

FACULTY OF COMMERCE, PAHER UNIVERSITY
BBA with specialization in Event Management

		Credit Points
Semester I		
Environmental Science (BBA – 111)	Ability Enhancement - Compulsory	2
Fundamentals of Management & Organizational Behaviour (BBA -112)	Core Discipline	6
Fundamentals of Event Management	Core Discipline	6
Event Planning and Venue Management	Elective Course – Generic /Interdisciplinary	6
Total		20
Semester II		
Business Communication (BBA-211)	Ability Enhancement - Compulsory	2
Managerial Economics (BBA-212)	Core Discipline	6
Business Accounting (BBA-213)	Core Discipline	6
Event Resource Management	Elective Course – Generic/Interdisciplinary	6
Total		20
Semester III		
Macroeconomics (BBA-311)	Core Discipline	6
Principles of Marketing (BBA-312)	Core Discipline	6
Management Accounting (BBA-313)	Core Discipline	6
Media Management	Elective Course – Generic	6
Any one of the following: IT Tools for Business (BBA-315) Personality Development & Communication Skills (BBA-316) Statistical Software package (s) (BBA-317)	Skill Enhancement Course	4
Total		28
Semester IV		
Business Research (BBA-411)	Core Discipline	6
Human Resource Management (BBA-412)	Core Discipline	6
Financial Management(BBA-413)	Core Discipline	6
Public Relations	Elective Course – Generic / Interdisciplinary	6
Any one of the following: E Commerce (BBA-415) Financial Software package (s) (BBA-416) Summer Internship (BBA-417)	Skill Enhancement Course	4
Total		28
Semester V		
Advertising	Core Discipline	6
Legal Aspects of Business (BBA-512)	Core Discipline	6
Event Safety and Risk Management	Discipline Specific Elective	6
Event Hospitality and Catering	Discipline Specific Elective	6
Total		24
Semester VI		
Business Policy & Strategy (BBA-611)	Core Discipline	6
Financial Institutions & Markets (BBA-612)	Core Discipline	6
Social, Cultural and Political Events	Discipline Specific Elective	6
Sports and Commercial Events	Discipline Specific Elective	6
Total		24
Grand Total		144

