

## AN INTERNATIONAL CURRICULUM TO PREPARE YOU FOR THE WORLD



ETHames BBA Course is highly valued by the industry for its depth and all-comprehensive curriculum that matches up to the global standards. BBA offers special certificate courses in association with Harvard Business Publishing Education like Harvard ManageMentor programme.

### BBA SPECIALISATIONS:

- Finance and Accounting
- Digital Marketing
- Human Resource Management
- Entrepreneurship
- Data Analytics

## THE TRIARCHIC APPROACH TO BUILD LEADERSHIP SKILLS

ETHames BBA Course helps students to develop critical thinking, managerial abilities, and organisational skills. It instils the confidence required to take effective decisions by coordinating with teams and enhances the capabilities of being team members and managing networks effectively. The specially designed Ubuntu programme, in-campus incubation centres, and meets all go into moulding true leadership qualities.

POWERED BY



## POWERED BY COURSERA

ETHames offers complete access to the Coursera platform which offers more than 5000 professional certificate courses from leading Universities, Tech giants, and Corporate. ETHames Faculty guides the students on which courses to opt for that will help them get noticed by leading MNCs and also prepare the groundwork for further studies. Students also get complete academic assistance while taking these courses.

## THE HARVARD TOUCH

Harvard Business Publishing Education offers the Harvard ManageMentor programme to students paving the way for a brilliant career and long-term success.

# COURSE STRUCTURE

## I YEAR

### Semester I

- English (First Language) – 1
- Second Language – 1
- Environmental Studies
- Principles of Management
- Basics of Marketing
- Business Economics

### Semester II

- English (First Language) – 2
- Second Language – 2
- Basic Computer Skills
- Organisational Behaviour
- Business Statistics
- Financial Accounting

## II YEAR

### Semester III

- English (First Language) – 3
- Second Language – 3
- Communication Skills
- Basic Quality Management
- Human Resource Management
- Introduction to Information Technology
- Financial Management

### Semester IV

- English (First Language) – 4
- Second Language – 4
- Leadership and Management Skills
- Start-Up Opportunity and Feasibility
- Business Law and Ethics
- Marketing Research
- Management Science

## III YEAR

### Semester V

- English (First Language) – 5
- Second Language – 5
- Mobile Commerce
- Entrepreneurship Development

### Elective I

- Financial Markets and Services (F)
- Brand Management (M)
- Organisational Development (HR)

### Elective II

- Analysis of Investment in Financial Assets (F)
- Retail Marketing (M)
- Performance Appraisal and Counselling (HR)

### Semester VI

- English (First Language) – 6
- Second Language – 6
- Supply Chain Management

### Elective I

- Banking (F)
- Buyer Behaviour (M)
- Leadership and Change Management (HR)

### Elective II

- Insurance (F)
- Customer Relationship Management (M)
- Compensation Management (HR)

### Submission of Project Report and Viva Voce



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Programmes



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## BACHELOR OF BUSINESS ADMINISTRATION

Admissions  
Open!

100% Placement Assistance