

**SadakathullahAppaColleg
e
(Autonomous)
(ReaccreditedbyNAACatan'A'Grade.AnISO9001:2015CertifiedInstitution)
RahmathNagar,Tirunelveli-11.
TamilNadu.**

**DEPARTMENTOFBUSINESSADMINISTR
ATION**

**CBCSSYLLABUS
For
B.B.A.
(ApplicableforstudentsadmittedinJune2018andonwar
ds)(**

COURSE PATTERN STRUCTURE
CBCS Syllabus – B.Com/B.Com (Finance)/B.B.A.
(Applicable for students admitted in June 2021 and onwards)

SEM	P	Title of the paper
I	Language(T/A) I	Language(T/A) I
	Communicative English I	Communicative English I
	Principles of Management	Core I
	Managerial Communication	Core II
	Financial Accounting	Allied-I/1
	AECC-Value Education-I/II	AECC-Value Education-I/II
II	Language(T/A) II	Language(T/A) II
	Communicative English II	Communicative English II
	Organizational Behaviour	Core III
	Case Analysis	Core IV
	Cost and Management Accounting	Allied-I/2
	AECC-Environmental Science	AECC-Environmental Science
III	Business Research Methods	Core V
	Marketing Management	Core VI
	Managerial Economics	CoreVII
	Financial Management	Core VIII
	Management Information System	Allied-II/1
	SEC-I (Common) Introduction to Computers	SEC-I (Common) Introduction to Computers
	SEC-III(MOOC NPTEL Course)	SEC-III(MOOC NPTEL Course)
	Management Principles and Behavior	Non Major Elective-I
		Library Reading Hour
IV	Human Resource Management	Core IX
	Logistics Management	Core X
	Production Management	Core XI
	Business Statistics	Core XII
	Business Environment	Allied-II/2
	SEC-III Soft Skills	SEC-III Soft Skills
	SEC-IV Stress Management	SEC-IV (Subject Oriented)
	Office Management	Non Major Elective -II

		ECA
		SOP
		Field work/Internship Trg.
		Library Reading Hour
V	Business Law	Core XIII
	E-Commerce	Core XIV
	Entrepreneurial Development	CoreXV
	Total Quality Management	Core XVI
	Financial Services / Modern Banking / Investment Analysis	DSE I
	Integrated Marketing Communication / Retail Management / Brand Management	DSE II
	Business Analytics	SEC-V (Subject Oriented)
VI	Strategic Management	Core XVII
	Business Ethics	Core XVIII
	International Business	CoreXIX
	Performance Management / Compensation Management / Organization Change and Development	DSE III
	Project	DSE IV Project
	Risk Management and Insurance	SEC-VI (Subject Oriented)
		Total