

BBA

Course Component	Name of the Course	Hours/Week	Credits	CIA	University Examination	TOTAL
YEAR : 1			SEMESTER : 1			
PART - I	Language Paper I	4 Hrs	3	25	75	100
PART - II	English Paper I	4 Hrs	3	25	75	100
PART - III	Principles of Management	6 Hrs	4	25	75	100
	Financial Accounting	6 Hrs	4	25	75	100
	Managerial Economics	6 Hrs	5	25	75	100
PART - IV	Basic Tamil/ Adv.Tamil / NME-I	2 Hrs	2	25	75	100
	Soft Skill 1	2 Hrs	3	50	50	100
YEAR : 1			SEMESTER : 2			
PART - I	Language Paper II	4 Hrs	3	25	75	100
PART - II	English Paper II	4 Hrs	3	25	75	100
PART - III	Business Communication	6 Hrs	4	25	75	100
	Management Accounting	6 Hrs	4	25	75	100
	International Trade	6 Hrs	5	25	75	100
PART - IV	Basic Tamil/ Adv.Tamil / NME-II	2 Hrs	2	25	75	100
	Soft Skill 2	2 Hrs	3	50	50	100
YEAR : 2			SEMESTER : 3			
PART - III	Financial Management	5 Hrs	4	25	75	100
	Organisational Behaviour	5 Hrs	4	25	75	100
	Computer Application in Business	5 Hrs	4	25	75	100
	Marketing Management	5 Hrs	4	25	75	100
	Business Statistics	6 Hrs	5	25	75	100
PART - IV	Environmental Studies	2 Hrs	Exam will be held in Fourth Semester			
	Soft Skill - 3	2 Hrs	3	50	50	100
YEAR : 2			SEMESTER : 4			
PART - III	Human Resource Management	5 Hrs	4	25	75	100
	Business Regulatory Frame Work	5 Hrs	4	25	75	100
	Financial Services	5 Hrs	4	25	75	100
	Management Information system	5 Hrs	4	25	75	100
	Operation Research	6 Hrs	5	25	75	100
PART - IV	Environmental Studies	2 Hrs	2	25	75	100
	Soft Skill - 2	2 Hrs	3	50	50	100
YEAR : 3			SEMESTER : 5			
PART - III	Advertising Management and Sales Promotion	5 Hrs	4	25	75	100
	Research Methodology	6 Hrs	4	25	75	100
	Operations Management	6 Hrs	4	25	75	100

	Materials Management	6 Hrs	4	25	75	100
	Entrepreneurial Development (OR) Logistics and Supply Chain Management	5 Hrs	5	25	75	100
PART - V	Value Education	2 Hrs	1	25	75	100
<i>The syllabus of the said courses as same as B.Com Degree programs.</i>						
YEAR : 3			SEMESTER : 6			
PART - III	Business Environment	6 Hrs	4	25	75	100
	Service Marketing	6 Hrs	4	25	75	100
	Business Taxation	6 Hrs	4	25	75	100
	Customer Relationship Management Or E-Business	6 Hrs	5	25	75	100
	Project work (Group)	6 Hrs	5	25	75	100
PART - V	Value Education		1	25	75	100

Note: Internship and Project during the II and III Year is encouraged.