

ALAGAPPA UNIVERSITY, KARAIKUDI
NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2017-18)

B.B.A. - PROGRAMME STRUCTURE

Sem	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
I	I	7BBA111	Language Course – I – jkpo;r; nrk;nkhopAk; tzpfkly;fSk;	3	6	25	75	100
	II	7BBA121	English Language Course – I Business English	3	6	25	75	100
	III	7BBA1C1	Core–I– Managerial Economics	4	6	25	75	100
		7BBA1C2	Core – II – Financial Accounting	4	6	25	75	100
			Allied – I	5	5	25	75	100
	IV	7NME1A/ 7NME1B/ 7NME1C	(I) Non-Major Elective – I – (A) jkpo;nkhopapd; mbg;gilfs;/ (B) ,f;fhy ,yf;fpak;/ (C) Communicative English	2	1	25	75	100
Total				21	30	--	--	600
II	I	7BBA211	Language Course – II – mYtyf Nkyhz;ik	3	6	25	75	100
	II	7BBA221	English Language Course – II Business Report Writing	3	6	25	75	100
	III	7BBA2C1	Core–III–Principles of Management	4	6	25	75	100
		7BBA2C2	Core – IV – Cost Accounting	4	5	25	75	100
			Allied – II	5	5	25	75	100
	IV	7BES2	Environmental Studies	2	2	25	75	100
Total				21	30	--	--	600
III	III	7BBA3C1	Core–V–Organizational Behaviour	4	7	25	75	100
		7BBA3C2	Core – VI – Business Statistics	4	7	25	75	100
		7BBA3C3	Core–VII–Computer Applications in Business – I	4	8	25	75	100
			Allied – III	5	5	25	75	100
	IV	7NME3A/ 7NME3B/ 7NME3C	Non-major Elective – II – (A) ,yf;fpaKk; nkhopg; gad;ghLk;/ (B) goe;jkpo; ,yf;fpaq;fSk; ,yf;fpa tuyhWk; / (C) Effective Employability Skills	2	1	25	75	100
		7SBS3A1/ 7SBS3A2/ 7SBS3A3	Skill Based Subject – I	2	2	25	75	100
		V	7BEA3	Extension Activities	1	-	100	-
Total				22	30	--	--	700
IV	III	7BBA4C1	Core–VIII–Production and Operations Management	4	5	25	75	100
		7BBA4C2	Core – IX – Marketing Management	4	5	25	75	100
		7BBA4C3	Core – X – Computer Applications in Business – II	4	5	25	75	100
		7BBA4C4	Core – XI – Business Mathematics	4	6	25	75	100

			Allied – IV	5	5	25	75	100
	IV	7SBS4B1/ 7SBS4B2/ 7SBS4B3	Skill Based Subject – II	2	2	25	75	100
		7BVE4/ 7BMY4/ 7BWS4	Value Education / Manavalakalai Yoga / Women’s Studies	2	2	25	75	100
			Total	25	30	--	--	700
V	III	7BBA5C1	Core–XII–Research Methodology	4	5	25	75	100
		7BBA5C2	Core–XIII– Management Accounting	4	6	25	75	100
		7BBA5C3	Core–XIV–Human Resource Management	4	5	25	75	100
		7BBAE1A 7BBAE1B	Elective – I A) Tourism Management (or) B) Marketing Research	5	5	25	75	100
		7BBAE2A 7BBAE2B	Elective– II A) Service Marketing (or) B) Insurance Management	5	5	25	75	100
	IV	7SBS5A4/ 7SBS5A5/	(2) Skill Based Subject – III	2	2	25	75	100
		7SBS5A6/ 7SBS5A7	(2) Skill Based Subject – IV	2	2	25	75	100
			Total	26	30	--	--	700
VI	III	7BBA6C1	Core –XV – Investment Management	4	5	25	75	100
		7BBA6C2	Core–XVI–Financial Management	4	5	25	75	100
		7BBA6C3	Core – XVII – Business Law	4	5	25	75	100
		7BBA6C4	Core–XVIII – Project Report & Viva-Voce	4	6	40	60	100
		7BBAE3A 7BBAE3B	Elective–III A) Retail Management (or) B) International Marketing	5	5	25	75	100
	IV	7SBS6B4/ 7SBS6B5/	(2) Skill Based Subject – V	2	2	25	75	100
		7SBS6B6/ 7SBS6B7	(2) Skill Based Subject – VI	2	2	25	75	100
			Total	25	30	--	--	700
			Grand Total	140	180	--	--	4000