



UNIVERSITY OF DR.PSJ KUMAR



**BBA
CURRICULUM
2023-24**

SCHOOL OF SCIENCE AND MANAGEMENT

ABOUT US

University of Dr.PSJ Kumar School of Science and Management has various programs for diplomas, degrees, masters, and doctorates.

Dr.PSJ Kumar University's School of Science and Management adopt a global perspective and enable participants to develop and enhance sound analytical thinking, personal drive and initiative, and effective communication. The University has several departments scattered all throughout Florida, United States and Salem, Tamil Nadu, India.

The University is especially popular among International students. The University has franchises around the globe including Queensland, India, Canada, Malaysia, and London.

DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

The completion of the degree of bachelor of business administration (BBA) is ordinarily accomplished in three academic years of regular curriculum.



THREE YEARS REGULAR CURRICULUM

DEPARTMENT OF MANAGEMENT STUDIES

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University of Dr.PSJ Kumar

FIRST YEAR

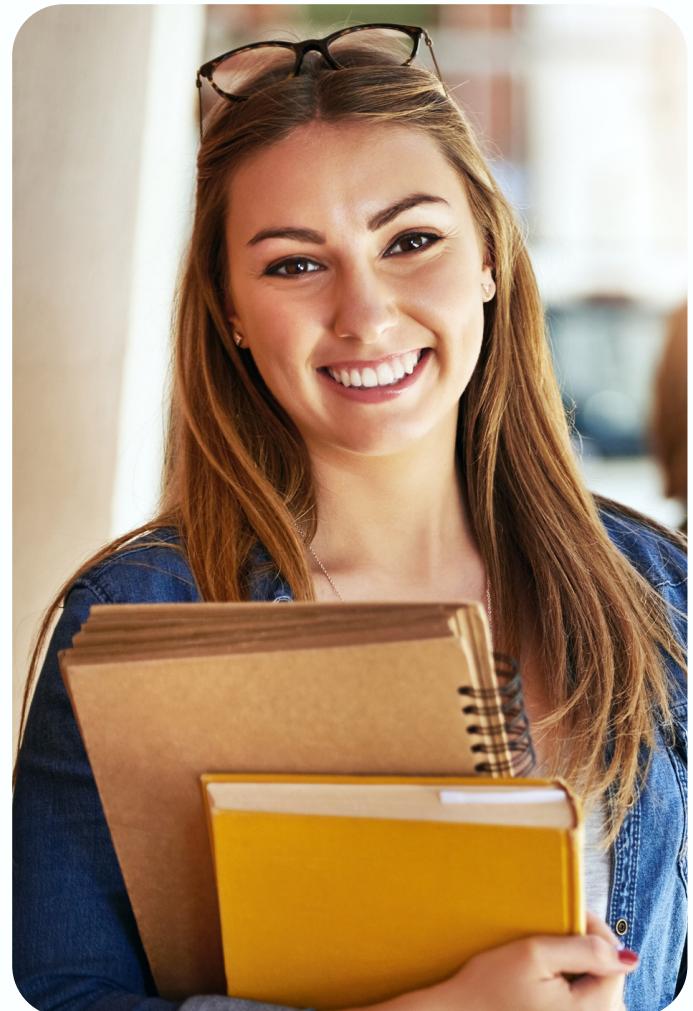
The three year curriculum is based on the departmental as well as interdisciplinary teaching. The first year offer the students an opportunity to develop a strong background in business economics and to receive an introduction to business statistics. Every academic year consists of two semesters.

SEMESTER I

Financial Accounting
Microeconomics
Principles of Management
Quantitative Techniques
Mathematical and Digital Literacy
Business Economics
Business Communication

SEMESTER II

Cost Accounting
Macroeconomics
Principles of Marketing
Personal and Career Foundations
Leadership and Ethics
Business Statistics
Business Analytics



SEMESTER I **BUSINESS ECONOMICS**

SEMESTER II **BUSINESS STATISTICS**

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University of Dr.PSJ Kumar

SECOND YEAR

The second year offer the students an opportunity to develop a strong background in management studies and to receive an introduction to business laws.

