



BACHELOR OF BUSINESS MANAGEMENT (BBM Hons)

Embark on a journey of academic excellence with our BBM program at *Manipal GlobalNxt University*. Beyond being a mere qualification, our BBM is a gateway to unlocking your potential as a future business leader. At MGNU, we believe in nurturing a community of forward-thinkers and go-getters. This program is tailored not just to impart knowledge but to instil a mindset of innovation and leadership. As a BBM student, you're not a passive learner; you're an active contributor to discussions that delve into the core of contemporary business challenges.

Assessment methods are designed to be dynamic, including engaging discussion forums, collaborative group projects, a comprehensive final integrated project. Choose Manipal GlobalNxt University for a BBM program that goes beyond textbooks, fostering creativity, critical thinking, and a global perspective.

Minimum Duration: 3 years

Why choose BBA from MGU?

- Next-generation learning portal.
- Curriculum designed for the AI age.
- Harvard case-studies.
- 24/7 E-Library services with more than 18,000 journals and over 52,000 e-books.
- Live Webinar sessions through the latest synchronous learning technology.
- Peer learning through assessed online discussion forums.
- Connect with global faculty spread across the world.

Course Structure

Year 1 : 15 subjects

Year 2 : 11 subjects

Year 3 : 9 subjects

Total 35 subjects & Total credits: 122

Year 1

Code	Course Title	Credit	Code	Course Title	Credit
BBM1113	Principles of Management	3	BBM1213	Financial Accounting	3
BBM1123	Principles of Information Systems	3	BBM1223	Business Statistics	3
BBM1133	Principles of Marketing	3	BBM1313	Macroeconomics	3
BBM1143	Microeconomics	3	BBM1323	Financial Management	3
MPU3212	Introduction to Psychology	2	BBM1333	Organizational Behaviour	3
MPU3153 MPU3143	Philosophy and Current Issues OR Appreciation of ethics and civilization	3	BMM2513	Business Ethics	3
KIAR3332	Integrity and Anti-Corruption	2	BBM2414	Research Methods for Business	4
MPU3412	Co-Curriculum	2			

Year 2

BBM2424	Business Analytics	4	BMK2534	Service Marketing	4
BBM2534	Project Management	4	BHR2414	Human Resource Management	4
BBM2544	Entrepreneurship	4	BHR2634	International HR Management	4
BIB2624	Global Business Strategy	4	BML2414	Principles of Logistics Management	4
BIB2423	Contemporary issue in Intl business	3	BML2534	Supply Chain Management	4
BMK2424	Global Marketing	4			

Year 3

BTM2414	Fundamentals of Technology Management	4	BMF2624	Fintech	4
BTM2514	Technology Project Management	4	BBM1354	Strategic Management	4
BBA2514	Data Analytics	4	BDB2534	Big Data Analytics	4
BBA2524	Data visualization	4	BDB2544	Cybersecurity	4
BMF2544	Risk Management	4			