BHARATHIAR UNIVERSITY, COIMBATORE-641 046 (For the students admitted from the academic year 2019-20 and onwards) SCHEME OF EXAMINATIONS – CBCS Pattern B.B.A. (Bachelor of Business Administration)

		D.D.A. (Dachelor of Dusiness Automist		ĺ.	mina	ations	5	
Part	Study Components	Course Title	Ins. Hrs / Week	Dur. Hrs.			Total Marks	Credits
	SEMESTER -	- <u>I</u>						
Ι	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Princ	iples of Management	5	3	25	75	100	4
III	Core II –Basic Environment	es of Business and Business	5	3	20	55	75	3
III	Allied Paper I	– Mathematics for Management-I	6	3	25	75	100	4
IV	Environmental	Studies #	2	-	-	50	50	2
	SEMESTER -	-II						
Ι	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III		anizationalBehavior	5	3	20	55	75	3
III		nomics for Executives	6	3	25	75	100	4
III	Allied Paper I	I – Mathematics for Management-II	5	3	25	75	100	4
IV		on – Human Rights #	2	-	-	50	50	2
	Swachh Bharat	– Summer internship *						
	SEMESTER -	-III						
III	Core V – Finar	ncial Accounting	5	3	25	75	100	4
III	Core VI – Proc	luction and Material Management	5	3	25	75	100	4
III	Core VII – Ma	arketing Management	5	3	25	75	100	4
III		C Software (MS Office) – Practical	5	3	30	45	75	3
III	Allied : III – E		5	3	25	75	100	4
IV		oject-1 :Communication Skills I ^	3	3	30	45	75	3
IV		anced Tamil # (or) Non-major elective-I an Excellence # / Women's Rights # E India #	2	-	50		50	2
	SEMESTER -	-IV						
III	Core IX - Hum	an Resource Management	5	3	25	75	100	4
III	Core X – Fina	ncial Management	5	3	25	75	100	4
III	Core XI – Fina	incial Accounting Package – Tally	5	3	30	45	75	3
	(Practical only)	5	3	30	43	13	3
III	Core XII – Mar	nagement Information System	5	3	25	75	100	4
III	Allied : IV-Ta	axation Law and Practice	5	3	25	75	100	4
IV	Skill based Sul	oject-2 : Communication Skills II ^	3	3	30	45	75	3
IV		vanced Tamil # (or)	2		50		50	2
	Non-major ele	ctive-II : General Awareness #	-		50		50	-

	SEMESTER –V						
III	Core XIII – Cost & Management Accounting	6	3	25	75	100	4
III	Core XIV – Research Methods for Management	5	3	25	75	100	4
III	Core XV - Advertising and Sales Promotion	5	3	25	75	100	4
III	Core XVI – Business Correspondence	6	3	25	75	100	4
III	Skill Enhancer: Institutional Training ^	-	-	10	40	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Campus to Corporate ^	3	3	30	45	75	3
	SEMESTER –VI						
III	Core XVII – Entrepreneurship and Small Business	6	3	25	75	100	4
	Management	Ŭ	5	20	10	100	•
III	Core XVIII - Investment Management	6	3	25	75	100	4
III	Core XIX – Services Marketing	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject –4 : Soft Skills for Business ^	3	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
	TOTAL	-	-	-	-	3500	140

B.B.A (Bachelor of Business Administration)

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA)

University Examination – Refer the detailed note on this curricular component.

No Continuous Internal Assessment (CIA).Only University Examinations.

