

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)

Bachelor of Business Administration (BBA)
SCHEME OF EXAMINATIONS (FOR VI SEMESTERS)
(With effect from 2017 -20 Batch and onwards)

(With effect from 2017 -20 Batch and onwards)								
Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
Semester - I								
I	17 UTL 101	Tamil/Hindi/French –I	6	3	25	75	100	3
II	17 UEN 101	English for Enrichment –I	5	3	25	75	100	3
III	17 UBM 101	CORE-I : Principles of Business Management and & Business Organization	6	3	25	75	100	4
	17 UBM 102	CORE-II : Business Communication	5	3	25	75	100	3
	17 UBM 1A1	ALLIED-I : Mathematical Techniques-I	6	3	25	75	100	4
IV	17 UHR 101	Human Rights in India	1	2	-	50	50	2
	17 HEC 101	Human Excellence: Personal Values & Sky Yoga Practice -I	1	2	25	25	50	1
V		Extension Activities(NSS,NCC, Sports & Games)						
Total			30	-	150	450	600	20
Semester - II								
I	17 UTL 202	Tamil/Hindi/French –II	6	3	25	75	100	3
II	17 UEN 202	English for Enrichment -II	5	3	25	75	100	3
III	17 UBM 203	CORE-III : Organizational Behaviour	5	3	25	75	100	3
	17 UBM204	CORE-IV : Financial Accounting	6	3	25	75	100	4
	17 UBM2A2	ALLIED –II : Business Economics	5	3	25	75	100	4
IV	17 EVS 201	Environmental Studies	2	2	--	50	50	2
	17 HEC 202	Human Excellence: Family Values & Sky Yoga Practice -II	1	2	25	25	50	1
V		Extension Activities(NSS,NCC, Sports & Games)						
Total			30	-	150	450	600	20

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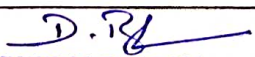


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Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester -III						
II	17 UBM 305	Core – V : Taxation	6	3	25	75	100	4
	17 UBM 306	Core – VI : Financial Management	5	3	25	75	100	3
	17 UBM 307	Core – VII : Marketing Management	6	3	25	75	100	4
	17 UBM 308	Core – VIII : Mercantile Law	5	3	25	75	100	3
	17 UBM 3A3	Allied – III : Mathematical Techniques - II	6	3	25	75	100	4
V	17 UBM 3N1/ 17 UBM 3N2	NME: Intellectual Property Rights/ Rural Consumer Behaviour	1	2	-	50	50	2
	17 HEC 303	Human Excellence: Professional Values & Sky Yoga Practice -III	1	2	25	25	50	1
√		Extension Activities(NSS,NCC, Sports & Games)						
Total			30	-	150	450	600	21

Semester - IV

III	17 UBM 409	Core- IX : Personnel Management & Industrial Relations	6	3	25	75	100	4
	17 UBM 410	Core – X: Production & Materials Management.	6	3	25	75	100	4
	17 UBM 411	Core – XI: Cost & Management Accounting	6	3	25	75	100	4
	17 UBM 412	Core – XII : Banking Theory Law & Practice	5	3	25	75	100	3
	17 UBM 4A4	Allied –IV : Management Information system	5	3	25	75	100	4
IV	17 UBM 4N3/ 17 UBM 4N4	NME: Retail Management/ Supply Chain Management	1	2	-	50	50	2
	17 HEC 404	Human Excellence: Social Values & Sky Yoga Practice -IV	1	2	25	25	50	1
V	17 UNC 401/ 17 UNS 402/ 17 USG 403	Extension Activities(NSS,NCC, Sports & Games)	-	-	-	50	50	1
Total:			30	-	150	500	650	23