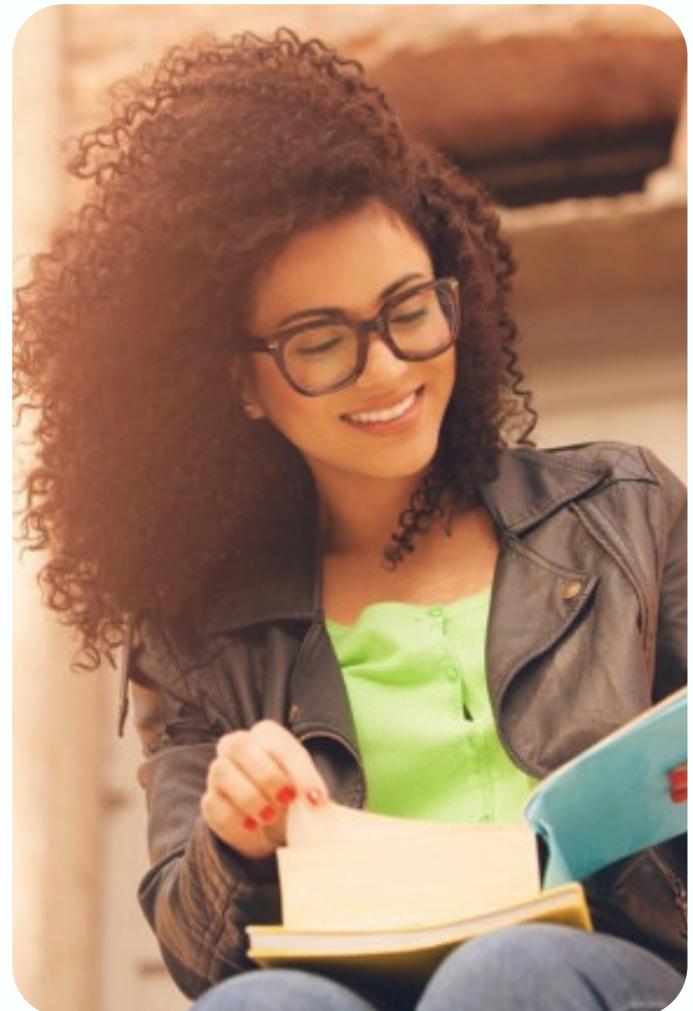
SEMESTER III

Human Resource Management
Operations Management
Financial Management
Client Relationship Management
Elective I
Environmental Management

SEMESTER IV

Data Science for Business
Corporate Finance
Organizational Behavior
Decision Science and Analytics
Elective II
Business Laws

The course serves as a transition from business economics to management studies. The goal is to help the student acquire the knowledge and skills necessary to thrive in business management.



SEMESTER III MANAGEMENT STUDIES

SEMESTER IV

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THIRD YEAR

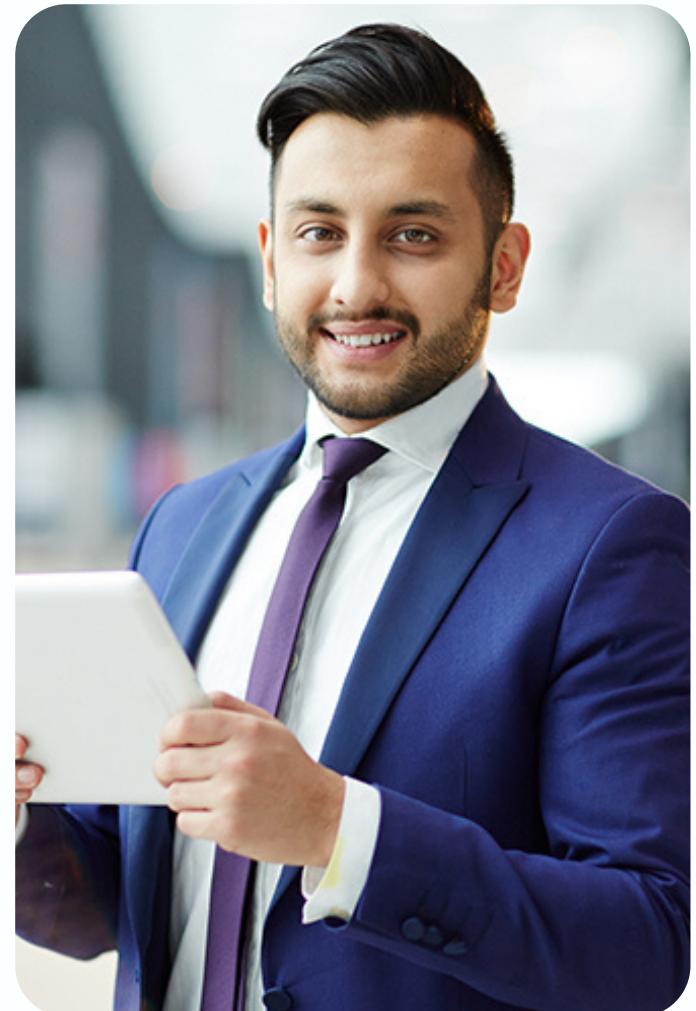
The third year offer the students an opportunity to develop a strong background in business intelligence and to receive an introduction to international business management.

SEMESTER V

Strategic Management
Marketing Management
Retail Management
Elective III
Business Intelligence

SEMESTER VI

International Business Mgmt.
Research Methodology
Entrepreneurship
Elective IV
Dissertation and Viva



The course serves as a transition from business management to entrepreneurship in international business settings. The elective programs helps the students in building strengths in related fields and to aid an expert career choice.

SEMESTER V BUSINESS INTELLIGENCE

SEMESTER VI

ENTREPRENEURSHIP
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SCHOOL OF SCIENCE AND MANAGEMENT

The school of science and management, University of Dr.PSJ Kumar is recognized by the Association of MBAs (AMBA). The University is among the top leading business schools in United States and India.

FOR ADMISSION CONTACT

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Malaysia | India | London**

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University of Dr.PSJ Kumar also offers MBA in;

Finance Management
Marketing Management
Artificial Intelligence
Healthcare Management
Hotel Management
Hospital Management



FACULTY OF BUSINESS MANAGEMENT AND ADMINISTRATION

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University of Dr.PSJ Kumar