*Swachh Bharat Summer Internship – 2 credits

\$ Industrial Visit Mandatory

List of Elec	tive	papers (Colleges can choose any one of the paper as electives)
Elective – I	Α	Intellectual Property Rights.
	B	Modern Office Management
	С	Company Law and Secretarial Practice
	D	Customer Relationship Management
Elective – II	Α	Banking Law and Practice
	B	Industrial Relations and Labour Laws
	С	Insurance Principles and Practice
	D	Consumer Behaviour
Elective - III	Α	E-Commerce
	B	Project Work & Viva-Voce
	С	Financial Services
	D	Global Business Management

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) :(25 marks for Internal Assessment & 75 marks for External Assessment)

			_		Exa	minati	on	
Part	Study Components	Course Title	Ins. Hrs Week	Dur.Hrs.	CIA	Marks	Total Marks	Credit
	SEMESTER -I							
Ι	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Princip	les of Management	5	3	25	75	100	4
III	Core II – Basics	s of Business and Business Environment	5	3	20	55	75	3
III	Allied Paper I:	Mathematics for Management –I	6	3	25	75	100	4
IV	Environmental S	Studies #	2	-	-	50	50	2
	SEMESTER -I	I						
Ι	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Orga	nisationalBehaviour	5	3	20	55	75	3
III	0	nomics for Executives	6	3	25	75	100	4
III	Allied Paper II	: Mathematics for Management –II	5	3	25	75	100	4
IV		u – Human Rights #	2	-	-	50	50	2
		- Summer internship *						
	SEMESTER -I							
III	Core V – Financ	tial Accounting	5	3	25	75	100	4
III		uction and Materials Management	5	3	25	75	100	4
III		ceting Management	5	3	25	75	100	4
III		Software (MS Office) - Practical	5	3	30	45	75	3
III	Allied Paper III-	· · · · · · · · · · · · · · · · · · ·	5	3	25	75	100	4
IV	¥	ect -1 : Communication Skills I^	3	3	30	45	75	3
IV		nced Tamil # (or) Non-major elective-I :						
		n Excellence # / Women's Rights #	2	3		50	50	2
	Constitution of I	-						
	SEMESTER -I							
III	Core IX – Huma	an Resource Management	5	3	25	75	100	4
III		icial Management	5	3	25	75	100	4
III		ial Accounting Package -Tally (Practical	5	3	30	45	75	3
III		agement Information System	5	3	25	75	100	4
III		- Taxation Law and Practice	5	3	25	75	100	4
IV		ect -2 : Communication Skills II ^	3	3	30	45	75	3
IV	°	nced Tamil # (or)						
1 V		ive -II : General Awareness #	2	3		50	50	2

B.B.A – C.A (Computer Applications)

	SEMESTER –V						
		-		25	7.5	100	_
III	Core XIII – Cost & Management Accounting	6	3	25	75	100	4
III	Core XIV – Research Methods for Management	5	3	25	75	100	4
III	Core XV– Business Correspondence	5	3	25	75	100	4
III	Core XVI – Internet and Web Page Design (Theory)	3	3	10	40	50	2
III	Core XVII – Internet Web Page Design Programming	3	3	20	30	50	2
	Laboratory (Practical)						
III	Skill Enhancer: Institutional Training ^	-	-	10	40	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject -3 : Campus to Corporate ^	3	3	30	45	75	3
	SEMESTER –VI						
III	Core XVIII – Entrepreneurship & Small Business Management	6	3	25	75	100	4
III	Core XIX – RDBMS & Oracle Programming	3	3	10	40	50	2
III	Core XX – RDBMS & Oracle Programming - Practical	3	3	20	30	50	2
III	Core XXI – Services Marketing	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject -4 : Soft Skills for Business ^	3	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
	TOTAL	-	-	-	-	3500	140

B.B.A – C.A (Computer Applications)

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA)

University Examination – Refer the detailed note on this curricular component.

No Continuous Internal Assessment (CIA).Only University Examinations.

*Swachh Bharat Summer Internship – 2 credits

\$ Industrial Visit Mandatory

List of 1	Elect	ive papers (Colleges can choose any one of the paper as electives)
Elective – I	Α	Insurance Principles and Practice
	B	Modern Office Management
	С	Intellectual Property Rights.
	D	Introduction to ERP
Elective – II	Α	Strategic Management
	B	Industrial Relations and Labour Laws
	С	Advertising and Sales Promotion.
	D	Visual Basic Theory
Elective - III	Α	E - Commerce
	B	Project Work & Viva-Voce
	С	Financial Services
	D	Multimedia

