BHARATHIDASAN UNIVERSITY TIRUCHIRAPPALLI - 620 024.

B.B.A.- BACHELOR OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM –
LEARNINIG OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)
(Applicable to the candidates admitted form the academic year 2022-2023 onwards)

(NAAN MUDHALVAN SCHEME WAS IMPLEMENTED in 2nd SEMESTER FOR 2024-2025BATCH)

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
		Total		**30**	**21**				**600**
II	I	Language Course - 1I (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) @@**	**Overview of English Language Communication**	**2**	**2**	**3**	**25**	**75**	**100**
		Total		**30 +6 ***	**27**				**800**

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 -Ican choose a non-major elective course offered by other departments. Those who do not choose Tamil inPart- 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 10th &12th std.	1. E- Commerce (or) 2. Investment Management	2	2	3	25	75	100
		Total		**30 +6 ***	**25**				**700**
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 inPart-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 10th& 12th Std.	1. Business Ethics (or) 2. Production and Materials Management	2	2	3	25	75	100
		Total		**30**	**21**				**600**

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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 ElectiveCourse-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
			Total	**30**	**29**				**700**
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	--	--	--	--
			Total	**30**	**27**				**700**
			Grand Total	**180 + 12***	**150**				**4100**

$ For those who studied Tamil upto 10th +2 (Regular Stream)

+   Syllabus for other Languages should be on par with Tamil at degree level

\#   Those who studied Tamil upto 10th +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 2nd and 3rd 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**	**1**	**2**	**100**
		Total	**42**	**150**	**4100**