

SCHOOL OF DISTANCE EDUCATION (ONLINE MODE)**BHARATHIAR UNIVERSITY, COIMBATORE-641 046****B.B.A. (Bachelor of Business Administration)**

(For the students admitted from the academic year 2022-2023 onwards)

Title of the Course	Credits	Examinations		
		CIA	ESE	Total
SEMESTER –I				
Language-I	4	25	75	100
English-I	4	25	75	100
Core I – Principles of Management	4	25	75	100
Core II –Basics of Business and Business Environment	3	20	55	75
Allied Paper I – Mathematics and Statistics for Management	4	25	75	100
SEMESTER –II				
Language-II	4	25	75	100
English-II	4	25	75	100
Core III – Organizational Behavior	3	20	55	75
Core IV – Economics for Executives	4	25	75	100
Allied Paper II –Quantitative Techniques for Management	4	25	75	100
SEMESTER –III				
Core V – Financial Accounting	4	25	75	100
Core VI – Production and Material Management	4	25	75	100
Core VII – Marketing Management	4	25	75	100
Core VIII - PC Software (MS Office) – Practical	3	30	45	75
Allied : III – Business Law	4	25	75	100
SEMESTER –IV				
Core IX - Human Resource Management	4	25	75	100
Core X – Financial Management	4	25	75	100
Core XI – Financial Accounting Package –Tally (Practical only)	3	30	45	75
Core XII –Management Information System	4	25	75	100
Allied : IV– Taxation Law and Practice	4	25	75	100
SEMESTER –V				
Core XIII – Cost & Management Accounting	4	25	75	100
Core XIV – Research Methods for Management	4	25	75	100
Core XV - Advertising and Sales Promotion	4	25	75	100
Core XVI – Business Correspondence	4	25	75	100
Skill Enhancer : Institutional Training	2	10	40	50
Elective –I: Modern Office Management	4	25	75	100
SEMESTER –VI				
Core XVII – Entrepreneurship and Small Business Management	4	25	75	100
Core XVIII - Investment Management	4	25	75	100
Core XIX – Services Marketing	4	25	75	100
Elective –II : Industrial Relations and Labour Laws	4	25	75	100
Elective –III : E-Commerce	4	25	75	100
TOTAL	118	-	-	2950

Credit Score Details

Credit Value of the course	No of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study Hours including (SSA) Assessment etc.	Total Hours Of Study (THS) (based on 30 hours per credit)
		Synchronous Online Counselling/Webinars/ Interactive Live Lectures (OCWILL) (1 hour per week)	Discussion Forum/ asynchronous Mentoring (DFM) (2 hours per week)	e-Tutorial (eT) in hours	e-Content (eC) hours		
3 credits	9 weeks	9 hours	18 hours	15	15	33	90
4 credits	12 weeks	12 hours	24 hours	20	20	44	120