



College: Grace International Academy (828)

Year: 2024

Course: FYUGP BBA

Semester 1		
Category	Course Code	Course Name
DSC 1	UK1DSCMGT101	Fundamentals of Management
DSC 4	UK1DSCMGT104	Management Functions and Specialisations
DSC 2	UK1DSCMGT102	Environmental Management
MDC 1	UK1MDCMGT101	Organisational Behaviour
AEC 1 (English)	UK 1 AEC ENG 113	Listening and speaking in English
AEC 2(Malayalam)	UK1 AEC MAL 101	Cinemayum Bhashayum

Semester 2		
Course Category	Course Code	Course Name
DSC 5	UK2DSCMGT101*	Marketing Management
DSC 6	UK2DSCMGT102	Managerial Economics
DSC 7	UK2DSCMGT103	Business Ethics and Corporate Governance
MDC 4	UK2MDCMGT102	Stock Market Operations (P)
AEC 3 (English)	UK 1 AEC ENG 113	Reading and writing in English
AEC 4(Malayalam)	UK1 AEC MAL 101	Keraliya gana parambariyam



Semester 3		
Course Category	Course Code	Course Name
DSC 9	UK3DSCMGT201*	Human Resources Management
	UK3DSCMGT202	Entrepreneurship and Start Up Eco-system (P)
	UK3DSCMGT204	Event Management
MDC 3		Kerala Studies –
VAC 1	UK3VACMGT201	Skills For Managers
DSE - 1	UK3DSEMGT204	Consumer Behaviour

Semester 4		
Course Category	Course Code	Course Name
DSC 13	UK4DSCMGT201	Financial Management
DSC 14	UK4DSCMGT202	Organisational Behaviour and Group Dynamics
DSE 2	UK4DSEMGT204	Advertising and Sales Promotion
SEC 1	UK4SECMGT201	Digital Marketing
VAC -2	UK4VACMGT201	Career Planning and Development
Summer Internship	UK4INTMGT201	



Semester 5		
Course Category	Course Code	Course Name
DSC 16	UK5DSCMGT301	Operations Management
	UK5DSCMGT304	Customer relationship Management
	UK5DSCMGT302	Basics of Financial Accounting
DSE 3	UK5DSEMGT307	Services and Retail Marketing
SEC 3	UK5SECMGT302	Stock Trading Practices (P)

Semester 6		
Course Category	Course Code	Course Name
DSC 22	UK6DSCMGT301	Research Methodology
	UK6DSCMGT304	Business Tax Planning
	UK6DSCMGT305	International Business
DSE – 5	UK6DSEMGT308	Social Media Marketing
DSE 6	UK6DSEMGT307 4	Brand Management
SEC – 5	UK6SECMGT301	Income Tax Assessment and Filing



Semester 7		
Course Category	Course Code	Course Name
DSC 28	UK7DSCMGT401	Business Policy and Strategic Management
DSE –29	UK7DSCMGT402	Statistics for Research
DSE-7	UK7DSEMGT404	International Marketing

Semester 8		
Course Category	Course Code	Course Name
DSC – 30	Online	UK8DSCMGT401
DSC – 31	Online	UK8DSCMGT402
	Research Project/ Internship Project	UK8RPHMGT401