

Department of B.B.A.

Overall framework

FIRST SEMESTER

PART	COURSE COMPONENTS	COURSE TITLE	CREDIT	INS HOURS/ WEEK	MARKS CIA	EXTE EXAM	TOTAL
I	LC-I	TAMIL PAPER- I	3	4	20	80	100
II	ELC-I	ENGLISH PAPER – I	3	4	20	80	100
III	CORE- I	PRINCIPLES OF MANAGEMENT	4	5	20	80	100
III	CORE- II	BUSINESS COMMUNICATION	4	6	20	80	100
III	ALLIED – I	MANAGERIAL ECONOMICS	5	6	20	80	100
IV 1	NME- I	RETAIL MANAGEMENT	2	2	20	80	100
IV 2	SOFT SKILL – I	ESSENTIALS OF LANGUAGE AND COMMUNICATION	3	3	40	60	100
		TOTAL	24	30			700

SECOND SEMESTER

PART	COURSE COMPO ONENTS	COURSE TITLE	CREDIT	INS HOURS/ WEEK	MAR CIA	KS EXTE EXAM	TOTAL
I	LC-II	TAMIL PAPER- II	3	4	20	80	100
II	ELC-II	ENGLISH PAPER – II	3	4	20	80	100
III	CORE- III	FINANCIAL ACCOUNTING	4	6	20	80	100
III	CORE- IV	HUMAN RESOURCE MANAGEMENT	4	5	20	80	100
III	ALLIED – II	INTERNATIONAL ECONOMICS	5	6	20	80	100
IV 1	NME- I	E- BUSINESS	2	2	20	80	100
IV 2	SOFT SKILL – II	SPOKEN AND PRESENTATION SKILLS	3	3	40	60	100
		TOTAL	24	30			700

THIRD SEMESTER

PART	COURSE COMPO NENTS	COURSE TITLE	CREDIT	INS HOURS/ WEEK	MARKS CIA	EXTE EXAM	TOTAL
III	CORE V	BUSINESS LAW	5	6	20	80	100
III	CORE VI	MICROFINANCE	4	5	20	80	100
III	CORE- VII	MARKETING MANAGEMENT	4	6	20	80	100
III	CORE- VIII	MANAGEMENT INFORMATION SYSTEMS	4	5	20	80	100
III	ALLIED – III	Applied Statistics and Mathematics for Business Decisions -I	4	6	20	80	100
IV 2	SOFT SKILL	PERSONALITY ENRICHMENT	3	3	40	60	100
		TOTAL	24	31			600

FOURTH SEMESTER

PART	COURSE COMPO NENTS	COURSE TITLE	CREDIT	INS HOURS/ WEEK	MARKS CIA	EXTE EXAM	TOTAL
III	CORE IX	CORPORATE ACCOUNTING	4	6	20	80	100
III	CORE X	BUSINESS TAXATION	4	5	20	80	100
III	CORE- XI	PRODUCTION& MATERIALS MANAGEMENT	4	6	20	80	100
III	CORE- XII	ADVERTISING FUNDAMENTALS	4	5	20	80	100
III	ALLIED – IV	Applied Statistics And Mathematics For Business Decisions –II	5	6	20	80	100
IV 2	SOFT SKILL	ANALYTICAL SKILL AND APTITUDE	3	2	20	80	100
IV 2	EVS	ENVIRONMENTAL STUDIES	2	2	20	80	100
		TOTAL	26	32			700

FIFTH SEMESTER

PART	COURSE COMPONENTS	COURSE TITLE	CREDIT	INS HOURS/WEEK	MARKS CIA	EXTE EXAM	TOTAL
III	CORE – XIII	RESEARCH METHODS IN BUSINESS	4	6	20	80	100
III	CORE – XIV	MANAGEMENT ACCOUNTING	4	6	20	80	100
III	CORE- XV	ENTREPRENEURSHIP	4	5	20	80	100
III	CORE- XVI	ORGANISATIONAL BEHAVIOUR	4	6	20	80	100
III	ELECTIVE – I	Applied Operations Research for Business Decisions (OR) OFFICEE MANAGEMENT (OR) FINANCIAL SERVICES	3	6	20	80	100
IV 4	VBE	VALUE EDUCATION	2	2	20	80	100
		TOTAL	21	31			600

SIXTH SEMESTER

PART	COURSE COMPONENTS	COURSE TITLE	CREDIT	INS HOURS/WEEK	MARKS CIA	EXTE EXAM	TOTAL
III	CORE – XVII	FINANCIAL MANAGEMENT	4	5	20	80	100
III	CORE – XVIII	SECURITY MARKETS	4	5	20	80	100
III	CORE- XIX	SERVICE MARKETING	4	5	20	80	100
III	ELECTIVE II	INSURANCE PRINCIPLES AND PRACTICE (OR) FUNDAMENTALS OF FOREIGN EXCHANGE (OR) BANKING PRACTICES	3	5	20	80	100
III	ELECTIVE – III	PROJECT WORK	5	6	20	80	100
V	EA	EXTENSION ACTIVITES	1				
		TOTAL	21	26			500