

Program Profile

DEPARTMENT OF BUSINESS ADMINISTRATION

PREAMBLE

UG: Course profile and syllabus of courses offered in semester V and VI along with its Evaluation components (With effect from 2018 – 2021 batch onwards).

PROGRAMME PROFILE BBA

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

After Three Years of Completion of the B.B.A Programme

- Graduates will be business leaders and managers with leadership and problem-solving skills for global business.
- Graduates will drive entrepreneurship initiatives either on their own or within other

Organizations where they are employed.

- Graduates will have innovation skills and drive the businesses through multifaceted skills.
- Graduates will provide advancement of conceptual and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.

PROGRAMME SPECIFIC OUTCOME (PSO)

Upon completion of the Programme, the students will be able to

- Understand and operative with ethical and professional responsibility
- Ability to communicate effectively and function efficiently on multidisciplinary teams.
- Ability to use modern management principles and tools needed in contemporary business within the bounds of practical constraints such as economic, environmental, social, political, ethical, health and safety and sustainability.
- Innovate and Develop skills to be a life-long learner for a globalized business for future.

Semester	Part	Category	Course Code	Course Title	Previous Course Code	Contact Hrs/ Week	Credit Min/Max
I	I	LANGUAGE-I	UTAL105/ UTAL106	Basic Tamil - I/Advanced Tamil – I/ French I /Hindi I	-	4	2/3
	II	ENGLISH-I	UENL107/ UENL108	General English I/Advanced English-I	-	5	¾
	III	Core-I	UBAM105	Management Thoughts and Thinkers	-	2	1
		Core-II	UBAM106	Business Organization	-	5	4
		Core-III	UBAM108 \ COM104\ UCCM102	Financial Accounting	-	6	5
		Allied – I	UCEA103	Business Economics	UCEA101	6	5
	IV	Value Education			-	2	1
TOTAL						30	21/23
II	I	LANGUAGE- II	UTAL205/ UTAL206	Basic Tamil II/Advanced Tamil II/ French II /Hindi II	-	4	2/3
	II	ENGLISH-II	UENL207/ UENL208	General English II/Advanced English	-	5	¾
		Core-IV	UBAM206	Business Environment	UBAM303	4	4
		Core-V	UBAM207	Principles of Management	UBAM107/ UBAM102	5	5
		Core-VI	UBAR201	Workshop on Decision Making	-	1	1
		Allied - II	UCOA203	Accounting Package Theory	-	2	2
		Allied Practical I	UCOR 203	Accounting Package Practical	-	3	2
	IV	Non Major Elective			-	4	2
		Soft skill			-	2	1
	V	Extension activity / Physical Education/NC C				-	1/2
	TOTAL						30
	III	Core-VII	UBAM308	Marketing Management	UBAM402	5	4
		Core-VIII	UBAM310/ UBAM311	Cost Accounting	-	5	4

III			UCOM305/ UCCM305				
		Core –IX	UBAM311	Business Communication	UBAM201/ UBAM204	4	3
		Core –X	UBAM312	Creativity For Innovative Management	-	4	2
		Core –XI	UBAM313	Organizational Behaviour	UBAM401, UBAM406	5	4
		Allied-II	UMAA301	Business Statistics	UMAA303	5	4
	IV	Value Education				2	1
TOTAL						30	22
IV	III	Core-XII	UBAM405	Production & Materials Management	-	5	4
		Core-XIII	UBAM408	Micro, Small And Medium Enterprises	UBAM406	6	5
		Core-XIV	UBAM407	Human Resource Management	UBAM302	5	4
		Allied-III	UMAA410	Quantitative Techniques In Business	UMAA505	5	4
		Allied-IV	UCSA407	Cyber security in Finance	-	3	3
		Allied Practical II	UCSR413	Cyber security Lab	-	3	2
		CORE –XV	UBAR401	Workshop On Creative Thinking Skill	-	1	1
	IV	Soft Skill			-	2	1
	V	Extension activity / Physical Education/ NCC				-	0/2
TOTAL						30	24/26
V	III	Core-XVI	UBAM507	Research Methodology in Business	UBAM403	2	2
		Core-XVII	UBAM508	Services Marketing	UBAM603	6	5
		Core-XVIII	UBAM509	Mercantile Law	-	6	5
		Core-XIX	UBAM504/ UCOM507/ UCCM507	Management Accounting	UBAM502	6	5
		Core-XX	UBAM510	Business Informatics	-	5	5
	IV	Online Courses		NPTEL/Spoken Tutorial	-	3	1/2
	IV	Value Education				2	1
TOTAL						30	24/25

VI	III	Core-XXI	UBAM608	Strategic Management	-	5	4
		Core-XXII	UBAM611/ UCOM614/ UCCM614	Financial Management	UBAM610	6	5
		Core-XXIII	UBAM612	Business Analytics for Managers	-	5	5
	Major Elective	Core – XXVI	UBAR601	Workshop On Leadership Skills	-	1	1
		Core-XXV	UBAP601	Project	-	6	4
		Viva-Voce	UBAM611	Comprehensive Viva	-	-	1
			UBAO609	Consumer Affairs	-	5	5
			UBAM309/ UBAO610	Financial Markets and Services			
			UBAO604	Customer Relationship Management			
			UBAO605	Retail Management			
			UBAO606	Emerging Business Practices In India			
	UBAO607		Industrial Relations				
		UBAO608	Rural Marketing				
	IV	Soft Skill			-	2	1
V	Extension activity / Physical Education/ NCC				-	0/2	
TOTAL						30	26/28
GRAND TOTAL						180	140/150

NON MAJOR ELECTIVES

Semester	Part	Category	Course Code	Course Title	Contact Hrs/Week	Credit Min/Max
II	IV	Non major Elective –I	UBAE202	Leadership Skills	4	2
III	IV	Non major Elective-II	UBAE304	Rural Management	4	2