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Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester -V						
III	17 UBM 513	Core-: XIII : Entrepreneurship & Project Management	6	3	25	75	100	4
	17 UBM 514	Core-: XIV : Research Methods for Management	5	3	25	75	100	4
	17 UBM 515	Core-: XV : Insurance Principles & Practices	5	3	25	75	100	3
	17 UBM 516	Core-: XVI : International Business & Export Management	5	3	25	75	100	4
	17 UBM 517	Major Elective-I : PC Software(MS Office) Theory	5	3	25	75	100	5
	17 UBM 518	Major Elective-II: PC Software(MS Office) Practical	2	3	20	30	50	3
IV	17 UBM 5S1/ 17 UBM 5S2	SBE: (Major)Services Marketing/ Concepts of Rural Marketing Management	1	2	-	50	50	2
	17 HEC 505	Human Excellence: National Values & Sky Yoga Practice -V	1	2	25	25	50	1
IV	17 GKL 501	General Knowledge and General Awareness(SBE)	*SS	2	-	50	50	2
Total			30	-	170	530	700	28
Semester - VI								
III	17 UBM 619	Core-XVII : Investment and Portfolio Management	5	3	25	75	100	4
	17 UBM 620	Core-XVIII : Consumer Behaviour	5	3	25	75	100	4
	17 UBM 621	Core-XIX : Advertising and Sales Promotion	6	3	25	75	100	4
	17 UBM 622	Core-XX : Business Environment	5	3	25	75	100	3
	17 UBM 623	Core-XXI : Project Work and Viva-Voce	-	-	20	80	100	3
	17 UBM 624	Major Elective-III : Internet and E-Commerce & Information Security	5	3	25	75	100	5
	17 UBM 625	Major Elective-IV: HTML Practical	2	3	20	30	50	2
IV	17 UBM 6S3/ 17 UBM 6S4	SBE: (Major)Logistics Management/ Agricultural Marketing Management	1	2		50	50	2
	17 HEC 606	Human Excellence: Global Values & Sky Yoga Practice -IV	1	2	25	25	50	1
Total			30	-	190	560	750	28
Grand Total			180	-	960	2940	3900	140

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QUESTION PATTERN
General Question Pattern
PART I, II & III

Max Marks 100	Internal 25	External 75
Section	Pattern	Marks
PART A	1-5 Multiple choice with 4 options (One question from each unit)	5x1
	6-10 Short answers (One question from each unit)	5x1
PART B	11-15 Either Or type (One question from each unit)	5x5
PART C	16-21 Four out of six (Question no 16 is compulsory)	4x10
		Total
		75

Question Pattern for PART IV

Max Marks 50	External : 50		
Section	Pattern	Marks	Total
PART A	1-5 Multiple choice with 4 options	5x1	5
	6-10 Short answers (One question from each unit)	5x1	5
PART B	Answer any questions five out of eight	5x8	40
			Total
			50

- Communicative English and General Awareness papers include 60% Objective type of questions and 40% Descriptive type of questions.
- GK 100% Objective type of questions (Online exam).

CIA

Test – I: 2 ½ units.

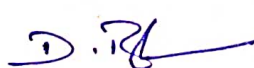
Test – II: Remaining 2 ½ units

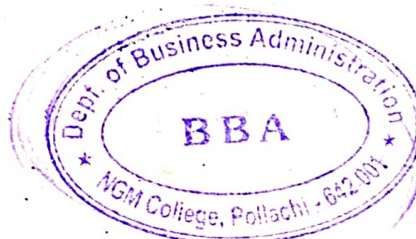
Project Work Evaluation

Total Mark	ESE	Breakup Mark	CIA	Breakup Mark
100	80	Project 60 Viva-Voce 20	20	Observation 15 Attendance 5

Practical Examination

Total Mark	ESE	Breakup Mark	CIA	Breakup Mark
50	30	Experiment 25 Record 5	20	Practical Skill Observation 5 Model 10 Record 5


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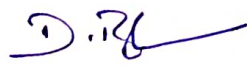

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	w.e.f 2017- 2020
Subject Code : 17 UBM 623 Title : PROJECT WORK		Semester VI
Hrs/Week	--	Credit: 3

The final year BBA student should undergo a project work during VI – semester

- ❖ The period of study is for 4 weeks.
- ❖ Project work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
- ❖ Students are divided into groups and each group is guided by a mentor.
- ❖ A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report.
- ❖ Viva – voce is conducted at the end of this semester, by an external examiner and concerned mentor (internal mentor).
- ❖ Project work constitutes 100 marks, out of which 20 is internal and 80 is external marks.

