

Bachelor in Business Administration (BBA)

BBA is a four year program spread over eight semesters. A student needs to complete 120 credit hours of course work, project work and internship for graduation. The program aims to provide a very strong foundation of management principles, mathematics, economics and other social sciences during the first two years of the program. In the last two years, students are able to broaden their knowledge and skills in core management subjects and gain expertise in their area of specialization. Students learn key roles and functions of marketing, operations, finance and human resource management. The elective courses provide a wider choice to students to gain insights into various emerging areas of business and social environment.

The BBA program not only broadens and deepens students understanding of business and management operations and environment but also strengthens their communication, interpersonal, leadership and IT skills through various practical programs and activities. Students gain exposure to the practical work through the internship program and acquire research skills through the summer projects.

BBA Curricular Structure

Semester I

English I
Business Mathematics I
Financial Accounting I
Principles of Management
Computer and IT Applications

Semester II

English II
Business Mathematics II
Financial Accounting II
General Psychology
Introductory Microeconomics

Semester III

Business Communications I
Business Statistics
Essentials of Finance
Fundamentals of Sociology
Introductory Macroeconomics

Semester IV

Business Communications II
Fundamentals of Organizational Behavior
Data Analysis and Modeling
Principles of Marketing
Financial Management

Semester V

Basic of Managerial Accounting
Fundamentals of Operations Management
Management of Human Resources
Business Research Methods
Concentration I

Semester VII

Fundamentals of Entrepreneurship
Business Environment in Nepal
Internship
Elective I
Concentration III

Concentration Areas

Accounting
Finance
Marketing
Human Resource Management
Small Business and Entrepreneurship

Semester VI

Introduction to MIS
Legal Aspects of Business and Technology
Business and Society
Project Work
Concentration II

Semester VIII

Strategic Management
Introduction to Int'l Business
Essentials of e-Business
Elective II
Concentration IV