



## University of Madras – CBCS Regulations

### B.B.A – Syllabus

#### SEMESTER I

Course Components/ Name of the Subject	Credit	Maximum Marks		
		Int. Marks	Ext. Marks	Total
Language	3	25	75	100
English (Incl. Skill based subject)	3	25	75	100
Core Subject – Financial Accounting	4	25	75	100
Core Subject - Principles of Management	4	25	75	100
Allied - Managerial Economics	5	25	75	100
<b>PART – IV</b> *Basic Tamil/Advanced Tamil/ Non Major Elective	2	25	75	100
Soft Skill I	2			

#### SEMESTER II

Course Components/ Name of the Subject	Credits	Ins. Hours	Maximum Marks		
			Int. Marks	Ext. Marks	Total
Language	3	6	25	75	100
English (Incl. Skill based subject)	3	6	25	75	100
Core Subject – Business Communication	4	5	25	75	100

Core Subject – Management Accounting	4	5	25	75	100
Allied – International Trade	5	6	25	75	100
<b>PART – IV</b> *Basic Tamil/Advanced Tamil/ Non Major Elective	2	2	25	75	100
Skill based subject (English Dept)	2	-			

### SEMESTER III

Course Components /Name Of the Subject	Credit	Ins. Hrs/Week	Maximum Marks		
			CIA	Ext.	Total
<b>PART-III</b> Core Paper –V - Financial Management	4	5	25	75	100
Core Paper –VI - Organisational Behaviour	4	5	25	75	100
Core Paper –VII - Computer Application in Business	4	6	25	75	100
Core Paper –VIII - Marketing Management	4	5	25	75	100
*Allied Paper –III - Business Mathematics and Statistics	4	6	25	75	100

### SEMESTER IV

Course Components / Name of the Subject	Credit	Maximum Marks		
		Int. Marks	Ext. Marks	Total
Core –IX-Human Resource	4	25	75	100
Core –X-Business Regulatory Frame Work	4	25	75	100

Core –XI-Financial Services	4	25	75	100
Core –XII-Management Information System	4	25	75	100
Allied –IV- Operations Research	4	25	75	100
Soft Skill IV	3	40	60	100
Environmental Studies	2	25	75	100

### SEMESTER V

Course Components / Name of the Subject	Credit	Maximum Marks		
		Int. Marks	Ext. Marks	Total
Core Paper –XIII - Advertising Management and Sales Promotion	4	25	75	100
Core Paper –XIV - Research Methodology	4	25	75	100
Core Paper –XV - Operation Management	4	25	75	100
Core –XVI-Material Management	4	25	75	100
Elective – I :	5	25	75	100
(1) Entrepreneurial Development OR (2) Visual Basic Programming		25	75	100
Value Education				

### SEMESTER VI

Course Components / Name of the Subject	Credit	Maximum Marks		
		Int. Marks	Ext. Marks	Total
Core –XVII-Business Environment	4	25	75	100
Core –XVIII-Services Marketing	4	25	75	100
Core Paper –XIX - Business Taxation	4	25	75	100

Elective – II :				
(1) Customer Relationship Mgt.	5	25	75	100
OR				
(2) Visual Basic - Practical		40	60	100
Elective – III : Project Work (Group)	5	20	80	100
Extension Activities	1			