Staff In charge	HOD	CDC	COE
Dr.K.Veerakumar D.Bhuvanendran T.Manikandan R.Visalakshi	Dr.K.Veerakumar	Dr.M.Durairaju	Dr. R.Muthukumaran

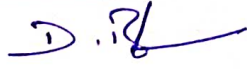

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SCHEME OF EXAMINATIONS (FOR VI SEMESTERS)
 (With effect from 2018 -21 Batch and onwards)

(With effect from 2018 -21 Batch and onwards)								
Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
Semester - I								
I	18 UTL 101	Tamil/Hindi/French –I	6	3	25	75	100	3
II	18 UEN 101	English for Enrichment –I	5	3	25	75	100	3
III	18 UBM101	CORE-I : Principles of Business Management and & Business Organization	6	3	25	75	100	4
	18 UBM102	CORE-II : Business Communication	5	3	25	75	100	3
	18 UBM1A1	ALLIED-I : Mathematical Techniques-I	6	3	25	75	100	4
IV	18 UHR 101	Human Rights in India	1	2	-	50	50	2
	18 HEC 101	Human Excellence: Personal Values & Sky Yoga Practice -I	1	2	25	25	50	1
V		Extension Activities(NSS,NCC, Sports & Games)						
Total			30	-	150	450	600	20
Semester - II								
I	18 UTL 202	Tamil/Hindi/French –II	6	3	25	75	100	3
II	18 UEN 202	English for Enrichment -II	5	3	25	75	100	3
III	18 UBM 203	CORE-III : Organizational Behaviour	5	3	25	75	100	3
	18 UBM 204	CORE-IV : Financial Accounting	6	3	25	75	100	4
	18 UBM 2A1	ALLIED –II : Business Economics	5	3	25	75	100	4
IV	18 EVS 201	Environmental Studies	2	2	--	50	50	2
	18 HEC 202	Human Excellence: Family Values & Sky Yoga Practice -II	1	2	25	25	50	1
V		Extension Activities(NSS,NCC, Sports & Games)						
Total			30	-	150	450	600	20


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Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester -III						
III	18 UBM 305	Core – V : Taxation	6	3	25	75	100	4
	18 UBM 306	Core – VI : Financial Management	5	3	25	75	100	3
	18 UBM 307	Core – VII : Marketing Management	6	3	25	75	100	4
	18 UBM 308	Core – VIII : Mercantile Law	5	3	25	75	100	3
	18 UBM 3A1	Allied – III : Mathematical Techniques - II	6	3	25	75	100	4
IV	18 UBM 3N1/ 18 UBM 3N2	NME: Intellectual Property Rights/ Rural Consumer Behaviour	1	2	-	50	50	2
	18 HEC 303	Human Excellence: Professional Values & Sky Yoga Practice -III	1	2	25	25	50	1
V		Extension Activities(NSS,NCC, Sports & Games)						
Total			30	-	150	450	600	21
Semester - IV								
III	18 UBM409	Core- IX : Personnel Management & Industrial Relations	6	3	25	75	100	4
	18 UBM410	Core – X: Production & Materials Management.	6	3	25	75	100	4
	18 UBM411	Core – XI: Cost & Management Accounting	6	3	25	75	100	4
	18 UBM412	Core – XII : Banking Theory Law & Practice	5	3	25	75	100	3
	18 UBM4A4	Allied –IV : Management Information system	5	3	25	75	100	4
IV	18 UBM4N3/ 18 UBM4N4	NME: Retail Management/ Supply Chain Management	1	2	-	50	50	2
	18 HEC 404	Human Excellence: Social Values & Sky Yoga Practice -IV	1	2	25	25	50	1
V	18 UNC 401/ 18 UNS 402/ 18 USG 403	Extension Activities(NSS,NCC, Sports & Games)	-	-	-	50	50	1
Total:			30	-	150	500	650	23

