

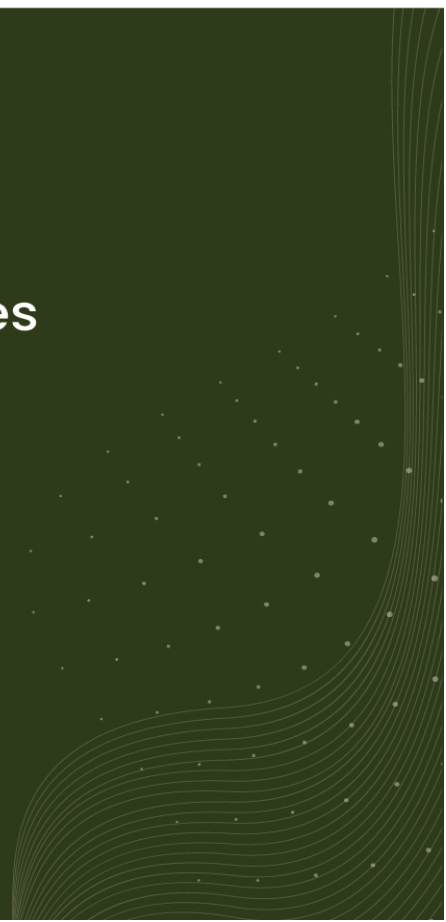
JEPPIAAR
— UNIVERSITY —



Curriculum and Syllabus
(Regulations 2022)

**School of Arts, Humanities
& Management**

B.B.A





SCHOOL OF ARTS, HUMANITIES AND MANAGEMENT

R-2022

BBA

ABSTRACT OF CREDITS

SEMESTER	CREDITS
1	21
2	22
3	25
4	26
5	25
6	21
Total	140

SEMESTER – I							
S.No	Course Category	Sub. Code	Course Title	L	T	P	C
1	Language	AENG1001	English I	3	0	0	3
2	Language	ATAM1001/ ABTA1001	Tamil I/ BASIC TAMIL I	3	0	0	3
3	Course Core 1	BBA11001	Financial Accounting	4	0	0	4
4	Course Core 2	BBA11002	Management Principles	4	0	0	4
5	Course Allied 1	BBA21001	Managerial Economics	4	0	0	4
6	Course Practical 1	ABC41001	Business Communication	0	0	4	2
7	Ability Enhancement Activity (AEA)	ASPD5101	Soft Skills - Personality Development	0	0	2	1
Total				18	0	6	21

SEMESTER – II							
S.No	Course Category	Sub.Code	Course Title	L	T	P	C
1	language	AENG2002	English II	3	0	0	3
2	language	ATAM2002/ ABTA2002	Tamil II/ BASIC TAMIL-II	3	0	0	3
3	Course Core 3	BMA12003	Management Accounting	4	0	0	4
4	Course Core 4	BBE12004	Business Environment	4	0	0	4
5	Course Allied 2	BBS22002	Business Statistics	4	0	0	4
6	Course Practical 6	BCA42002	Computer Application in Business Laboratory	0	0	4	2
7	Ability Enhancement Activity (AEA)	BCPL5202	Computer Practices Laboratory	0	0	2	1
8	Extra Academic Activity (EAA)	AEEA6202	NCC/NSS/YRC/YI/IIC/ Rotaract	0	0	2	1
TOTAL				18	0	8	22

SEMESTER – III							
S.No	Course Category	Sub.Code	Course Title	L	T	P	C
1	Language	AENG3003	English III	3	0	0	3
2	Language	ATAM3003/ ABTA3003	Tamil III/ BASIC TAMIL-III	3	0	0	3
3	Course Core 5	BHR13005	Human Resource Management	4	0	0	4
4	Course Core 6	BAS13006	Advertising Management and Sales Promotion	4	0	0	4
5	Course Core 7	BBL13007	Business Law	4	0	0	4
6	Course Allied 3	BIT23003	International Trade	3	0	0	3
7	Common Course	BES73001	Environmental Studies	2	0	0	2
8	Ability Enhancement Activity (AEA)	AEA53003	Managerial Skills	2	0	0	2
TOTAL				25	0	0	25

SEMESTER – IV							
S.No	Course Category	Sub.Code	Course Title	L	T	P	C
1	Language	AENG4004	English IV	3	0	0	3
2	Language	ATAM4004 ABTA4004	Tamil IV BASIC TAMIL-IV	3	0	0	3
3	Course Core 8	BMM14008	Marketing Management	4	0	0	4
4	Course Core 9	BFS14009	Financial Services	4	0	0	4
5	Course Core 10	BMI14010	Management Information System	4	0	0	4
6	Course Allied 4	BOR24004	Elements of Operations Research	3	0	0	3
7	Common Course	BVE73002	Value Education	2	0	0	2
8	Ability Enhancement Activity (AEA)	AEA54004	Tally Lab	2	0	0	2
9	Extra Academic Activity (EAA)	AEAA6404	NCC/NSS/YRC/YI/IIC/Rotaract	0	0	2	1
TOTAL				25	0	2	26

SEMESTER – V							
S.No	Course Category	Sub.Code	Course Title	L	T	P	C
1.	Course Core 11	BFM15011	Financial Management	4	0	0	4
2.	Course Core 12	BRM15012	Research Methodology	4	0	0	4
3.	Course Core 13	BOM15013	Operations Management	4	0	0	4
4.	Course Core 14	BSM15014	Services Marketing	4	0	0	4
5.	Elective 1	BED35001 BLS35002	1. Entrepreneurial Development 2. Logistics and Supply Chain Management	3	0	0	3
6.	Course Practical II	BTA45003	Research Lab	0	0	4	2
7.	Ability Enhancement Activity (AEA)	AEA55005	Employability skills	2	0	0	2
8.	Ability Enhancement Activity (AEA)	AEE55006	INTERNSHIP	0	2	0	2
TOTAL				21	2	4	25

SEMESTER – VI							
S.No	Course Category	Sub.Code	Course Title	L	T	P	C
1.	Course Core 15	BMM16015	Materials Management	4	0	0	4
2.	Course Core 16	BOB16016	Organisational Behaviour	4	0	0	4
3.	Course Core 17	BBT16017	Business Taxation	4	0	0	4
4.	Elective II	BCM36003	1. Competency Mapping	3	0	0	3
		BEB36004	2. Digital Marketing				
5.	Compulsory Project	BPR46006	Project	0	5	0	5
6.	Extra Academic Activity (EAA)	AEAA6106	NCC/NSS/YRC/YI/IIC/ Rotaract	0	0	2	1
TOTAL				19	5	2	21