



BBA IB Curriculum

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| Semester 1 | 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 # |
| Semester 2 | Language-II |
| | English-II |
| | Skill based Subject-1 : Naan Mudhalvan: Language Proficiency for Employability. http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf |
| | Core III – Organizational Behavior |
| | Core IV – Economics for Executives |
| | Allied Paper II–Quantitative Techniques for Management |
| | Value Education – Human Rights # |
| Semester 3 | 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 |
| Semester 4 | 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 http://kb.naanmudhalvan.in/Bharathiar_University_(BU) |
| Semester 5 | Core IX – Cost & Management Accounting |
| | Core X – Research Methods for Management |
| | Core XI–International Marketing Management |
| | Core XII – International Strategic Management |
| | Skill Enhancer: Institutional Training ^ |
| | Skill Based Subject –5 : Campus to Corporate ^ |
| Semester 6 | Core XIII – Entrepreneurship and Small Business Management |
| | Core XIV–Financial Management |
| | Core XV–Foreign Trade Procedure and Documentation |
| | Elective –I :PROJECT & VIVA |
| | Elective –II :Foreign Trade Laws |
| | Skill Based Subject –6 : Soft Skills for Business ^ |
| | Skill Based Subject-7Naan Mudhalvan- Fintech Course (Capital Markets /Digital Marketing/ Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU) |
| | Extension Activities @ |
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