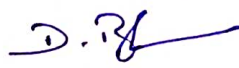

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Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester -V						
III	18 UBM513	Core-: XIII : Entrepreneurship & Project Management	6	3	25	75	100	4
	18 UBM514	Core-: XIV : Research Methods for Management	5	3	25	75	100	4
	18 UBM515	Core-: XV : Insurance Principles & Practices	5	3	25	75	100	3
	18 UBM516	Core-: XVI : International Business & Export Management	5	3	25	75	100	4
	18 UBM517	Major Elective-I : PC Software(MS Office) Theory	5	3	25	75	100	5
	18 UBM518	Major Elective-II: PC Software(MS Office) Practical	2	3	20	30	50	3
IV	18 UBM5S1/ 18 UBM5S2	SBE: (Major)Services Marketing/ Concepts of Rural Marketing Management	1	2	-	50	50	2
	18 HEC 505	Human Excellence: National Values & Sky Yoga Practice -V	1	2	25	25	50	1
IV	18 GKL 501	General Knowledge and General Awareness(SBE)	*SS	2	-	50	50	2
Total			30	-	170	530	700	28
Semester - VI								
III	18 UBM619	Core-XVII : Investment and Portfolio Management	5	3	25	75	100	4
	18 UBM620	Core-XVIII : Consumer Behaviour	5	3	25	75	100	4
	18 UBM621	Core-XIX : Advertising and Sales Promotion	6	3	25	75	100	4
	18 UBM622	Core-XX : Business Environment	5	3	25	75	100	3
	18 UBM623	Core-XXI : Project Work and Viva-Voce	-	-	20	80	100	3
	18 UBM624	Major Elective-III : Internet and E-Commerce & Information Security	5	3	25	75	100	5
	18 UBM625	Major Elective-IV: HTML Practical	2	3	20	30	50	2
IV	18 UBM6S3/ 18 UBM6S4	SBE: (Major)Logistics Management/ Agricultural Marketing Management	1	2		50	50	2
	18 HEC 606	Human Excellence: Global Values & Sky Yoga Practice -IV	1	2	25	25	50	1
Total			30	-	190	560	750	28
Grand Total			180	-	960	2940	3900	140

*SS: Self Study


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Business Administration-Syllabus

QUESTION PATTERN General Question Pattern

PART I, II & III

Max Marks 100	Internal 25	External Marks	75 Total
Section	Pattern		
PART A	1-5 Multiple choice with 4 options (One question from each unit)	5x1	5
	6-10 Short answers (One question from each unit)	5x1	5
PART B	11-15 Either Or type (One question from each unit)	5x5	25
PART C	16-21 Four out of six (Question no 16 is compulsory)	4x10	40
Total			75

Question Pattern for PART IV

Max Marks 50	External : 50		
Section	Pattern	Marks	Total
PART A	1-5 Multiple choice with 4 options	5x1	5
	6-10 Short answers (One question from each unit)	5x1	5
PART B	Answer any questions five out of eight	5x8	40
Total			50

- Communicative English and General Awareness papers include 60% Objective type of questions and 40% Descriptive type of questions.
- GK 100% Objective type of questions (Online exam).

CIA

Test – I: 2 ½ units.

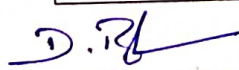
Test – II: Remaining 2 ½ units

PROJECT WORK EVALUATION

Total Mark	ESE	Breakup Mark	CIA	Breakup Mark
100	80	Project 60 Viva-Voce 20	20	Observation 15 Attendance 5

PRACTICAL EXAMINATION

Total Mark	ESE	Breakup Mark	CIA	Breakup Mark
50	30	Experiment 25 Record 5	20	Practical Skill Observation 5 Model 10 Record 5


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Course:	BBA	w.e.f 2018- 2021
Subject Code : 18 UBM 623 Title : PROJECT WORK		Semester VI
Hrs/Week	--	Credit: 3

The final year BBA student should undergo a project work during VI – semester

- ❖ The period of study is for 4 weeks.
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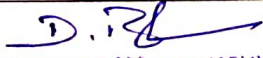

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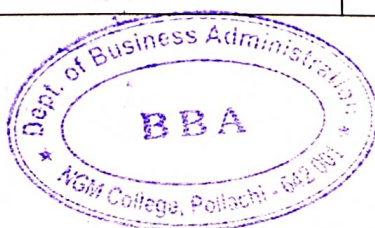



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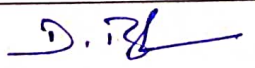
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Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester - I						
I	19 UTL 101	Tamil/Hindi/French –I	6	3	25	75	100	3
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	19 UBM 1A1	ALLIED-I : Mathematical Techniques-I	6	3	25	75	100	4
IV	19 UHR 101	Human Rights in India	1	2	-	50	50	2
	19 HEC 101	Human Excellence: Personal Values & Sky Yoga Practice -I	1	2	25	25	50	1
V		Extension activities (See Annexure –I)						
Total			30	-	150	450	600	20
Semester - II								
I	19 UTL 202	Tamil/Hindi/French –II	6	3	25	75	100	3
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	19 UBM 2A2	ALLIED –II : Business Economics	5	3	25	75	100	4
IV	19 EVS 201	Environmental Studies	2	2	--	50	50	2
	19 HEC 202	Human Excellence: Family Values & Sky Yoga Practice -II	1	2	25	25	50	1
V		Extension activities (See Annexure –I)						
Total			30	-	150	450	600	20


