



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI – 620 024

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
COURSE STRUCTURE UNDER CBCS**

(Applicable to the candidates admitted from the academic year 2016 -2017 onwards)

(NAAN MUDHALVAN SCHEME WAS IMPLEMENTED FROM 4th SEMESTER ONWARDS FOR 2021-2022 BATCH)

SEM	PART	COURSE TITLE	HRS./ WEEK	CRE DITS	EXAM HRS.	MARKS		TOTAL
						INT	EXT	
I	I	Language Course – I (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –I (ELC)	6	3	3	25	75	100
	III	Core Course I (CC) Management Concepts	6	5	3	25	75	100
		Core Course II (CC) Financial Accounting	6	4	3	25	75	100
		Allied Course I (AC) Managerial Economics	4	3	3	25	75	100
		Add-on Course-I \$ Professional English- I	6 @	4	3	25	75	100
	IV	Value Education	2	2	3	25	75	100
	Total		30+6@	24				700
II	I	Language Course –II (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –II (ELC)	6	3	3	25	75	100
	III	Core Course III (CC) Marketing Management	6	5	3	25	75	100
		Core Course IV (CC) Mathematics & Statistics for Managers	6	4	3	25	75	100
		Allied Course II (AC) Business Environment	4	3	3	25	75	100
		Add-on Course-II \$ Professional English- II	6 @	4	3	25	75	100
	IV	Environmental Studies	2	2	3	25	75	100
	Total		30+6@	24				700

III	I	Language Course –III (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –III (ELC)	6	3	3	25	75	100
	III	Core Course V (CC) Managerial Communication	6	5	3	25	75	100
		Core Course VI (CC) Computer Applications in Business (Theory + Practical)	6	4	3 T P	15 + 10	45 + 30	100
		Allied Course III (AC) Business Law	4	3	3	25	75	100
	IV	Non-Major Elective – I for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme A) Management Principles (or) B) Stock Exchange Practices	2	2	3	25	75	100
	Total		30	20				600
IV	I	Language Course –IV (LC) – Tamil*/Other Language +#	6	3	3	25	75	100
	II	English Language Course –IV (ELC)	6	3	3	25	75	100
	III	Core Course VII (CC) Organizational Behaviour	5	5	3	25	75	100
		Core Course VIII (CC) Operations Research	5	5	3	25	75	100
		Allied Course IV (AC) Production Management	4	3	3	25	75	100
	IV	Non-Major Elective – II for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme A) Banking Practices (or) B) International Business	2	2	3	25	75	100
	IV	Skill Based Elective – I	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@ Digital Skills for Employability- Microsoft Office Fundamentals	--	2	--	25	75	100
	Total		30	25				800

V	III	Core Course IX (CC) Cost Accounting	5	5	3	25	75	100
		Core Course X (CC) Financial Management	5	5	3	25	75	100
		Core Course XI (CC) Company Law and Secretarial Practice	5	5	3	25	75	100
		Core Course XII (CC) Research Methods in Management	5	5	3	25	75	100
		Major Based Elective – I Services Marketing	4	4	3	25	75	100
	IV	Skill Based Elective – II	2	2	3	25	75	100
	IV	Skill Based Elective – III	2	2	3	25	75	100
	IV	Soft Skills Development	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@ Management and Market Strategies for Employability- GST & Insurance	--	2	--	25	75	100
	Total		30	32				900
VI	III	Core Course XIII (CC) Human Resource Management	6	5	3	25	75	100
		Core Course XIV (CC) Management Accounting	6	5	3	25	75	100
		Core Course XV (CC) Entrepreneurial Development	6	5	3	25	75	100
		Major Based Elective – II Management Concepts in Thirukkural	5	5	3	25	75	100
		Major Based Elective – III Global Business Management	6	5	3	25	75	100
	V	Extension Activities**	-	1	-	-	-	-
		Gender Studies	1	1	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@ Logistics & Business Operations Essentials for Employability- Fleet & Vehicle Operation Management	--	2	--	25	75	100
	Total		30	29				700
	Grand Total		180	154				4400

NO. OF COURSES

Language Part – I	-	4
English Part –II	-	4
Core Paper	-	15
Allied Paper	-	4
Add –on Course		2
Non-Major Elective	-	2
Skill Based Elective	-	3
Major Based Elective	-	3
Environmental Studies	-	1
Value Education	-	1
Soft Skill Development	-	1
Gender Studies	-	1
Extension Activities	-	1 (Credit only)
Naan Mudhalvan Scheme		3

- * For those who studied Tamil up to 10 +2 (Regular Stream)
+ Syllabus for other Languages should be on par with Tamil at degree level
Those who studied Tamil up to 10 +2 but opt for other languages at degree level under Part I should study special Tamil under Part -IV
** Extension Activities shall be outside instruction hours
Non Major Elective I & II – for those who studied Tamil under Part I
a) Basic Tamil I & II for other language students
b) Special Tamil I & II for those who studied Tamil up to 10th or +2 but opt for other languages in degree programmes
- \$ Add on Course: The Professional English – Four Streams Course is offered in the 1st and 2nd Semester in all UG Courses. It will be taught apart from the Existing hours of teaching/ additional hours of teaching (1 hour /day) as a 4 credit paper as an add on course on par with Major Paper and completion of the paper is must to continue his/her studies further. (As per G.O. No. 76, Higher Education (K2) Department dated: 18.07.2020)**
- @ The Extra 6 hrs/cycle as per the G.O. 76/2020 will be utilized for the Add on Professional English Course.**
- @@ Naan Mudhalvan Scheme: As per Naan Mudhalvan Scheme instruction**

Note:

1. Theory	Internal	25 marks	External	75 marks
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2. Theory & Practical:

Internal Assessment : Theory – 15 Marks : Practicals – 10 Marks.
University Examination : Theory - 45 Marks : Practicals - 30 Marks

Separate passing minimum is prescribed for Internal and External

Passing Minimum:

A candidate shall be declared to have passed in each course if he / she secures not less than 40 % marks out of 75 marks (i.e., 30 marks) in the University Examination (UE) and 40% out of 25 marks (i.e., 10 marks) in the Internal Assessment.(CIA)