Subject Code/ Name & Year	BBA101	BBA102	BBA103	BBA104	BBA105	BBA106	BBA107	BBA108
	Principles of Marketing	Economics	Business Communication	Accounting for Business Decisions	Business Law	Business Statistics	Principles of Management	Business Information Systems
Year 1								
Year 2		Elective		Elective		Elective		Elective
Year 3		Elective		Elective		Elective		Elective

Year 2	**Semester 1**	**Subject Code**	**Subject Name**	**Pre-requisite/s**
		BBM201	Consumer Behaviour	BBA101 – Principles of Marketing
		BBM202	Digital Marketing and Communications	None
		BBM203	Marketing Research and Analytics	BBA101 – Principles of Marketing
		Elective		
	Semester 2	BBM204	Brand Management	None
		BBM205	Strategic Marketing	None
		BBM206	Services Marketing	BBA101 – Principles of Marketing
		Elective		
Year 3	**Semester 1**	BBM301	Ethics and Sustainability in Marketing	None
		BBM302	Supply Chain Management	None
		BBM303	International Marketing	None
		Elective		
	Semester 2	BBM304	Strategic Marketing Applications	None
		BBM305	Entrepreneurial Marketing	BBA101 – Principles of Marketing
				BBM205 – Strategic Marketing
		BCAP306	Business Capstone	Successful completion of at least 160 credit points, or alternatively, two-thirds of the total course credits, whichever is greater.
		Elective		