

# SYLLABUS



## B.B.A (BACHELOR OF BUSINESS ADMINISTRATION)

Institute Of Professional  
Management Studies

### SCHEME OF EXAMINATIONS – CBCS PATTERN

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations			Credits	
				Dur. Hrs.	CIA	Marks		Total Marks
<b>SEMESTER –I</b>								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Principles of Management		5	3	25	75	100	4
III	Core II – Basics of Business and Business Environment		5	3	20	55	75	3
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
<b>SEMESTER –II</b>								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
<b>SEMESTER –III</b>								
III	Core V – Financial Accounting		5	3	25	75	100	4
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII - PC Software (MS Office) – Practical		5	3	30	45	75	3
III	Allied : III – Business Law		5	3	25	75	100	4
IV	Skill based Subject-1 : Communication Skills I ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-I Yoga for Human Excellence # / Women's Rights # Constitution of India #		2	-	50		50	2
<b>SEMESTER –IV</b>								
III	Core IX - Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – Financial Accounting Package – Tally (Practical only)		5	3	30	45	75	3
III	Core XII – Management Information System		5	3	25	75	100	4
III	Allied : IV – Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-2 : Communication Skills II ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50		50	2

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SEMESTER – V							
III	Core XIII – Cost & Management Accounting	6	3	25	75	100	4
III	Core XIV – Research Methods for Management	5	3	25	75	100	4
III	Core XV - Advertising and Sales Promotion	5	3	25	75	100	4
III	Core XVI – Insurance Principles and Practice	6	3	25	75	100	4
III	Skill Enhancer: Institutional Training *	-	-	50	-	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Campus to Corporate ^	3	3	30	45	75	3
SEMESTER – VI							
III	Core XVII – Entrepreneurship and Small Business Management	6	3	25	75	100	4
III	Core XVIII - Investment Management	6	3	25	75	100	4
III	Core XIX – Services Marketing	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject –4 : Soft Skills for Business ^	3	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
<b>TOTAL</b>		-	-	-	-	<b>3500</b>	<b>140</b>

\$ Includes 25%/40% continuous internal assessment marks for theory and practical papers respectively.

No University Examinations. Only Continuous Internal Assessment (CIA)

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List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	<b>A</b>	Portfolio Analysis and Management
	<b>B</b>	Modern Office Management
	<b>C</b>	Company Law and Secretarial Practice
	<b>D</b>	Customer Relationship Management
Elective – II	<b>A</b>	Banking Law and Practice
	<b>B</b>	Industrial Relations and Labour Laws
	<b>C</b>	Strategic Management
	<b>D</b>	Consumer Behaviour
Elective - III	<b>A</b>	E-Commerce
	<b>B</b>	Project Work & Viva-Voce
	<b>C</b>	Financial Services
	<b>D</b>	Global Business Management

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment )