

## **Bachelor of Business Administration (Bba)**

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

**Program Duration: 3 Years (6 Semesters)**

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### **Semester 1**

#### **Principles of Management:**

This course introduces the core concepts, functions, and theories of management. Students will learn about planning, organizing, staffing, directing, and controlling, along with leadership styles, motivation, and strategic decision-making. It lays the foundation for understanding how organizations are managed effectively.

#### **Financial Accounting:**

This course covers the fundamental principles and practices of financial accounting. Topics include journal entries, ledger posting, trial balance, preparation of final accounts, and depreciation. Students will gain practical skills in recording and interpreting financial transactions and reports.

#### **Business Communication:**

This course focuses on effective communication in business settings. Students will develop written and oral communication skills through topics such as business letters, memos, reports, email writing, presentations, and interpersonal communication. Emphasis is placed on clarity, professionalism, and workplace etiquette.

#### **Economics (Business Economics):**

This course applies economic concepts to business decision-making. Students will study demand and supply, elasticity, production and cost, market structures, and pricing strategies. The course helps students understand how economic forces affect business operations and strategic planning.

#### **Business Mathematics:**

This course provides essential mathematical tools used in business analysis. Topics include ratios, percentages, profit and loss, simple and compound interest, annuities, matrices, linear equations, and basic statistics. It equips students with the quantitative skills needed for finance, marketing, and operations.