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Department:–Bachelor Of Business Administration 5 Semester

6 BBA 311 Summer Training Report* - - - 5 100 - - 100 *Summer Training Report Will Be Evaluated By External Examiner(s)appointed By Vice-Chancellor On The Recommendation Of Chairman,PGBOS. SYLLABUS: BBA Department: Bachelor Of Business Administration – 5th Semester Mar 8th, 2024

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Stanton, Etzel Walker, Fundamentals Of Marketing 3. Saxena Rajan Marketing Management 4. McCarthy, FJ Basic Marketing . BBA- II Semester BBA N 201 Business Environment Unit I Concept, Significance, Components Of Business Environment, Factor Affecting Business Environment, Social Responsibilities Of Business. ... Mar 10th, 2024

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Management 50 6 --BBA-305 Fundamentals Of Marketing Management 50 6 --BBA-306 Indian Financial System 50 6 --BBA-307 Management Accounting 50 6 2 ESL-221 *Environmental Studies–I 50 (Qua Lifying) 3 --* Note: The Marks Of ESL-221 (E Nvironmental Studies) Wi Ll Not Be Added In The Total Marks. Jan 8th, 2024

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Raghuram, G/ Rangaraj, N. - Logistics & Supply Chain Management: Cases & Concepts. Publication “Macmillan” Jhamb, L. C. Everest - Materials & Logistics Management. Publication “Everest” Kasande, S. P Materials & Logistics Mar 10th, 2024

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2. Marketing Management - Philip Kotlar REFERENCE BOOKS: 1. Marketing Management - Sherlaker 2. Marketing Management - Kotler, Keller, Koshy 18BUS205 OPERATIONS MANAGEMENT 3 0 0 3 Objective: Unit I Introduction: Meaning, Nature And Scope Of Production And Operation Management Mar 15th, 2024

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