

BBA 2023



Asian Institute of Management and Technology®

Affiliated to Gauhati University & Dibrugarh University
Approved by Department of Higher Education, Government of Assam

BACHELOR OF BUSINESS ADMINISTRATION

- Duration - Three years
- Eligibility - 10+2 or equivalent
- Affiliated to Gauhati University
- Approved by Department of Education (Higher), Government of Assam

About the course

The program provides a broad base of business knowledge, understanding and skills. The business studies include the fields of economics, accounting, marketing, finance, human resources and more. The courses present experiential learning exercises and simulations in project management, leadership, and creative problem solving and foundation for master's level. The objective of the program is to equip the students with fundamental concepts about business and management so as to enable him/her in making informed and creative judgment about policies and operations of business organizations. The course also facilitates students to take up advanced courses in the areas of Banking and Finance, Marketing, Sales, Human Resource Management, Accounting, etc.

SYLLABUS

First Semester :

- Effective English and Business Communication
- Business Environment
- Business Maths
- Principles of Management
- Computer Fundamentals

Second Semester :

- Personality & Personal Skill Development
- Indian Economic Scenario
- Business Statistics
- Financial Accounting
- Computer Application

Third Semester :

- Organisation Behaviour
- Marketing Management
- Cost & Management Accounting
- Production & Operation Management
- Office Organisation Management

Fourth Semester

- Human Resources Management
- Marketing Research
- Financial Management
- Management of Services
- Business Law

Fifth Semester

- Summer Project
- Industrial Relation
- Advertising & Sales Promotion
- Working Capital Management
- Retailing & Consumer Behaviour

Sixth Semester

- Sales & Distribution Management
- Taxation Law
- Rural Marketing
- Export Marketing
- Entrepreneurship & Small Business Management



FEE STRUCTURE

SEMESTER	AMOUNT	
1st Semester	32,000	At the time of Admission
2nd Semester	32,000	
3rd Semester	32,000	
4th Semester	32,000	
5th Semester	32,000	
6th Semester	32,000	
GRAND TOTAL	1,92,000	

NOTE :

- University Registration Fee : as per University
- Uniform : Rs. 6,500/-
- Application Form : Rs. 500/-
- Library Fee : Rs. 2000/-
- Examination Fee (as per University)

At the time of Admission

DOCUMENT REQUIRED :

- 10th Marks card & 10th Admit Card
- 12th Marks Card & 12th Pass Certificate (from Board / Council)
- Caste Certificate (for ST/SC/OBC)
- Orignal Migration Certificate (for candidate outside Assam, Other Board / Council)
- Passport size photograph (12 nos.)
- Address proof : PRC / Driving License / Voter ID Card / Adhar Card / Bank Passbook etc.

NOTE : 5 sets of attested photocopies of all the above mentioned documents are to be submitted along with the



