

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)

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations				Credits
				Dur. Hrs.	CIA	Marks	Total Marks	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Principles of Management		5	3	25	75	100	4
III	Core II –Basics 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 Studies #		2	-	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organizational Behavior		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
	Swachh Bharat – Summer internship *							
SEMESTER –III								
III	Core V – Financial Accounting		5	3	25	75	100	4
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII - PC Software (MS Office) – Practical		5	3	30	45	75	3
III	Allied : III – Business Law		5	3	25	75	100	4
IV	Skill based Subject-1 :Communication Skills I ^		3	3	30	45	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50		50	2
SEMESTER –IV								
III	Core IX - Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – Financial Accounting Package – Tally (Practical only)		5	3	30	45	75	3
III	Core XII –Management Information System		5	3	25	75	100	4
III	Allied : IV– Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-2 : Communication Skills II ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50		50	2

B.B.A (Bachelor of Business Administration)

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 Management	6	3	25	75	100	4
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

^ 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	A	Intellectual Property Rights.
	B	Modern Office Management
	C	Company Law and Secretarial Practice
	D	Customer Relationship Management
Elective – II	A	Banking Law and Practice
	B	Industrial Relations and Labour Laws
	C	Insurance Principles and Practice
	D	Consumer Behaviour
Elective - III	A	E-Commerce
	B	Project Work & Viva-Voce
	C	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 – C.A (Computer Applications)

Part	Study Components	Course Title	Ins. Hrs / Week	Examination				Credit
				Dur.Hrs.	CIA	Marks	Total Marks	
	SEMESTER –I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Principles of Management		5	3	25	75	100	4
III	Core II – Basics 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 Studies #		2	-	-	50	50	2
	SEMESTER –II							
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II : Mathematics for Management –II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
	Swachh Bharat – Summer internship *							
	SEMESTER –III							
III	Core V – Financial Accounting		5	3	25	75	100	4
III	Core VI – Production and Materials Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII: PC Software (MS Office) - Practical		5	3	30	45	75	3
III	Allied Paper III– Business Law		5	3	25	75	100	4
IV	Skill based Subject -1 : Communication Skills I ^		3	3	30	45	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3		50	50	2
	SEMESTER –IV							
III	Core IX – Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI: Financial Accounting Package -Tally (Practical only)		5	3	30	45	75	3
III	Core XII – Management Information System		5	3	25	75	100	4
III	Allied Paper IV– Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject -2 : Communication Skills II ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #		2	3		50	50	2

B.B.A – C.A (Computer Applications)

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– 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 Laboratory (Practical)	3	3	20	30	50	2
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

^ 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	A	Insurance Principles and Practice
	B	Modern Office Management
	C	Intellectual Property Rights.
	D	Introduction to ERP
Elective – II	A	Strategic Management
	B	Industrial Relations and Labour Laws
	C	Advertising and Sales Promotion.
	D	Visual Basic Theory
Elective - III	A	E - Commerce
	B	Project Work & Viva-Voce
	C	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

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credits
				Dur.Hrs	CIA	Marks	Total	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Principles of Management		5	3	25	75	100	4
III	Core II – Basics 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 Studies #		2	3	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organizational Behaviour		5	3	20	55	75	3
III	Core IV – Economics 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 – Human Rights #		2	3	-	50	50	2
	Swachh Bharat – Summer internship *							
SEMESTER –III								
III	Core V –Financial Accounting		5	3	25	75	100	4
III	Core VI– Production and Materials Management		5	3	25	75	100	4
III	Core VII –Marketing Management		5	3	25	75	100	4
III	Core VIII – PC Software (MS Office) - Practical		5	3	30	45	75	3
III	Allied : III– Business Law		5	3	25	75	100	4
IV	Skill based Subject-1 : Communication Skills I ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-Major Elective–I: Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3	50		50	2
SEMESTER –IV								
III	Core IX – Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – World Resources		5	3	25	75	100	4
III	Core XII – Financial Accounting Package -Tally (Practical only)		5	3	30	45	75	3
III	Allied IV– Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-2 : Communication Skills II ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	50		50	2

B.B.A –International Business

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 Management	6	3	25	75	100	4
III	Core XVIII - Foreign Exchange Management	6	3	25	75	100	4
III	Core XIX- Foreign Trade Procedure and Documentation	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

^ Refer the detailed note on this curricular aspect

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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	A	International Business Environment
	B	Logistics and Supply chain Management
	C	Intellectual Property Rights.
	D	Customer Relationship Management
Elective – II	A	Foreign Trade Laws
	B	Industrial Relations and Labour Laws
	C	Shipping and Port Management
	D	Consumer Behaviour
Elective - III	A	E - Commerce
	B	Project Work & Viva-Voce
	C	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

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credits
				Dur.Hrs	CIA	Marks	Total	
	SEMESTER –I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Principles of Management		5	3	25	75	100	4
III	Core II – Basics 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 Studies #		2	3	-	50	50	2
	SEMESTER –II							
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III –OrganisationalBehaviour		5	3	20	55	75	3
III	Core IV – Economics 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 – Human Rights #		2	-	-	50	50	2
	Swachh Bharat – Summer internship *							
	SEMESTER –III							
III	Core V –Financial Accounting		4	3	25	75	100	4
III	Core VI– Production and Materials Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII - PC Software (MS Office) - Practical		5	3	30	45	75	3
III	Allied III – Business Law		5	3	25	75	100	4
IV	Skill based Subject 1 : Communication Skills I ^		4	3	30	45	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3	-	50	50	2
	SEMESTER –IV							
III	Core IX – Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – Management Information System		5	3	25	75	100	4
III	Core XII - Financial Accounting Package – Tally (Practical only)		5	3	30	45	75	3
III	Allied IV – Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-2 : Communication Skills II ^		3	3	30	45	75	3
IV	Tamil @ / Adanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	-	50	50	2

B.B.A - Retail Management

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 Inventory	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 Management	6	3	25	75	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

^ Refer the detailed note on this curricular aspect

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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	A	Intellectual Property Rights.
	B	Franchise Operations Management
	C	Customer Relationship Management
	D	Brand Management
Elective – II	A	Strategic Management
	B	Managing Consumer Services
	C	Industrial Relations and Labour Laws
	D	Consumer Behaviour
Elective - III	A	E-Commerce
	B	Project Work & Viva-Voce
	C	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.