BBA 820: Managerial Functions
Natural and scope of management of organizations’ operations. Systems approach to organizations. The management process planning, organizing, staffing, coordinating and controlling. Management and leadership.

BBA 821 Managerial Economics

BBA 822: Human Resources Management

BBA 823: Strategic Management
Introduction to strategic management. Elements of strategic management and nature of strategic decisions. Strategic management process. Environmental, industrial and internal analysis: evaluation and selection of strategy; formulation of functional strategies, strategy implementation and control.

BBA 840: Marketing Management
Nature, scope and importance of marketing. Marketing concepts, management functions of marketing; marketing organizations; marketing opportunity analysis. Marketing environment; consumer behavior. Marketing measurement and forecasting; marketing strategy. International marketing.
MARKETING OPTION

BBA 843: Marketing Research

BBA 844: Marketing Communication Strategies

BBA 846: Global Marketing

BBA 848: Marketing Management Seminar
To apply the knowledge on marketing in analyzing selected issues in marketing management

BBA 845: Strategic Marketing Management
Develops decision-making skills with topics including concepts of marketing strategy; analysis of strategic marketing opportunities; dominant themes in strategic marketing planning; and the design, implementation, and control of strategic marketing plans. Focuses on segmentation procedures, competitive analysis, portfolio lectures, case analysis, and a computer-based simulation of strategic marketing management
HUMAN RESOURCE MANAGEMENT OPTION

BBA 825: Human Resources Employment and Development
Recruitment; Theory; Job Application, Evaluation and benchmarking recruitment. HR needs Assessment; Training Phase, Evaluation Phase, Training Needs Identification, Learning Theory. Design and provision of needs related Training. Training Objectives, Methods, and Locations. Training Ethical and Intercultural Issues. Competitiveness and Human Resources Approaches; Specific Interventions, HRM in the workplace

BBA 826: Employee Reward and Compensation

BBA 888: Human Resource Management Seminar (NEW)
The seminar provides a broad coverage of various Human Resource Management issues; Global issues in HRM, Diversity Management, Ethical issues, Emerging issues in HRM, presentations will be done on topical issues, review and critique of scholarly journals and materials in Human Resource Management.

BBA 830: Industrial Relations and Law

BBA 829: Management of Strategic Change
Meaning of change, types and level of change sources of change, problems associated with strategic change, management of strategic change, organizational development models of change, Human engineers and total quality and organizational Export behaviour theories, the
concept of globalization and internationalization, participation in global competition and competitive strategic, entry strategies including, Exporting, Licensing, Joint Ventures and Direct Investment, Globalization and its impact on strategic management, culture and technology issues in global market,. The global environmental challenges, emerging issues in global strategic management.

ENTREPRENEURSHIP OPTION

BBA 870: Entrepreneurship and Small Business Development
The concept of small firms, Economics of small of small business and their role on economies activity. The concepts of Entrepreneurship and its importance in the developments of small business management and development. Getting into small business. Finance and other small business program developing and implementation

BBA 871: Economics of Entrepreneurship

BBA 872: Entrepreneurial Environments

BBA 876: Entrepreneurship Development Seminar
The seminar in entrepreneurship development provide a broad coverage of various Entrepreneurship issues; Social entrepreneurship, Global issues in entrepreneurship, ethical issues in entrepreneurship, corporate entrepreneurship, venture capitalist, Entrepreneurship opportunities. Students will review and critique scholarly journals and other relevant materials in entrepreneurship and do seminar presentations.

BBA 829: Management of Strategic Change
Meaning of change, types and level of change sources of change, problems associated with strategic change, management of strategic change, organizational development models of
change, Human engineers and total quality and organizational Export behaviour theories, the concept of globalization and internationalization, participation in global competition and competitive strategic, entry strategies including, Exporting, Licensing, Joint Ventures and Direct Investment, Globalization and its impact on strategic management, culture and technology issues in global market,. The global environmental challenges, emerging issues in global strategic management.

**STRATEGIC MANAGEMENT OPTION**

**BBA 829: Management of Strategic Change**

Meaning of change, types and level of change sources of change, problems associated with strategic change, management of strategic change, organizational development models of change, Human engineers and total quality and organizational Export behaviour theories, the concept of globalization and internationalization, participation in global competition and competitive strategic, entry strategies including, Exporting, Licensing, Joint Ventures and Direct Investment, Globalization and its impact on strategic management, culture and technology issues in global market,. The global environmental challenges, emerging issues in global strategic management.

**BBA 860: Business Strategic Behaviour and Leadership**

Strategic management and leadership, Leadership roles and theories, internal growth, External growth Business turn around and Re-engineering first mover-second mover, pricing strategies, product differentiation and proliferation, Cost advantages, Merger and acquisition, collusive behaviour, Ties in trade, Strategic alliance, Diversification and Market niche.

**BBA 861: Global Strategic Management**

Introduction to international business and global strategic management, the global business environment, global strategies and development of competitive advantage, the theories of global business, entry strategies to global markets, internationalization of business and globalization, export behaviour theories and tools for entry strategies, organizing for global business.

**BBA 862: Strategic Management Seminar**

Porters five forces model, The SWOT analysis, The GAP analysis, The PEST analysis, Boston consulting group share matrix. The general electric multifactor portfolio matrix: The value chain
techniques, Game theory of contestable markets, environmental scanning and environmental forecasting techniques

**BBA 831: Total Quality Management**