

UNIVERSITY OF MADRAS  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
(Effective from the academic year 2015-16)

**I SEMESTER**

**SCHEME OF EXAMINATION:**

Course Components/ Title of the Course	Credit	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 – Financial Accounting	4	5	25	75	100
Core Subject - Principles of Management	4	5	25	75	100
Allied - I Managerial Economics	5	6	25	75	100
<b>PART – IV</b> *Basic Tamil/Advanced Tamil/ Non Major Elective	2	2	25	75	100
Soft Skill I	3	-			

**II SEMESTER**

Course Components/ Title of the Course	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 – II 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)	3	-			

\* Non-Major Elective – Any one of the following (Semester-wise)

**I Semester**

1. Basics of Computer
2. Basics of Retail Marketing
3. An Overview of ISO
4. Basics of Health care Mgt.

**II Semester**

1. Consumer Production and Consumer Rights
2. Basics of Business Insurance
3. Fundamentals of Disaster Mgt.
4. Concept of Self Help Group

\* a) Students who have not studied Tamil upto XII std. and taken any language other than Tamil in Part-I shall take Basic Tamil comprising of Two Courses.

b) Students who have studied Tamil upto XII Std., and taken any language other than Tamil in Part –I shall take Advanced Tamil comprising of Two Courses.

c) Students who have studied Tamil upto XII Std. and also taken Tamil in Part -I shall taken Non-Major Elective comprising of Two Courses.

### THIRD SEMESTER

Course Components / Title of the Paper	Credit	Ins. Hrs/Week	Maximum Marks		
			Int. Marks	Ext. Marks	Total
Core –V- Financial Management	4	5	25	75	100
Core –VI- Organisational Behaviour	4	5	25	75	100
Core –VII -Computer Application in Business	4	6	25	75	100
Core –VIII-Marketing Management	4	5	25	75	100
Allied –III-Business Mathematics and Statistics	4	6	25	75	100
Soft Skill III	3	2	40	60	100
Environmental Studies		1	<i>(Examination will be held in Semester IV)</i>		

### FOURTH SEMESTER

COURSE COMPONENTS / Title of the Paper	Credit	Ins. Hrs/Week	Maximum Marks		
			Int. Marks	Ext. Marks	Total
Core –IX-Human Resource Management	4	5	25	75	100
Core –X-Business Regulatory Frame Work	4	5	25	75	100
Core –XI-Financial Services	4	6	25	75	100
Core –XII-Management Information System	4	5	25	75	100
Allied –IV- Operations Research	4	6	25	75	100
Soft Skill IV	3	2	40	60	100
Environmental Studies	2	1	25	75	100

## FIFTH SEMESTER

Course Components / Title Of The Paper	Credit	Ins. Hrs/Week	Maximum Marks		
			Int. Marks	Ext. Marks	Total
Core –XIII-Advertising Management and Sales Promotion	4	5	25	75	100
Core –XIV-Research Methodology	4	6	25	75	100
Core –XV-Operation Management	4	6	25	75	100
Core –XVI-Material Management	4	6	25	75	100
Elective – I :	5	6	25	75	100
(1) Entrepreneurial Development OR (2) Logistics Management			25	75	100
Value Education		1			

## SIXTH SEMESTER

Course Components / Title of The Paper	Credit	Ins. Hrs/ Week	Maximum Marks		
			Int. Marks	Ext. Marks	Total
Core –XVII-Business Environment	4	5	25	75	100
Core –XVIII-Services Marketing	4	6	25	75	100
Core –XIX- Business Taxation	4	6	25	75	100
Elective – II :	5	6	25	75	100
(1) Customer Relationship Management OR (2) E-Business			25	75	100
Elective – III : Project Work (Group)	5	6	20	80	100
Extension Activities	1				

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Total Credits 140