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Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester -III						
III	19 UBM 305	Core – V : Taxation	6	3	25	75	100	4
	19 UBM 306	Core – VI : Financial Management	5	3	25	75	100	3
	19 UBM 307	Core – VII : Marketing Management	6	3	25	75	100	4
	19 UBM 308	Core – VIII : Mercantile Law	5	3	25	75	100	3
	19 UBM 3A3	Allied – III : Mathematical Techniques - II	6	3	25	75	100	4
IV	19 UBM 3N1/ 19 UBM 3N2	NME: Intellectual Property Rights/ Rural Consumer Behaviour	1	2	-	50	50	2
	19 HEC 303	Human Excellence: Professional Values & Sky Yoga Practice -III	1	2	25	25	50	1
V		Extension activities (See Annexure –I)						
Total			30	-	150	450	600	21
Semester - IV								
III	19 UBM409	Core- IX : Personnel Management & Industrial Relations	6	3	25	75	100	4
	19 UBM410	Core – X: Production & Materials Management.	6	3	25	75	100	4
	19 UBM411	Core – XI: Cost & Management Accounting	6	3	25	75	100	4
	19 UBM412	Core – XII : Banking Theory Law & Practice	5	3	25	75	100	3
	19 UBM4A4	Allied –IV : Management Information system	5	3	25	75	100	4
IV	19 UBM4N3/ 19 UBM4N4	NME: Retail Management/ Supply Chain Management	1	2	-	50	50	2
	19 HEC 404	Human Excellence: Social Values & Sky Yoga Practice -IV	1	2	25	25	50	1
V		Extension activities (See Annexure –I)	-	-	-	50	50	1
Total:			30	-	150	500	650	23


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Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester -V						
III	19 UBM513	Core-: XIII : Entrepreneurship & Project Management	6	3	25	75	100	4
	19 UBM514	Core-: XIV : Research Methods for Management	5	3	25	75	100	4
	19 UBM515	Core-: XV : Insurance Principles & Practices	5	3	25	75	100	3
	19 UBM516	Core-: XVI : International Business & Export Management	5	3	25	75	100	4
	19 UBM517	Major Elective-I : PC Software(MS Office) Theory	5	3	25	75	100	5
	19 UBM518	Major Elective-II: PC Software(MS Office) Practical	2	3	20	30	50	3
IV	19 UBM5S1/ 19 UBM5S2	SBE: (Major)Services Marketing/ Concepts of Rural Marketing Management	1	2	-	50	50	2
	19 HEC 505	Human Excellence: National Values & Sky Yoga Practice -V	1	2	25	25	50	1
IV	19 GKL 501	General Knowledge and General Awareness(SBE)	*SS	2	-	50	50	2
Total			30	-	170	530	700	28
Semester - VI								
III	19 UBM619	Core-XVII : Investment and Portfolio Management	5	3	25	75	100	4
	19 UBM620	Core-XVIII : Consumer Behaviour	5	3	25	75	100	4
	19 UBM621	Core-XIX : Advertising and Sales Promotion	6	3	25	75	100	4
	19 UBM622	Core-XX : Business Environment	5	3	25	75	100	3
	19 UBM623	Core-XXI : Project Work and Viva-Voce	-	-	20	80	100	3
	19 UBM624	Major Elective-III : Internet and E-Commerce & Information Security	5	3	25	75	100	5
	19 UBM625	Major Elective-IV: HTML Practical	2	3	20	30	50	2
IV	19 UBM6S3/ 19 UBM6S4	SBE: (Major)Logistics Management/ Agricultural Marketing Management	1	2		50	50	2
	19 HEC 606	Human Excellence: Global Values & Sky Yoga Practice -IV	1	2	25	25	50	1
Total			30	-	190	560	750	28
Grand Total			180	-	960	2940	3900	140

