GAYATRI VIDYA PARISHAD DEGREE COLLEGE
(AUTONOMOUS)
RUSHIKONDA, VISAKHAPATNAM
BBM COURSE STRUCTURE

**First Year**

**Semester-1:**
- English
- Gandhian Values and Ethics
- Principles of Management
- Business Mathematics
- Accounting for Managers
- Business Communications
- Business Economics

**Semester-2:**
- English
- Contemporary India
- Cost Accounting
- Business Statistics
- Foundation to Individual Behavior
- Indian Business Environment
- Banking Management
- Fundamentals of Computers
- Comprehensive Viva-voce
Second Year

Semester-3:

- English
- Second Language (Hindi/Sanskrit)
- Environment Studies
- Management Accounting
- Financial Management
- Research Methods for Business
- Marketing for Business Management
- Organization Behavior

Semester-4:

- English
- Second Language (Hindi/Sanskrit)
- Environment Studies
- Production Management
- Programming Methodology
- Financial Institutions and Markets
- Human Resource Management
- Industrial Visits Reports Viva-voce
Third Year

Semester-5:

- English
- International Business Environment
- Business Laws
- Retail Business Management
- Business Data Processing System
- Specialization 1(a) Marketing-Sales & Distribution Management / Finance-Security Analysis and Portfolio Management
- Project viva-voce

Semester – 6:

- Entrepreneurship & Small Business Management.
- E-Business
- Services Management
- Income Tax
- Specialization 2a) Accounting-Advanced Financial Accounting /HRM – Labour Legislation
- Specialization 2b) Accounting – Computer Applications in Accounting / HRM-Training & Development.Comprehensive Viva-voce (100)