



Greenwich University

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BS-BA)

(AFTER 14 YEARS OF EDUCATION (NON-COMMERCE))

DEGREE REQUIREMENTS

3-YEAR, 30 COURSES, INTERNSHIP, PROJECT, 90 CREDIT HOURS

SEMESTER – 0 (Skill Development / Foundation Crash Semester)

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

SEMESTER – 1

<u>COURSE CODE</u>	<u>COURSE TITLE</u>	<u>PRE-REQUISITE</u>
GMAT 312	Business Mathematics	–
GICT 311	Introduction to IT	–
GMGM 312	Principles of Management	–
GMKT 411	Principles of Marketing	–
GACC 422	Financial Accounting	–
GECO 312	Microeconomics	–

SEMESTER – 2

<u>COURSE CODE</u>	<u>COURSE TITLE</u>	<u>PRE-REQUISITE</u>
GECO 421	Macroeconomics	–
GACC 531	Cost Accounting	Financial Accounting
GMGM 421	Human Resource Management	Principles of Management
GMKT 422	Marketing Management	Principles of Marketing
GFIN 412	Business Finance	–
GSTA 411	Introduction to Statistics	Business Maths

SEMESTER – 3

<u>COURSE CODE</u>	<u>COURSE TITLE</u>	<u>PRE-REQUISITE</u>
GLNG 531	Business Communication	–
GMGM 542	Organizational Behaviour	HRM
GMGM 532	Business Ethics	–
GRES 512	Research Methodology	–
_____	Specialization-1	–
_____	Specialization-2	–

SEMESTER – 4

<u>COURSE CODE</u>	<u>COURSE TITLE</u>	<u>PRE-REQUISITE</u>
GFIN 521	Financial Management	Business Finance
GLAW 541	Business Law	–
GICT 542	Management Information System	Marketing Management/OB
_____	Specialization-3	–
_____	Specialization-4	–
GPRJ 611	Project-I	–

EFFECTIVE FROM SPRING 2020 TERM>>>>

SEMESTER – 5

<u>COURSE CODE</u>	<u>COURSE TITLE</u>	<u>PRE-REQUISITE</u>
GACC 641	Managerial Accounting	Cost Accounting
GMGM 661	Entrepreneurship	Marketing Mgmt
GMGM 682	Business Policy	Intro 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