*SS: Self Study

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	w.e.f 2019- 2022
Subject Code : 19 UBM 623 Title : PROJECT WORK		Semester VI
Hrs/Week	--	Credit: 3

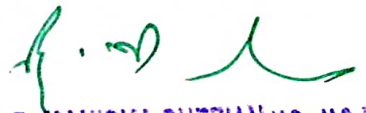
The final year BBA student should undergo a project work during VI – semester

- ❖ The period of study is for 4 weeks.
- ❖ Project work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
- ❖ Students are divided into groups and each group is guided by a mentor.
- ❖ A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report.
- ❖ Viva – voce is conducted at the end of this semester, by an external examiner and concerned mentor (internal mentor).
- ❖ Project work constitutes 100 marks, out of which 20 is internal and 80 is external marks.

Staff In charge	HOD	CDC	COE
Dr.K.Veerakumar D.Bhuvanendran T.Manikandan R.Visalakshi	Dr.K.Veerakumar	Dr.M.Durairaju	Dr. R.Muthukumaran


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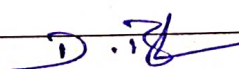



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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)

Bachelor of Business Administration (BBA) SCHEME OF EXAMINATIONS (FOR VI SEMESTERS) (With effect from 2020 - 2023 Batch onwards)

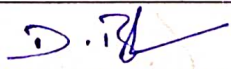
(With effect from 2020 - 2023 Batch onwards)								
Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester - I						
I	20 UTL 101	Tamil/Hindi/French –I	6	3	30	70	100	3
II	20 UEN 101	English for Enrichment –I	5	3	30	70	100	3
III	20 UBM 101	CORE-I : Principles of Business Management and & Business Organization	6	3	30	70	100	4
	20 UBM 102	CORE-II : Business Communication	5	3	30	70	100	3
	20 UBM 1A1	ALLIED-I : Mathematical Techniques-I	6	3	30	70	100	4
IV	20 UHR 101	Human Rights in India	1	2	-	50	50	2
	20 HEC 101	Human Excellence: Personal Values & Sky Yoga Practice -I	1	2	25	25	50	1
V		Extension activities (See Annexure –I)						
Total			30	-	175	425	600	20
Semester - II								
I	20 UTL 202	Tamil/Hindi/French –II	6	3	30	70	100	3
II	20 UEN 202	English for Enrichment -II	5	3	30	70	100	3
III	20 UBM 203	CORE-III : Organizational Behaviour	5	3	30	70	100	3
	20 UBM 204	CORE-IV : Financial Accounting	6	3	30	70	100	4
	20 UBM 2A2	ALLIED –II : Business Economics	5	3	30	70	100	4
IV	20 EVS 201	Environmental Studies	2	2	--	50	50	2
	20 HEC 202	Human Excellence: Family Values & Sky Yoga Practice -II	1	2	25	25	50	1
V		Extension activities (See Annexure –I)						
Total			30	-	175	425	600	20


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Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester -III						
III	20 UBM 305	Core – V : Taxation	6	3	30	70	100	4
	20 UBM 306	Core – VI : Financial Management	5	3	30	70	100	3
	20 UBM 307	Core – VII : Marketing Management	6	3	30	70	100	4
	20 UBM 308	Core – VIII : Mercantile Law	5	3	30	70	100	3
	20 UBM 3A3	Allied – III : Mathematical Techniques - II	6	3	30	70	100	4
IV	20 UBM 3N1/ 20 UBM 3N2	NME: Intellectual Property Rights/ Rural Consumer Behaviour	1	2	-	50	50	2
	20 HEC 303	Human Excellence: Professional Values & Sky Yoga Practice -III	1	2	25	25	50	1
V		Extension activities (See Annexure –I)						
Total			30	-	175	425	600	21
Semester - IV								
III	20 UBM 409	Core- IX : Personnel Management & Industrial Relations	6	3	30	70	100	4
	20 UBM 410	Core – X: Production & Materials Management.	6	3	30	70	100	4
	20 UBM 411	Core – XI: Cost & Management Accounting	6	3	30	70	100	4
	20 UBM 412	Core – XII : Banking Theory Law & Practice	5	3	30	70	100	3
	20 UBM 4A4	Allied –IV : Management Information system	5	3	30	70	100	4
IV	20 UBM 4N3/ 20 UBM 4N4	NME: Retail Management/ Supply Chain Management	1	2	-	50	50	2
	20 HEC 404	Human Excellence: Social Values & Sky Yoga Practice -IV	1	2	25	25	50	1
V		Extension activities (See Annexure –I)	-	-	-	50	50	1
Total:			30	-	175	475	650	23

