

BUILDING YOUR FUTURE, BRICK BY BRICK

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 program.

BBA SPECIALIZATIONS:

- Digital Marketing
- Finance and Accounting
- Data Analytics
- Entrepreneurship and Family Business



A STEP BY STEP APPROACH TO PERSONALITY DEVELOPMENT

ETHames BBA Course helps students to develop critical thinking, managerial abilities and organizational skills. It instills 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 program, in-campus incubation centers, and meets all go into moulding true leadership qualities.

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 program to students paving the way for a brilliant career and long-term success.

POWERED BY

**Harvard
Business
Publishing
Education**

coursera



COURSE STRUCTURE

I YEAR

Semester I

- English
- Second Language
- Principles of Management
- Basics of Marketing
- Business Economics

Semester II

- English
- Second Language
- Basic Computer Skills
- Organizational Behavior
- Business Statistics
- Financial Accounting

II YEAR

Semester III

- English
- Second Language
- Communication Skills
- Professional Skills
- Basic Quality Management
- Advance Computer Skills
- Human Resource Management
- Information Technology for Businesses
- Financial Management

Semester IV

- English
- Second Language
- Leadership and Management Skills
- Universal Human Values
- Start-Up Opportunity and Feasibility
- Business Policy and Strategy
- Business Law and Ethics
- Marketing Research
- Management Science

III YEAR

Semester V

- English
- Second Language
- Mobile Commerce

Elective I

- Entrepreneurship Development
- Business Analytics

Elective II

- Financial Markets and Services (F)
- Brand Management (M)
- Organizational Development (HR)
- Fundamentals of Retail Management (RM)

Elective III

- Analysis of Investment in Financial Assets (F)
- Retail Marketing (M)
- Performance Appraisal and Counseling (HR)
- Retail Mall Management (RM)

Semester VI

- English
- Second Language

Elective I

- Supply Chain Management
- Business Intelligence and Data Visualization

Elective II

- Banking (F)
- Buyer Behavior (M)
- Leadership and Change Management (HR)
- Global Retailing and Merchandising (RM)

Elective III

- Insurance (F)
- Customer Relationship Management (M)
- Compensation Management (HR)
- Retail Store Operations and Pricing (RM)

Submission of Project Report and Viva Voce



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EThames
COLLEGE
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**BACHELOR OF
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