



*Greenwich University*  
**BACHELOR OF SCIENCE IN  
 BUSINESS ADMINISTRATION (BS-BA)**  
 (AFTER 14 YEARS OF EDUCATION (COMMERCE))

**DEGREE REQUIREMENTS**

**2.5-YEAR, 24 COURSES, INTERNSHIP, PROJECT, 72 CREDIT HOURS**

**SEMESTER – 0 (Skill Development / Foundation Crash Semester)**

<u>COURSE CODE</u>	<u>COURSE</u>	<u>PRE-REQUISITE</u>
GHUM 300	Personality Grooming	–
GENG 316	General English	–
GMAT 300	Mathematics	–

**SEMESTER – 1**

<u>COURSE CODE</u>	<u>COURSE TITLE</u>	<u>PRE-REQUISITE</u>
GSTA 441	Introduction to Statistics	–
GICT 311/	Introduction to IT/ Principles of Marketing	–
GMAK 411		
GMGM 421	Human Resource Management	–
GMGM 432	Business Ethics	–
GFIN 412	Business Finance	–
GECO 312	Microeconomics	–

**SEMESTER – 2**

<u>COURSE CODE</u>	<u>COURSE TITLE</u>	<u>PRE-REQUISITE</u>
GECO 421	Macroeconomics	–
GRES 512	Research Methodology	–
GLNG 531	Business Communication	–
GMKT 422	Marketing Management	Principles of Mkt/Principles of Mgmt
_____	Specialization-1	–
_____	Specialization-2	–

**SEMESTER – 3**

<u>COURSE CODE</u>	<u>COURSE TITLE</u>	<u>PRE-REQUISITE</u>
GFIN 521	Financial Management	Business Finance
GMGM 542	Organizational Behaviour	Human Resource Management
GMGM 642	Business Policy	Marketing Management/OB
_____	Specialization-3	–
_____	Specialization-4	–
GPRJ 611	Project-I	Research Methodology

**SEMESTER – 4**

<u>COURSE CODE</u>	<u>COURSE TITLE</u>	<u>PRE-REQUISITE</u>
GACC 641	Managerial Accounting	Cost Accounting
GMGM 611	Entrepreneurship	Marketing Mgmt
GICT 542	Management Information System	Introduction to IT
GMGM 651	Operations Management	Marketing Mgmt and Statistics
GMGM 682	Global Business Management	Marketing Mgmt
GPRJ 622	Project-II	Project-I

## **SPECIALIZATION:**

### **BANKING**

- ◆ GFIN 601 Banking Law and Practice
- ◆ GFIN 602 Consumer Banking
- ◆ GFIN 603 Credit Analysis & Investment Banking
- ◆ GFIN 604 Bank Management

### **FINANCE**

- ◆ GFIN 605 Financial Statement Analysis
- ◆ GFIN 606 Investment and Portfolio Management
- ◆ GFIN 607 Risk Management
- ◆ GFIN 608 Treasury Management

### **HUMAN RESOURCE MANAGEMENT**

- ◆ GMGM 601 Recruitment and Selection
- ◆ GMGM 602 Training and Development
- ◆ GMGM 603 Leadership and Team Management
- ◆ GMGM 604 Managerial Skills

### **HOTEL MANAGEMENT**

- ◆ GMGM 605 Hotel Service Management
- ◆ GMGM 606 Hotel financing Budgeting
- ◆ GMGM 607 Food & Beverage Management
- ◆ GMGM 608 Hospitality Management

### **INFORMATION TECHNOLOGY**

- ◆ GICT 601 Database Management
- ◆ GICT 602 System Analysis & Design
- ◆ GICT 603 Knowledge Management
- ◆ GICT 604 E-Business

### **MANAGEMENT**

- ◆ GMGM 605 Organizational Development
- ◆ GMGM 606 Change Management
- ◆ GMGM 607 Total Quality Management
- ◆ GMGM 608 Crisis Management

### **MARKETING**

- ◆ GMKT 601 Sales Management
- ◆ GMKT 602 Export Marketing
- ◆ GMKT 603 Brand Management
- ◆ GMKT 604 Integrated Marketing

### **NGO MANAGEMENT**

- ◆ GMGM 609 Hospital Management
- ◆ GMGM 610 Logistic Management
- ◆ GMGM 611 Operation Management
- ◆ GMGM 612 Small & Medium Enterprises Management

### **SUPPLY CHAIN MANAGEMENT**

- ◆ GMGM 613 Business Logistics
- ◆ GMGM 614 Logistic Management
- ◆ GMGM 615 Supply Chain Management
- ◆ GMGM 616 Operations Planning Control

