

**B.B.A.- BACHELOR OF BUSINESS ADMINISTRATION**

**CHOICE BASED CREDIT SYSTEM –**

**LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

(NAAN MUDHALVAN SCHEME WAS IMPLEMENTED FROM 2<sup>nd</sup> SEMESTER to 4<sup>th</sup> SEMESTER FOR 2023-2024 BATCH)

Sem.	Part	Courses	Title	Ins. Hrs.	Credits	Exam. Hours	Maximum Marks		
							Int.	Ext.	Total
I	I	Language Course – 1 (Tamil\$/ Other Languages +#)		6	3	3	25	75	100
	II	English Course-I		6	3	3	25	75	100
	III	Core Course – I (CC)	Introduction to Management	6	5	3	25	75	100
		Core Course-II (CC)	Fundamentals of Accounting	6	5	3	25	75	100
		First Allied Course-I (AC)	Managerial Economics	4	3	3	25	75	100
	IV	Value Education	Value Education	2	2	3	25	75	100
		<b>Total</b>		<b>30</b>	<b>21</b>				<b>600</b>
II	I	Language Course - II (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-II		4	3	3	25	75	100
	III	Core Course – III (CC)	Marketing Management	6	5	3	25	75	100
		Core Course-IV (CC)	Business Mathematics and Statistics	6	5	3	25	75	100
		First Allied Course-II (AC)	Business Environment	4	3	3	25	75	100
		Add on Course- I ##	Professional English- I	6 *	4	3	25	75	100
	IV	Environmental Studies	Environmental Studies	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@	Language Proficiency for Employability – Overview of English Language Communication	2	2	3	25	75	100
		<b>Total</b>		<b>30 +6 *</b>	<b>27</b>				<b>800</b>

III	I	Language Course – III (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-III		6	3	3	25	75	100
	III	Core Course – V (CC)	Managerial Communication	6	5	3	25	75	100
		Core Course-VI (CC)	Computer Application in Business (Theory)	6	5	3	25	75	100
		Second Allied Course-I (AC)	Business Law	4	3	3	25	75	100
		Add on Course- II ##	Professional English- II	6*	4	3	25	75	100
	IV	Non-Major Elective Course-I NME @ Those who choose Tamil in Part - I can choose a non-major elective course offered by other departments.  Those who do not choose Tamil in Part- I must choose either a) Basic Tamil if Tamil language was not studied in school level (or) b) Special Tamil if Tamil language was studied upto 10 <sup>th</sup> & 12 <sup>th</sup> std.	1. E- Commerce  (or)  2. Investment Management	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@	Digital Skills for Employability – Microsoft Digital Skills	-	2	--	25	75	100
Total				30 + 6 *	27				800
IV	I	Language Course –IV ( Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-IV		6	3	3	25	75	100
	III	Core Course – VII (CC)	Organizational Behaviour	6	5	3	25	75	100
		Core Practical -I (CP)	Computer Application in Business (Practical)	6	5	3	40	60	100
		Second Allied Course-II (AC)	Operations Research	4	3	3	25	75	100
	IV	Non Major Elective Course-II (NME) @ Those who choose Tamil in Part-I can choose a non-majorelective course offered by other departments.  Those who do not choose Tamil in Part-I must choose either a) Basic Tamil if Tamil language was not studied in school level (or) b) Special Tamil if Tamil Language was studied upto 10 <sup>th</sup> & 12 <sup>th</sup> Std.	1. Business Ethics  (or)  2. Production and Materials Management	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@	Banking & Back Office Operations	-	2	--	25	75	100
	Total			30	23				700

V	III	Core Course-VIII (CC)	Cost Accounting	5	5	3	25	75	100
		Core Course-IX (CC)	Financial Management	5	5	3	25	75	100
		Core Course-X(CC)	Company Law and Practice	5	5	3	25	75	100
		Core Course-XI (CC)	Research Methods in Business	5	5	3	25	75	100
		Major Based Elective Course-I (MBE)	1. Strategic Management (or) 2. Supply Chain Management	5	5	3	25	75	100
	IV	Skill Based Elective Course-I	Services Marketing	3	2	3	25	75	100
	V	Soft Skills Development	Soft Skills Development	2	2	3	25	75	100
		<b>Total</b>		<b>30</b>	<b>29</b>				<b>700</b>
VI	III	Core Course- XII (CC)	Human Resources Management	5	5	3	25	75	100
		Core Course –XIII(CC)	Management Accounting	6	5	3	25	75	100
		Core Course-XIV (CC)	Entrepreneurial Development	6	5	3	25	75	100
		Major Based Elective Course-II (MBE)	1. Customer Relationship Management (or) 2. Banking Law and Practice	5	5	3	25	75	100
		Project	Project	4	3		20	80	100
	IV	Skill Based Elective Course-II	Total Quality Management	3	2	3	25	75	100
	V	Gender Studies	Gender Studies	1	1	3	25	75	100
		Extension Activities **		--	1	--	--	--	--
		<b>Total</b>		<b>30</b>	<b>27</b>				<b>700</b>
		<b>Grand Total</b>		<b>180 + 12*</b>	<b>154</b>				<b>4300</b>

- \$ For those who studied Tamil upto 10<sup>th</sup> +2 (Regular Stream)
- + Syllabus for other Languages should be on par with Tamil at degree level
- # Those who studied Tamil upto 10<sup>th</sup> +2 but opt for other languages in degree level under Part- I should study special Tamil in Part –IV
- ## The Professional English – Four Streams Course is offered in the 2<sup>nd</sup> and 3<sup>rd</sup> Semester (only for 2022-2023 Batch) 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.
- \*\* Extension Activities shall be outside instruction hours.
- @ NCC Course is one of the Choices in Non-Major Elective Course. Only the NCC Cadets are eligible to choose this course. However, NCC Course is not a Compulsory Course for the NCC Cadets.
- @@ Naan Mudhalvan Scheme: As per Naan Mudhalvan Scheme instruction

#### SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMME – MANAGEMENT

Sl. No.	Part	Types of the Courses	No. of Courses	No. of Credits	Marks
1.	I	Language Courses	4	12	400
2.	II	English Courses	4	12	400
3.	III	Core Courses	14	70	1400
4.		Core Practical	1	5	100
5.		Allied Courses - I & II	4	12	400
6.		Major Based Elective Courses	2	10	200
7.		Add on Course- I & II	2	8	200
8.		Project	1	3	100
9.	IV	Non Major Elective Courses	2	4	200
10.		Skill Based Elective Courses	2	4	200
11.		Soft Skills Development	1	2	100
12.		Value Education	1	2	100
13.		Environmental Science	1	2	100
14.	V	Gender Studies	1	1	100
15.		Extension Activities	1	1	---
16.	VI	Naan Mudhalvan Scheme	3	6	300
		<b>Total</b>	<b>44</b>	<b>154</b>	<b>4300</b>