

BBM

Bachelor of Business Management

Course Duration

Three Year - Full Time - Six Semester

Our Philosophy

Believe



Commit



Deliver



Affiliated to Bangalore University
&
Recognized by Govt. of Karnataka



Academy of Business Management,
Tourism & Research
Bangalore

CURRICULUM

The BBM curriculum is so designed to help students face the industry with a clear understanding of what is expected of them. The course is spread over three years, and the curriculum is as follows:

Semester I

Language: English

Second Language: Kannada / Additional English / Hindi

- 1.1 Business Economics
- 1.2 Fundamentals of Accounting
- 1.3 Business Management
- 1.4 Business Mathematics

Semester II

Language: English

Second Language: Kannada / Additional English / Hindi

- 2.1 Business Statistics
- 2.2 Financial Accounting
- 2.3 Organizational Behaviour
- 2.4 Business Environment

Semester III

Language: English & Business Communication

- 3.1 Human Resource Management
- 3.2 Marketing Management
- 3.3 Corporate Accounting
- 3.4 Services Management
- 3.5 International Business
- 3.6 Indian Constitution

Semester IV

- 4.1 Business Research Methods
- 4.2 Business Law
- 4.3 Cost Accounting
- 4.4 Financial Management
- 4.5 Production & Operations Management
- 4.6 Law and Practice of Banking
- 4.7 Computer Fundamentals

Semester V

- 5.1 Income Tax
- 5.2 Strategic Management
- 5.3 Management Accounting
- 5.4 Computer Application In Business
- 5.5 Project Management
- 5.6 Entrepreneurial Development

Semester VI

- 6.1 Management Information System
- 6.2 Elective-1
- 6.3 Elective-2
- 6.4 Elective-3
- 6.3 Elective-4
- 6.5 Project Report & Viva Voice

ELECTIVES

- | | | |
|---------------|---|-----------------------------------|
| Elective-I | : | human Resource Management |
| Elective-II | : | Marketing |
| Elective-III | : | Finance |
| Elective-IV | : | Information Technology Management |
| Elective-V | : | Insurance |
| Elective-VI | : | Advertising And Media Management |
| Elective-VII | : | Tourism |
| Elective-VIII | : | International Business |





FACULTY

ABMTR's Academic Council and Faculty consist of Senior multi-disciplinary Professionals with Impeccable credentials and substantial National & International Exposure as Trainers, Researchers, Consultants & Managers.

INDUSTRIAL EXPOSURE

Summer training programme, project assignments, seminars by experts from industries, industrial visit and study tours expose the students to the real life situations in organizations. Students are thereby enabled to observe prevailing methods and practices in organizations and relate to them to the knowledge gained in the classroom and through readings. The students are thus prepared to face with confidence the problems they may encounter as they begin their professional career.

ELIGIBILITY

Candidates who have passed the Pre University Examination (+2 / Intermediate / Class 12th) with any optional subjects are eligible for BBM Course.

WRITTEN TEST

All eligible BBM candidates will have to appear for a written test, which will be conducted in Bangalore. The written test is designed in the following format, which comprises of objective type questions in Four sections as follows:

Section	Focus	No. of questions	Marks	Time (Min)
1	Language Comprehension	30	30	30
2	Data Analysis & Sufficiency	20	20	20
3	Intelligence & Critical Reasoning	20	20	20
4	Business Awareness	30	30	30
Total		100	100	100

SELECTION

All eligible candidates will have to appear for Presentation Test (Topic will be given on the spot) and Subject & Personal Interview. Selection is based on the combined weightage of Qualifying Exam, Written test, Presentation, Subject & Personal Interview

ADMISSION

The selected candidates must indicate their acceptance by paying the first installment of fees before the date stipulated there in. Otherwise, it will be assumed that the candidate does not want to avail of the offer of admission, and the offer stands cancelled.

APPLICATION FORM

The Prospectus and Application Form are available at the Institute Office for Rs. 400/- (Rs. 450/- for out-station candidates / by post) All payments are to be made through Demand Draft (only) drawn in favour of "Bethel Educational Trust", payable at Bangalore. Application Form can be downloaded from the website - www.abmtr.com.

Other Course offered by ABMTR

Master of Business Administration (MBA)

Master of Tourism Administration (MTA)

Bachelor of Commerce (B.Com)

P.G. Diploma in Business Administration (PGDBA)

P.G. Diploma in Family Business Management (PGDFB)

P.G. Diploma in International Business (PGDIB)



The ABMTR

As the 21st century unfolds in all its uncertainties, the demand in the Business World and the standards expected are becoming higher and tougher day by day. The need of the hour is, therefore, to lay a strong foundation and evolve innovative processes that will prepare these Managers and Researchers of the future to be able to excel in the realm of Information technology, Business Management and Tourism in the new millennium.

ACADEMY OF BUSINESS MANAGEMENT, TOURISM & RESEARCH (The ABMTR), an institution run by The Bethel Educational Trust (Regd.), Bangalore, is a New Generation Business School that believes and practices a different practical knowledge culture. The Institute is committed in transforming the capabilities of every student and providing them an opportunity to find their talent while leveraging their capability to scale success in professional fronts in the market place. To this extent, at ABMTR a body, the "Council of Excellence", has been formed to cater to this Commitment and Deliver to Excel.

The ABMTR has made no compromises in developing constructive and purposeful processes for assuring a successful career for each student. "The Corporate Relations and Placements Committee" at the Institute with its high level contacts in the corporate and strong network with leading HR Managers across India ensure that students don't simply get a job, but choose a career of their interest.

VISION

Over the past two decades Education in India has witnessed proliferation especially in Technical and Management Institutes. The Nation as a whole and Karnataka in particular faces the problem of shortage of Skilled Managers and Researchers to take-on the challenges posed by the corporate world and cater to our nation's research needs.

Bethel Educational Trust's vision is to contribute towards this objective through the Academy of Business Management, Tourism & Research (The ABMTR). This Institution is set-up for imparting **Quality Education at Affordable Cost with Industry specific competencies**. The ABMTR focuses on Under Graduate & Post Graduate Level Education, Research & Consultancy in the area of Information Technology, Business Management and Tourism.

VISION STATEMENT

To deliver Excellence in up-to-date Knowledge, Skills, Abilities and Positive Attitudes to suit the Industry and Societal Needs and thereby become a Premier Institution in the Country for Under Graduate & Post Graduate Level Education, Research & Consultancy in the area of Information Technology, Business Management and Tourism.

MISSION

The Mission of the Institute is centered around its Philosophy – **Believe, Commit and Deliver**. The ever demanding market place today has opened a window of opportunities for young and dynamic graduates having zeal to excel. In this boundary-less world it is our endeavor to transform such youngsters into professionals of the highest capability. Thus achieve the twin motive of providing the right fit to the industry and research domains with the relevant competencies and building individuals with the right values and attitudes **for a developed and strong India**.



ACADEMY OF BUSINESS MANAGEMENT, TOURISM & RESEARCH

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