

## KEY HIGHLIGHTS

### • GLOBALLY RECOGNISED DEGREE

Sharda University degree is accepted across the globe for higher studies and employment opportunities.

### • LOCAL & GLOBAL RELEVANCE

Global management values combined with modules tailored to suit the local industry.

### • INDUSTRY RELEVANCE

SUU faculty is actively involved in research projects with leading corporates, allowing them to base the curriculum around the latest trends and knowledge.

### • IMMERSION & INTERNSHIP PROGRAMME AT SHARDA UNIVERSITY INDIA

Unique opportunity to pursue final year at Sharda University campus in India (Greater Noida or Agra) and do 6 months internship at leading corporate in Delhi-NCR.

### • START-UP OPPORTUNITIES

SUU is focused on launching Start-Ups and promoting entrepreneurship among students through various programmes.

## CAREER OPTIONS AFTER BBA

The BBA programme is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government to name just a few. BBA graduates can be employed for roles in business management and sales.

Some of the esteemed job profiles BBA students can attain after a successful completion of the programme are:

- Marketing Executive
- Marketing Manager
- Marketing Communications Manager
- Marketing Research Analyst
- Digital Marketing Manager
- Business Development Manager
- Product Manager
- Brand Manager
- Advertising Manager
- Sales Manager
- Sales Executive

### ENTRY REQUIREMENTS

#### BBA AND BBA (Hons.):

- Candidate should have completed Grade XI/XII (11/12 years of compulsory education)
- Candidate should qualify Sharda University Scholarship & Admission Test (SUSAT-2020)
- Interview (For Uzbek Students)/Online Interview (For International Students)
- IELTS 5 or higher

### HOW TO APPLY?

- Fill in the Online Application Form available at [www.shardauniversity.uz](http://www.shardauniversity.uz)
- Qualified Students will have to visit University Campus for final Interview & documentation

### PROGRAMME FEE:

- Fee Per Year (In USD) : 4000
- Fee Per Year (In so'm) : 34,240,000
- Fee Per semester (In USD) : 2050
- Fee Per semester (In so'm) : 17,550,000

## PROGRAMME STRUCTURE

Credits required for graduation in BBA: **240**

Credits required for graduation in BBA (Hons.): **300**

Credits required as essential distribution requirement: **200**

Credits free to choose from anywhere (including from programme and specialization beyond minimum): **40 (Subject to meeting the pre-requisites).**

### UNIVERSITY CORE:

#### COURSE TITLE

English Language

Humanities

History of Uzbekistan

Values and ethics

### SCHOOL CORE:

#### COURSE TITLE

Basic IT Tools

Business Communication

Business Mathematics

Business Economics

Understanding Cross Cultural Diversity

Business Research Methods

Quantitative Techniques

International Business

Corporate Social Responsibility

### PROGRAMME CORE :

#### COURSE TITLE

Principles of Management

Introducing the Business Environment

Organizational Behaviour

Marketing Management

Finance for Business

Operations Management

Human Resources Management

Project Work on Specialization Area



## SPECIALIZATION CORE

(for each specialization):

List of courses that comprise of Specialization core for **International Business:**

### **COURSE TITLE**

Launching New Ventures  
International Finance  
International Law  
WTO and International Trade  
Global Business Environment  
World Geography and Major Trade Routes

List of courses that comprise of Specialization core for **Marketing:**

### **COURSE TITLE**

Consumer Behaviour  
Brand Management  
Sales and Distribution Management  
Retail Management and Franchising  
Customer Relationship Management  
Services Marketing

List of courses that comprise of Specialization core for **Human Resources Management:**

### **COURSE TITLE**

Human Resources: Value and Contribution to organization success  
Human Resource Information System  
Conflict Management Skills  
Counselling Skills for Managers  
Negotiation Skills  
Training and Development

List of courses that comprise of Specialization core for **Entrepreneurship:**

### **COURSE TITLE**

Launching New Ventures  
New Venture Financing  
Marketing for New Ventures  
Collaborations in Business  
Venture Ideation  
Managing Small Enterprises and Family Businesses

## ELECTIVES:

List of courses that comprise the electives relevant to this degree:

### **COURSE TITLE**

Managing Small Enterprises and Family Businesses  
Launching New Ventures  
New Venture Financing  
Marketing for New Ventures  
Banking Operations  
Marketing of Financial Products and Services  
Business Taxation  
Using Business Documentation  
Logistics Management  
Leadership and Change Management  
Human Resource Information System  
Team Building and Leadership  
International Business  
International Finance  
International Law  
Promoting a Brand  
Retail Management  
Digital Marketing  
Services Marketing  
Social Media Marketing

## INTERNATIONAL BUSINESS

Semester-wise structure for Bachelor of Business Administration with specialisation in **International Business**.

### Semester I

#### COURSE TITLE

Mathematics  
Preparatory English Course/Intermediate English course/Advanced English & Language Through Literature  
Principles of Management  
Using Basic IT Tools

### Semester II

#### COURSE TITLE

Intermediate English Course/Proficient English Language Course/Advanced English & Language Through Literature/Introduction to Sociology  
Uzbekistan History-I  
Organizational Behaviour  
Business Communication-I  
Introducing the Business Environment

### Semester III

#### COURSE TITLE

Uzbekistan History-II  
Business Communication-II  
Business Economics-I (Micro Economics)  
Understanding Cross Cultural Diversity  
Marketing Management

### Semester IV

#### COURSE TITLE

Specialisation-I (Launching New Ventures International Business)  
Humanities Course  
Human Resources Management  
Business Economics-II (Macro Economics)  
Elective-I

### Semester V

#### COURSE TITLE

Specialisation-II (International Finance)  
Elective-II  
Business Research Methods  
Finance for Business  
Quantitative Techniques for Management

### Semester VI

#### COURSE TITLE

International Business  
Team Building and Leadership  
SPECIALISATION-III (International Law)  
Operations Management  
Elective-III

### Semester VII

#### COURSE TITLE

Corporate Social Responsibility  
Values and ethics  
Specialization-VI (Global Business Environment)  
Specialization-V (World Geography and Major Trade Routes)  
Elective-VI

### Semester VIII

#### COURSE TITLE

Business Taxation  
Specialization-VI (WTO and International Trade)  
Project Work on Specialization Area

## MARKETING MANAGEMENT

Semester-wise structure for Bachelor of Business Administration with specialisation in **Marketing Management**.

