

Bachelor of Business Administration (Bba)

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

Program Duration: 3 Years (6 Semesters)

Semester 4

Business Law:

This course provides an overview of the legal framework within which businesses operate. Topics include contract law, company law, consumer protection, negotiable instruments, and partnership law. Students gain an understanding of legal principles relevant to business decisions and compliance.

Entrepreneurship Development:

This course fosters entrepreneurial thinking and skills. Students will learn how to identify business opportunities, prepare business plans, secure funding, and manage startups. The course encourages innovation and self-employment by exploring the entrepreneurial ecosystem.

International Business:

This course introduces students to global business operations and international trade. Topics include globalization, foreign exchange, international marketing, trade policies, and cross-cultural management. It prepares students to understand and engage in international markets.

Public Relations:

This course focuses on managing communication between an organization and its stakeholders. Topics include media relations, corporate communication, crisis management, and public image building. Students learn to plan and execute PR campaigns to maintain a positive brand reputation.

Customer Behavior (Consumer Behavior):

This course examines the psychological and social factors that influence buying decisions. Topics include consumer motivation, perception, attitudes, decision-making processes, and post-purchase behavior. Students will learn how to analyze customer needs and develop effective marketing strategies.