



UNIVERSITY OF MADRAS

Chepauk, Chennai 600 005

[Est. 1857, State University, NAAC 'A' Grade, CGPA 3.32, NIRF 2019 Rank: 20]

Website: www.unom.ac.in, Tel. 044-2539 9561

Undergraduate Programme in Management

**Curriculum and Syllabus for
B.B.A-Bachelor of Business Administration
(With effect from the Academic Year 2020-21)**

February 2020

Note: The Board of Studies in Business Administration(UG) designed learning Outcome Based Curriculum Framework of B.B.A. programme prescribed by UGC.

COURSE STRUCTURE:

SEMESTER I

COURSE COMPONENT	SUBJECTS	Int. Hours	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part I	Tamil/ other Language-I	6	3	25	75	100
Part II	BP2-ENG01: Communicative English-I	3	3	50	50	100
Part III	BBA-DSC01:Principles of Management	5	4	25	75	100
	BBA-DSC02:Financial Accounting	6	4	25	75	100
	BBA-DSA01: Managerial Economics	6	5	25	75	100
Part IV	Basic/Adv.Tamil/NME-I*	-	2	25	75	100
	BP4-ECAM01- English for Commerce and Management-I	4	4	50	50	100

SEMESTER II

COURSE COMPONENT	SUBJECTS	Int. Hours	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part I	Tamil/ other Language-II	6	3	25	75	100
Part II	BP2-ENG02: Communicative English-II	3	3	50	50	100
Part III	BBA-DSC03: Business Communication	5	4	25	75	100
	BBA-DSC04: Management Accounting	6	4	25	75	100
	BBA-DSA02: International Trade	6	5	25	75	100
Part IV	Basic/Adv. Tamil/NME-II*	-	2	25	75	100
	BP4-ECAM02- English for Commerce and Management-II	4	4	50	50	100

***NME: Choose any one from the other Department**

SEMESTER III

COURSE COMPONENT	SUBJECTS	Int. Hours	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part III	BBA-DSC05: Financial Management	6	4	25	75	100
	BBA-DSC06:Organisational Behaviour	6	4	25	75	100
	BBA-DSC07: Computer Application in Business	5	4	25	75	100
	BBA-DSC08: Marketing Management	5	4	25	75	100
	BBA-DSA03: Business Statistics	5	5	25	75	100
Part IV	Soft Skills	2	3	50	50	100
	Environmental Studies	1	Exam – 4 th Semester			

SEMESTER IV

COURSE COMPONENT	SUBJECTS	Inst. Hour	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part III	BBA-DSC09: Human Resource Management	6	4	25	75	100
	BBA-DSC10: Business Regulatory Frame Work	5	4	25	75	100
	BBA-DSC11: Financial Services	5	4	25	75	100
	BBA-DSC12: Management Information System	5	4	25	75	100
	BBA-DSA04: Operation Research	6	5	25	75	100
Part IV	Environmental Studies	1	2	25	75	100
	Soft Skill – IV	2	3	50	50	100

SEMESTER V

COURSE COMPONENT	SUBJECTS	Inst. Hours	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part III	BBA-DSC13: Advertising Management and Sales Promotion	6	4	25	75	100
	BBA-DSC14: Research Methodology	5	4	25	75	100
	BBA-DSC15: Operations Management	5	4	25	75	100
	BBA-DSC16: Materials Management	6	4	25	75	100
	BGE-CSC19: Entrepreneurial Development** Or BGE-CSC15: Logistics and Supply Chain Management**	6	5	25	75	100
Part IV	Value Education	2	2	25	75	100

****The syllabus of the said courses as same as B.Com Degree programs.**

SEMESTER VI

COURSE COMPONENT	SUBJECTS	Inst. Hours	CREDIT	MAX MARKS		TOTAL
				INT	EXT	
Part III	BBA-DSC17: Business Environment	6	4	25	75	100
	BBA-DSC18: Service Marketing	6	4	25	75	100
	BBA-DSC19: Business Taxation	6	4	25	75	100
	BBA-DSE2A: Customer Relationship Management Or BBA-DSE2B: E-Business	6	5	25	75	100
	BBA-DSE03: Project work (Group)	6	5	20	80	100
Part V	Extension Activities		1			