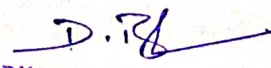

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Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester -V						
III	20 UBM 513	Core-: XIII : Entrepreneurship & Project Management	6	3	30	70	100	4
	20 UBM 514	Core-: XIV : Research Methods for Management	5	3	30	70	100	4
	20 UBM 515	Core-: XV : Insurance Principles & Practices	5	3	30	70	100	3
	20 UBM 516	Core-: XVI : International Business & Export Management	5	3	30	70	100	4
	20 UBM 517	Major Elective-I : PC Software(MS Office) Theory	5	3	30	70	100	5
	20 UBM 518	Major Elective-II: PC Software(MS Office) Practical	2	3	20	30	50	3
IV	20 UBM 5S1/ 20 UBM 5S2	SBE: (Major)Services Marketing/ Concepts of Rural Marketing Management	1	2	-	50	50	2
	20 HEC 505	Human Excellence: National Values & Sky Yoga Practice -V	1	2	25	25	50	1
IV	20 GKL 501	General Knowledge and General Awareness(SBE)	*SS	2	-	50	50	2
Total			30	-	195	505	700	28
Semester - VI								
III	20 UBM 619	Core-XVII : Investment and Portfolio Management	5	3	30	70	100	4
	20 UBM 620	Core-XVIII : Consumer Behaviour	5	3	30	70	100	4
	20 UBM 621	Core-XIX : Advertising and Sales Promotion	6	3	30	70	100	4
	20 UBM 622	Core-XX : Business Environment	5	3	30	70	100	3
	20 UBM 623	Core-XXI : Project Work and Viva-Voce	-	-	40	60	100	3
	20 UBM 624	Major Elective-III : Internet and E-Commerce & Information Security	5	3	30	70	100	5
	20 UBM 625	Major Elective-IV: HTML Practical	2	3	20	30	50	2
IV	20 UBM 6S3/ 20 UBM 6S4	SBE: (Major)Logistics Management/ Agricultural Marketing Management	1	2		50	50	2
	20 HEC 606	Human Excellence: Global Values & Sky Yoga Practice -IV	1	2	25	25	50	1
Total			30	-	235	515	750	28
Grand Total			180	-	960	2940	3900	140

*SS: Self Study


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III
Bloom's Taxonomy Based Assessment Pattern

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

1. Theory: 70 Marks

(i) TEST- I & II and ESE:

Knowledge Level	Section	Marks	Description	Total
K1	A (Answer all)	10x1=10	MCQ/Define	70
K2	B (Either or pattern)	5x4 =20	Short Answers	
K3& K4	C (Answer 4 out of 6)	4x10=40	Descriptive/ Detailed	

2. Theory: 50 Marks

Knowledge Level	Section	Marks	Description	Total
K1 & K2	A (Answer all)	10x1=10	MCQ/Define	50
K3 & K4	B (Answer 5 out of 8)	5 x 8=40	Short / Descriptive/ Detailed	

3. Practical Examinations & Project Work

Knowledge Level	Section	Marks	Total
K3	Practical & Record work and Project Work	60	100
K4		40	
K5			

IV
Components of Continuous Assessment

Components		Calculation	CIA Total
Test - I	70	$\frac{70+70+20+20+20+10}{7}$	30
Test - II	70		
Assignment	20		
Seminar/Tutorial	20		
Knowledge Enhancement	20		
Information Acquisition	10		

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	w.e.f 2020-2023
Subject Code : 20 UBM 623 Title : PROJECT WORK		Semester VI
Hrs/Week	--	Credit: 3

The final year BBA student should undergo a project work during VI – semester

- ❖ The period of study is for 4 weeks.
- ❖ Project work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
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- ❖ A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report.
- ❖ Viva – voce is conducted at the end of this semester, by an external examiner and concerned mentor (internal mentor).
- ❖ Project work constitutes 100 marks, out of which 40 is internal and 60 is external marks.

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