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) :(25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A –International Business

				Exa	amina	ations		
Part	Study Components	Course Title	Ins. hrs / week	Dur.Hrs	CIA	Marks	Total	Credits
	SEMESTER -	I						
Ι	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Princi	ples of Management	5	3	25	75	100	4
III	Core II – Basic Environment	s of Business andBusiness	5	3	20	55	75	3
III	Allied Paper I	- Mathematics for Management-I	6	3	25	75	100	4
IV	Environmental	Studies #	2	3	-	50	50	2
	SEMESTER -	Π						
Ι	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Org	anizationalBehaviour	5	3	20	55	75	3
III	Core IV – Eco	onomics for Executives	5	3	25	75	100	4
III	Allied Paper II	- Mathematics for Management-II	6	3	25	75	100	4
IV	Value Education	n – Human Rights #	2	3	-	50	50	2
	Swachh Bharat –	Summer internship *						
	SEMESTER -	III						
III	Core V – Financ	tial Accounting	5	3	25	75	100	4
III	Core VI– Produ	ction and Materials Management	5	3	25	75	100	4
III	Core VII – Mark	xeting Management	5	3	25	75	100	4
III	Core VIII – PC	Software (MS Office) - Practical	5	3	30	45	75	3
III	Allied : III– Bu		5	3	25	75	100	4
IV	Skill based Sub	ject-1 : Communication Skills I ^	3	3	30	45	75	3
IV	Tamil @ / Adva	anced Tamil # (or) Non-Major						
	Elective–I:		2	3	50		50	2
		n Excellence # / Women's Rights #	2	5	50		50	2
	Constitution of					1		
	SEMESTER –							
III		an Resource Management	5	3	25	75	100	4
III		ncial Management	5	3	25	75	100	4
III	Core XI – Wor		5	3	25	75	100	4
III	Core XII – Fina (Practical only)	ncial Accounting Package -Tally	5	3	30	45	75	3
III	Allied IV-Tax	ation Law and Practice	5	3	25	75	100	4
IV	Skill based Sub	ject-2 : Communication Skills II ^	3	3	30	45	75	3
IV	Tamil @ / Adv	anced Tamil # (or)	2	3	50		50	2
	mon-major elec	tive -II : General Awareness #						

B.B.A. UNDER GRADUATE COURSES -Colleges – 2019-20 onwards - revised Scheme Annexure No.45BPage 6 of 8SCAA – Dt.09.05.2019

	SEMESTER –V						
III	Core XIII – Cost & Management Accounting	6	3	25	75	100	4
III	Core XIV – Research Methods for Management	5	3	25	75	100	4
III	Core XV – International Marketing Management	5	3	25	75	100	4
III	Core XVI – International Strategic Management	6	3	25	75	100	4
III	Skill Enhancer: Institutional Training ^	-	-	10	40	50	2
III	Elective–I:	5	3	25	75	100	4
IV	Skill based Subject-3 : Campus to Corporate ^	3	3	30	45	75	3
	SEMESTER –VI						
III	Core XVII – Entrepreneurship and Small Business	6	3	25	75	100	4
	Management	0	5	23	15	100	4
III	Core XVIII - Foreign Exchange Management	6	3	25	75	100	4
III	Core XIX- Foreign Trade Procedure and	5	3	25	75	100	4
	Documentation	5		23	15	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject-4 :Soft Skills for Business ^	3	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
	Total	-	-	-	-	3500	140

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA)

University Examination – Refer the detailed note on this curricular component.

No Continuous Internal Assessment (CIA).Only University Examinations.

