

**Department of Commerce & Business Management**  
**Faculty of Commerce & Management**  
**Integral University, Lucknow**

**BBA Specialization Form , Batch**\_\_\_\_\_

Name: \_\_\_\_\_ Father's Name : \_\_\_\_\_  
Address: \_\_\_\_\_ Mobile No: \_\_\_\_\_  
Enrolment No: \_\_\_\_\_ Roll No: \_\_\_\_\_ Group : \_\_\_\_\_  
Specialization : \_\_\_\_\_

**Note:- The students are required to select any one course from each group (Group-1,2&3)**

**Group 1: Marketing Management**

- 1- Service Marketing
- 2- Introduction to Marketing Communication

**Group 2: Human Resource Management**

- 1- Labour Laws
- 2- Organisational Development n & Change

**Group 3: Financial Management**

- 1- Banking & Working Capital Management
- 2- Introduction to capital & Money Market

**Signature :** \_\_\_\_\_

**Name:** \_\_\_\_\_

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**( For Office use only)**

Name: \_\_\_\_\_ Fathers Name : \_\_\_\_\_  
Address: \_\_\_\_\_ Mobile No: \_\_\_\_\_  
Enrolment No: \_\_\_\_\_ Roll No: \_\_\_\_\_ Group : \_\_\_\_\_  
Specialization : \_\_\_\_\_ ( Approved/Rejected)

Signature of the Dean, (FCM)

Signature of the HoD,(DCBM)