

COURSE PATTERN

BBA – SYLLABUS

	SUB - CODE	TITLE OF THE PAPERS
SEMESTER - I	BBBA 101	LANGUAGE - TAMIL / HINDI (PAPER – I)
	BBBA 102	LANGUAGE - ENGLISH (PAPER - I)
	BBBA 103	PRINCIPLES OF MANAGEMENT
	BBBA 104	MANAGERIAL ECONOMICS
	BBBA 105	MANAGERIAL COMMUNICATION
	BBBA 106	OFFICE MANAGEMENT
	BBBA 107	COMMUNICATIVE ENGLISH – I
	BBBA 108 P	COMPUTER AWARENESS - I

SEMESTER - II	BBBA 201	LANGUAGE - TAMIL / HINDI (PAPER - II)
	BBBA 202	LANGUAGE - ENGLISH (PAPER - II)
	BBBA 203	MARKETING MANAGEMENT
	BBBA 204	ORGANISATIONAL BEHAVIOR
	BBBA 205	PERSONNEL MANAGEMENT
	BBBA 206	STATISTICS FOR MANAGERS
	BBBA 207	COMMUNICATIVE ENGLISH – II
	BBBA 208 P	COMPUTER AWARENESS –II

Semester	SUB.CODE	TITLE OF THE PAPERS
SEMESTER - III	BBBA 301	TAMIL / HINDI (PAPER - I I I)
	BBBA 302	ENGLISH (PAPER - I I I)
	BBBA 303	OPERATIONS MANAGERMENTS
	BBBA 304	FINANCIAL ACCOUNTING
	BBBA 305	TRANSPORT MANAGERMENTS
	BBBA 306	HOTEL MANAGEMENT
	BBBA 307	COMMUNICATIVE ENGLISH – III
	BBBA 308 P	COMPUTER AWARENESS – III

SEMESTER - IV	BBBA 401	TAMIL / HINDI (PAPER - I V)
	BBBA 402	ENGLISH (PAPER - I V)
	BBBA 403	MATERIALS MANAGEMENT
	BBBA 404	COST ACCOUNTING
	BBBA 405	OPERATIONS RESEARCH
	BBBA 406	COMPANY LAW AND SECRETARIAL PRACTICE
	BBBA 407	COMMUNICATIVE ENGLISH – IV
	BBBA 408 P	COMPUTER AWARENESS –IV
		LIB

	SUB CODE	TITLE OF THE PAPERS
SEMESTER - V	BBBA 501	INDUSTRIAL MANAGEMENT
	BBBA 502	PUBLIC ADMINISTRATION
	BBBA 503	TOURISM MANAGEMENT
	BBBA 504	ADVERTISING AND SALES PROMOTION
	BBBA 505	EXPORT MANAGEMENT
	BBBA 506	HOSPITAL MANAGEMENT
	BBBA 507	COMMUNICATIVE ENGLISH – V
	BBBA 509 P	COMPUTER AWARENESS- V
SEMESTER - VI	BBBA 601	BUSINESS POLICY
	BBBA 602	ENTREPRENEURIAL DEVELOPMENT
	BBBA 603	MANAGEMENT ACCOUNTING
	BBBA 604	SERVICE MARKETING
	BBBA 605	TRAINING AND DEVELOPMENT
	BBBA 606	COMMUNICATIVE ENGLISH - VI
	BBBA 607 P	COMPUTER AWARENESS – VI
	BBBA 608	INDUSTRIAL RELATIONS