*Swachh Bharat Summer Internship – 2 credits

\$ Industrial Visit Mandatory

List of Electi	ve Pa	pers (Colleges can choose any one of the paper as electives)
Elective – I	А	International Business Environment
	В	Logistics and Supply chain Management
	С	Intellectual Property Rights.
	D	Customer Relationship Management
Elective – II	А	Foreign Trade Laws
	В	Industrial Relations and Labour Laws
	С	Shipping and Port Management
	D	Consumer Behaviour
Elective -	А	E - Commerce
III	В	Project Work & Viva-Voce
	С	Financial Services
	D	Global Business Management

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) :(25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A - Retail Management

	Study			Exa	mina	tions		
Part	Study Components	Course Title	Ins. hrs week	Dur.H rs	CIA	Marks	Total	Credits
I	SEMESTER -	-I		I)			Ŭ
Ι	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III)	iples of Management	5	3	25	75	100	4
III	Core II – Basi	cs of Business and Business Environment	5	3	20	55	75	3
III	Allied Paper I	- Mathematics for Management-I	6	3	25	75	100	4
IV	Environmental		2	3	-	50	50	2
	SEMESTER -	-II						
Ι	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III)	anisationalBehaviour	5	3	20	55	75	3
III		onomics for Executives	5	3	25	75	100	4
III	Allied Paper I	I – Mathematics for Management-II	6	3	25	75	100	4
IV		on – Human Rights #	2	-	-	50	50	2
		– Summer internship *						
	SEMESTER -	*						
III		cial Accounting	4	3	25	75	100	4
III		uction and Materials Management	5	3	25	75	100	4
III		rketing Management	5	3	25	75	100	4
III		Software (MS Office) - Practical	5	3	30	45	75	3
III	Allied III – B	usiness Law	5	3	25	75	100	4
IV		oject 1 : Communication Skills I ^	4	3	30	45	75	3
IV		anced Tamil # (or) Non-major elective-I :						
	Yoga for Hum	an Excellence # / Women's Rights #	2	3	-	50	50	2
	Constitution of	India #						
	SEMESTER -	-IV						
III	Core IX – Hum	an Resource Management	5	3	25	75	100	4
III	Core X – Fina	ncial Management	5	3	25	75	100	4
III	Core XI – Man	agement Information System	5	3	25	75	100	4
III		ancial Accounting Package – Tally	5	3	20	15	75	3
	(Practical only		3	5	30	45	75	3
III	Allied IV – T	axation Law and Practice	5	3	25	75	100	4
IV	Skill based Sul	pject-2 : Communication Skills II ^	3	3	30	45	75	3
IV	Tamil @ / Ada	nced Tamil # (or)	2	3		50	50	2
	Non-major ele	ctive -II : General Awareness #	2	5	-	50	50	2

	SEMESTER –V						
III	Core XIII – Cost and Management Accounting	5	3	25	75	100	4
III	Core XIV – Research Methods for Management	6	3	25	75	100	4
III	Core XV – Retail Supply Chain Management	5	3	25	75	100	4
III	Core XVI – Retail Operations, Systems and	6	3	25	75	100	4
	Inventory	0		23	15	100	4
III	Skill Enhancer: Institutional Training ^	-	-	10	40	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject-3 : Campus to Corporate ^	3	3	30	45	75	3
	SEMESTER –VI						
III	Core XVII – Entrepreneurship and Small Business	6	3	25	75	100	4
	Management	0	3	23	15	100	4
III	Core XVIII – Retail Advertising and Promotion	6	3	25	75	100	4
III	Core XIX – Channel Management	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject 4 :Soft Skills for Business ^	3	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
	Total					3500	140
Λ	Refer the detailed note on this curricular aspect	•	•		•	•	

B.B.A - Retail Management

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA)

University Examination - Refer the detailed note on this curricular component.

No Continuous Internal Assessment (CIA). Only University Examinations.

*Swachh Bharat Summer Internship- 2 credits

\$ Industrial Visit Mandatory

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	Α	Intellectual Property Rights.
	B	Franchise Operations Management
	С	Customer Relationship Management
	D	Brand Management
	Α	Strategic Management
Elective – II	B	Managing Consumer Services
	С	Industrial Relations and Labour Laws
	D	Consumer Behaviour
Elective - III	Α	E-Commerce
	B	Project Work & Viva-Voce
	С	Merchandising Management
	D	Global Business Management

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) :(25 marks for Internal Assessment & 75 marks for External Assessment) **Note:**The existing syllabus is to be followed for the above papers.