

Bachelor of Business Administration (Bba)

Course Overview Institution: St. Anne's First Grade College for Women

Program Duration: 3 Years (6 Semesters)

Semester 5

Statistical Management:

This course covers the application of statistical methods in business decision-making. Topics include data collection, presentation, measures of central tendency and dispersion, probability, correlation, regression, and hypothesis testing. It equips students to analyze and interpret data for managerial use.

Financial Planning:

This course introduces the concepts of personal and corporate financial planning. Topics include budgeting, investment planning, retirement planning, tax planning, insurance, and risk management. Students learn how to create and manage financial plans to meet short-term and long-term financial goals.

International Marketing:

This course explores marketing strategies in the global marketplace. Topics include global market entry strategies, international consumer behavior, global branding, export/import procedures, and cross-cultural marketing. It prepares students to develop effective marketing plans for international business operations.

E-Commerce Management:

This course focuses on the management of electronic commerce platforms and operations. Topics include online business models, digital payment systems, website development, cybersecurity, and legal aspects of e-commerce. Students will learn how to plan and manage online businesses successfully.

Taxation:

This course provides an understanding of the Indian taxation system, covering both direct and indirect taxes. Topics include income tax, Goods and Services Tax (GST), tax computation, deductions, exemptions, and filing returns. The course prepares students for tax planning and compliance.