

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 –தமிழ்ச் செம்மொழியும் வணிகமடல்களும்	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	(1) Non-Major Elective – I – (A) தமிழ்மொழியின் அடிப்படைகள் (B) இக்கால இலக்கியம் (C) Communicative English	2	1	25	75	100
Total				21	30	--	--	600
II	I	7BBA211	Language Course – II –அலுவலக மேலாண்மை	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	4	8	25	75	100

			Business – I					
			Allied – III	5	5	25	75	100
	IV	7NME3A/ 7NME3B/ 7NME3C	Non-major Elective – II – (A) இலக்கியமும் மொழிப் பயன்பாடும் (B) பழந்தமிழ் இலக்கியங்களும் இலக்கியவரலாறும் (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	-	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
7BBA5C2			Core–XIII– Management Accounting	4	6	25	75	100
7BBA5C3			Core–XIV–Human ResourceManagement	4	5	25	75	100
			Elective – I	5	5	25	75	100

		7BBAE1A	A) Tourism Management(or)						
		7BBAE1B	B)Marketing Research						
		7BBAE2A	Elective– II A) Service Marketing (or)	5	5	25	75	100	
		7BBAE2B	B)Insurance Management						
	IV	7SBS5A4/	(2) Skill Based Subject – III	2	2	25	75	100	
		7SBS5A5/	(2) Skill Based Subject – IV	2	2	25	75	100	
		7SBS5A6/							
		7SBS5A7							
		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/	(2) Skill Based Subject – V	2	2	25	75	100	
		7SBS6B5/	(2) Skill Based Subject – VI	2	2	25	75	100	
		7SBS6B6/ 7SBS6B7							
			Total		25	30	--	--	700
			Grand Total		140	180	--	--	4000