

**B.B.A.,  
Programme Structure**

SEMESTER			Courses	SUBJECTS	T/P	CREDI	T Hrs/week	MARKS			TOT AL
I	Part	Course Code						CI	A	Ex ter	
I	Part I	2311T	T/OL	□ḡ \$□ā□□n ep□ug I/ Other Language	T	3	6	25	75	100	
	Part II	2312E	E	General English-I	T	3	6	25	75	100	
	Part III	23BBA1C1	CC-I	Principles of Management	T	5	5	25	75	100	
		23BBA1C2	CC-II	Accounting for Managers-I	T	5	5	25	75	100	
		-	Generic Elective (Allied)	B.Com/History/Tamil/ B.A.Economics	T	3	4	25	75	100	
	Part IV	23BBA1S1	SEC-I	Basics of Event Management	T	2	2	25	75	100	
		23BBA1FC	FC	Managerial Communication	T	2	2	25	75	100	
<b>Total</b>						<b>23</b>	<b>30</b>	<b>175</b>	<b>525</b>	<b>700</b>	
II	Part I	2321T	T/OL	□ḡ \$□ā□□n ep□ug II/ Other Language-II	T	3	6	25	75	100	
	Part II	2322E	E	General English-II	T	3	6	25	75	100	
	Part III	23BBA2C1	CC-III	Marketing Management	T	5	5	25	75	100	
		23BBA2C2	CC-IV	Accounting for Managers II	T	5	5	25	75	100	
		--	Generic Elective (Allied)	B.B.A., Self Allied/ B.Com/ History/Tamil/Economics	T	3	4	25	75	100	
	Part IV	23BBA2S1	SEC-II	Managerial Skill Development	T	2	2	25	75	100	
		23BBA2S2	SEC-III	Business Etiquette and Corporate Grooming	T	2	2	25	75	100	
<b>Total</b>						<b>23</b>	<b>30</b>	<b>175</b>	<b>525</b>	<b>700</b>	
III	Part I	2331T	T/OL	□g□ ep□ugD hāhuGd/ Other Language-III	T	3	6	25	75	100	
	Part II	2332E	E	General English-III	T	3	6	25	75	100	
	Part III	23BBA3C1	CC-V	Organisational Behaviour	T	5	5	25	75	100	
		23BBA3C2	CC-VI	Financial Management	T	5	5	25	75	100	
		--	Generic Elective (Allied)	Business Statistics/ B.Com / History/Tamil/Economics	T	3	4	25	75	100	
	Part IV	23BBA3S1	SEC-IV	Computer Applications in Business	T/P	2	2	25	75	100	
		233AT/ 23BBA3S2	SEC-V	Adipadai Tamil/Entrepreneurial Skill New Venture Management	T	2	2	25	75	100	
	--	NMC	Overview of English Communication		2	1	25	75	100		
<b>Total</b>						<b>23</b>	<b>30</b>	<b>175</b>	<b>525</b>	<b>700</b>	
IV	Part I	2341T	T/OL	□ g	T	3	6	25	75	100	
	Part II	2342E	E	General English-IV	T	3	6	25	75	100	

	Part III	23BBA4C1	CC-VII	Business Environment	T	4	4	25	75	100
		23BBA4C2	CC-VIII	Business Regulatory Frame Work	T	4	4	25	75	100
		--	Generic Elective (Allied)	Operations Research/ B.Com / History / Tamil/Economics	T	3	4	25	75	100
	Part IV	23BBA4S1	SEC-VI	Tally	T	2	2	25	75	100
		234AT/ 23BBA4S2	SEC-VII	Adipadai Tamil/Intellectual Property Rights	T	2	2	25	75	100
		23BES4	EVS	Environmental Studies	T	2	2	25	75	100
		--	NMC	Naan Mudhalvan Course		2	-	25	75	100
				<b>Total</b>	<b>23</b>	<b>30</b>	<b>200</b>	<b>600</b>	<b>800</b>	
V	Part III	23BBA5C1	CC-IX	Human Resource Management	T	4	5	25	75	100
		23BBA5C2	CC-X	Research Methodology	T	4	5	25	75	100
		23BBA5C3	CC-XI	Business Taxation	T	4	4	25	75	100
		23BBA5C4	CC-XII	Management Information system	T	4	4	25	75	100
		23BBA5E1/ 23BBA5E2/ 23BBA5E3	DSE-I	Digital Marketing or Industrial Relations or Financial Services	T	3	5	25	75	100
		23BBA5PR	DSE-II	Project with Viva –Voce		3	5	25	75	100
	Part IV	23BVE5		Value Education	T	2	2	25	75	100
		23BBA5IV		Summer Internship/Industrial Training		2	-	25	75	100
		--	NMC	Naan Mudhalvan Course	T	2	-	25	75	100
				<b>Total</b>	<b>26</b>	<b>30</b>	<b>200</b>	<b>600</b>	<b>800</b>	
VI	Part III	23BBA6C1	CC-XIII	Entrepreneurship Development	T	4	6	25	75	100
		23BBA6C2	CC-XIV	Services Marketing	T	4	6	25	75	100
		23BBA6C3	CC-XV	Production and Materials Management	T	4	6	25	75	100
		23BBA6E1/ 23BBA6E2/ 23BBA6E3	DSE-III	Consumer Behaviour or Innovation Management or Security Analysis & Portfolio Management	T	3	5	25	75	100
		23BBA6E4/ 23BBA6E5/ 23BBA6E6	DSE-IV	Fundamentals of Logistics Management or E-business or Strategic Management	T	3	5	25	75	100
	Part IV	--		Extension Activity		2		-	-	
		23BBA6S1	Professional Competency Skill	Quantitative Aptitude	T	2	2	25	75	100
		--	NMC	Naan Mudhalvan Course		2	-	25	75	100
				<b>Total</b>	<b>22</b>	<b>30</b>	<b>150</b>	<b>450</b>	<b>600</b>	
				<b>Grand Total</b>	<b>140</b>	<b>--</b>	<b>1075</b>	<b>3225</b>	<b>4300</b>	

