



## BBA Curriculum

<b>Semester 1</b>	Language-I
	English-I
	Core I – Principles of Management
	Core II –Basics of Business and Business Environment
	Allied Paper I – Mathematics and Statistics for Management
	Environmental Studies #
<b>Semester 2</b>	Language-II
	English-II
	Skill based Subject-1 : Naan Mudhalvan: Language Proficiency for Employability. <a href="http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf">http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf</a>
	Core III – Organizational Behavior
	Core IV – Economics for Executives
	Allied Paper II – Quantitative Techniques for Management
	Value Education – Human Rights #
<b>Semester 3</b>	Language III
	English III
	Core V – Financial Accounting
	Core VI – Production and Material Management
	Allied : III – Business Law
	Skill Based Subject 2: PC-Software MS-Office (Practical)
	Health and Wellness
<b>Semester 4</b>	Language IV
	English IV
	Core VII - Human Resource Management
	Core VIII – Marketing Management
	Allied : IV– Taxation Law and Practice
	Skill Based Subject 3: Financial Accounting Package – Tally(Practical only)
	Skill based Subject-4: Naan Mudhalvan – Office Fundamentals <a href="http://kb.naanmudhalvan.in/Bharathiar_University_(BU)">http://kb.naanmudhalvan.in/Bharathiar_University_(BU)</a>
<b>Semester 5</b>	Core IX – Cost & Management Accounting
	Core X – Research Methods for Management
	Core XI–Advertising and Sales promotion
	Core XII – Business Communication
	Skill Enhancer: Institutional Training ^
	Skill Based Subject –5 : Campus to Corporate ^
<b>Semester 6</b>	Core XIII – Entrepreneurship and Small Business Management
	Core XIV–Financial Management
	Core XV–Services Marketing
	Elective –I :PROJECT & VIVA
	Elective –II :Consumer Behaviour
	Skill Based Subject –6 : Soft Skills for Business ^
	Skill Based Subject-7Naan Mudhalvan- Fintech Course (Capital Markets /Digital Marketing/ Operational Logistics) <a href="http://kb.naanmudhalvan.in/Bharathiar_University_(BU)">http://kb.naanmudhalvan.in/Bharathiar_University_(BU)</a>
	Extension Activities @