



University of Madras

Chepauk, Chennai 600 005

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

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Undergraduate Programme in Management.

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

February 2020

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

COURSE STRUCTURE:

SEMESTER I		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part I	Paper – I	Tamil/ other Language	3	25	75	100
Part II	Paper – I	English	3	25	75	100
Part III	Core Paper – I	BBA-DSC01: Principles of Management	4	25	75	100
	Core Paper – II	BBA-DSC02: Financial Accounting	4	25	75	100
	Allied Paper - I	BBA-DSA01: Managerial Economics	5	25	75	100
Part IV	Basic/Adv.Tamil/NME-I*		2	25	75	100
	Soft Skill I		3	50	50	100

SEMESTER II		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part I	Paper – II	Tamil/ other Language	3	25	75	100
Part II	Paper – II	English	3	25	75	100
Part III	Core Paper – III	BBA-DSC03: Business Communication	4	25	75	100
	Core Paper – IV	BBA-DSC04: Management Accounting	4	25	75	100
	Allied Paper - II	BBA-DSA02: International Trade	5	25	75	100
Part IV	Basic/Adv. Tamil/NME-II*		2	25	75	100
	Soft Skill II		3	50	50	100

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

SEMESTER III		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper –V	BBA-DSC05: Financial Management	4	25	75	100
	Core Paper –VI	BBA-DSC06: Organisational Behaviour	4	25	75	100
	Core Paper –VII	BBA-DSC07: Computer Application in Business	4	25	75	100
	Core Paper –VIII	BBA-DSC08: Marketing Management	4	25	75	100
	Allied Paper – III	BBA-DSA03: Business Statistics	5	25	75	100
Part IV	Soft Skills III		3	50	50	100
	Environmental Studies		Exam – 4 th Semester			

SEMESTER IV		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper –IX	BBA-DSC09: Human Resource Management	4	25	75	100
	Core Paper –X	BBA-DSC10: Business Regulatory Frame Work	4	25	75	100
	Core Paper –XI	BBA-DSC11: Financial Services	4	25	75	100
	Core Paper –XII	BBA-DSC12: Management Information system	4	25	75	100
	Allied Paper – IV	BBA-DSA04: Operation Research	5	25	75	100
Part IV	Environmental Studies		2	25	75	100
	Soft Skill – IV		3	50	50	100

SEMESTER V		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper –XIII	BBA-DSC13: Advertising Management and Sales Promotion	4	25	75	100
	Core Paper – XIV	BBA-DSC14: Research Methodology	4	25	75	100
	Core Paper – XV	BBA-DSC15: Operations Management	4	25	75	100
	Core Paper – XVI	BBA-DSC16: Materials Management	4	25	75	100
	Elective – I	BGE-CSC19: Entrepreneurial Development** Or BGE-CSC15: Logistics and Supply Chain Management**	5	25	75	100
Part IV	Value Education		2	25	75	100

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

SEMESTER VI		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper – XVII	BBA-DSC17: Business Environment	4	25	75	100
	Core Paper – XVIII	BBA-DSC18: Service Marketing	4	25	75	100
	Core Paper – XIX	BBA-DSC19: Business Taxation	4	25	75	100
	Elective – II	BBA-DSE2A: Customer Relationship Management Or BBA-DSE2B: E-Business	5	25	75	100
			5	25	75	100
Elective – III	BBA-DSE03: Project work (Group)	5	20	80	100	
Part V	Extension Activities		1			