### Semester I

#### COURSE TITLE

Mathematics  
Preparatory English Course/Intermediate English course/Advanced English & Language Through Literature  
Principles of Management  
Using Basic IT Tools

### Semester II

#### COURSE TITLE

Intermediate English Course/Proficient English Language Course/Advanced English & Language Through Literature/Introduction to Sociology  
Uzbekistan History-I  
Organizational Behaviour  
Business Communication-I  
Introducing the Business Environment

### Semester III

#### COURSE TITLE

Uzbekistan History-II  
Business Communication-II  
Business Economics-I (Micro Economics)  
Understanding Cross Cultural Diversity  
Marketing Management

### Semester IV

#### COURSE TITLE

Specialisation-I (Consumer Behaviour)  
Humanities Course  
Human Resources Management  
Business Economics - II (Macro Economics)  
Elective-I

### Semester V

#### COURSE TITLE

Specialisation-II (Brand management)  
Elective-II  
Business Research Methods  
Finance for Business  
Quantitative Techniques for Management

### Semester VI

#### COURSE TITLE

International Business  
Team Building and Leadership  
Specialisation-III (Sales and Distribution Management)  
Operations Management  
Elective-III

### Semester VII

#### COURSE TITLE

Corporate Social Responsibility  
Values and Ethics  
Specialization-VI (Retail Management and Franchising)  
Specialization-V (Customer Relationship Management)  
Elective-VI

### Semester VIII

#### COURSE TITLE

Business Taxation  
Specialization-VI (Services Marketing)  
Project Work on Specialization Area

# HUMAN RESOURCE MANAGEMENT

Semester-wise structure for Bachelor of Business Administration with specialisation in **Human Resource Management**.

## Semester I

### COURSE TITLE

Mathematics  
Preparatory English Course/Intermediate English course/Advanced English & Language Through Literature  
Principles of Management  
Using Basic IT Tools

## Semester II

### COURSE TITLE

Intermediate English Course/Proficient English Language Course/Advanced English & Language Through Literature / Introduction to Sociology  
Uzbekistan History-I  
Organizational Behaviour  
Business Communication-I  
Introducing the Business Environment

## Semester III

### COURSE TITLE

Uzbekistan History-II  
Business Communication - II  
Business Economics - I (Micro Economics)  
Understanding Cross Cultural Diversity  
Marketing Management

## Semester IV

### COURSE TITLE

Specialisation-I (Human Resources: Value and Contribution to organization success)  
Humanities Course  
Human Resources Management  
Business Economics - II (Macro Economics)  
Elective-I

## Semester V

### COURSE TITLE

Specialisation-II (Human Resource Information System)  
Elective-II  
Business Research Methods  
Finance for Business  
Quantitative Techniques for Management

## Semester VI

### COURSE TITLE

International Business  
Team Building and Leadership  
Specialisation-III (Conflict Management Skills)  
Operations Management  
Elective-III

## Semester VII

### COURSE TITLE

Corporate Social Responsibility  
Values and Ethics  
Specialization-VI (Counselling Skills for Managers)  
Specialization-V (Negotiation Skills)  
Elective-VI

## Semester VIII

### COURSE TITLE

Business Taxation  
Specialization-VI (Training and Development)  
Project Work on Specialization Area

# ENTREPRENEURSHIP

Semester-wise structure for Bachelor of Business Administration with specialisation in **Entrepreneurship**.

## Semester I

### COURSE TITLE

Mathematics  
Preparatory English Course/Intermediate English course/Advanced English & Language Through Literature  
Principles of Management  
Using Basic IT Tools

## Semester II

### COURSE TITLE

Intermediate English Course/Proficient English Language Course/Advanced English & Language Through Literature / Introduction to Sociology  
Uzbekistan History-I  
Organizational Behaviour  
Business Communication-I  
Introducing the Business Environment

## Semester III

### COURSE TITLE

Uzbekistan History-II  
Business Communication - II  
Business Economics - I (Micro Economics)  
Understanding Cross Cultural Diversity  
Marketing Management

## Semester IV

### COURSE TITLE

Specialisation-I (Launching New Ventures)  
Humanities Course  
Human Resources Management  
Business Economics - II (Macro Economics)  
Elective-I

## Semester V

### COURSE TITLE

Specialisation-II (New Venture Financing)  
Elective-II  
Business Research Methods  
Finance for Business  
Quantitative Techniques for Management

## Semester VI

### COURSE TITLE

International Business  
Team Building and Leadership  
Specialisation-III (Marketing for New Ventures)  
Operations Management  
Elective-III

## Semester VII

### COURSE TITLE

Corporate Social Responsibility  
Values and Ethics  
Specialization-VI (Collaborations in Business)  
Specialization-V (Venture Ideation)  
Elective-VI

## Semester VIII

### COURSE TITLE

Business Taxation  
Specialization-VI (Managing Small Enterprises and Family Businesses)  
Project Work on Specialization Area