial Management
- 4.4 Management of Services
- 4.5 Business Laws

**Fifth Semester:**

- 5.1 Summer Project
- 5.2 Industrial Relation
- 5.3 Advertising and Sales Promotion
- 5.4 Working Capital Management
- 5.5 Consumer Behaviour and Retailing

**Sixth Semester:**

- 6.1 Sales and Distribution Management
- 6.2 Taxation Laws
- 6.3 Rural Marketing
- 6.4 Export Marketing
- 6.5 Entrepreneurship and Small Business Management