**BHARATHIAR UNIVERSITY, COIMBATORE-641 046**

(For the students admitted from the academic year 2021-2022 onwards)

**SCHEME OF EXAMINATIONS – CBCS Pattern**

**B.B.A. (Bachelor of Business Administration – Retail Management)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Part | | Study Components | Course Title | **Ins. Hrs /**  **Week** | **Examinations** | | | | | **Credits** |
| **Dur.**  **Hrs.** | **CIA** | | **Marks** | **Total**  **Marks** |
| **SEMESTER –I** | | | | | | | | | | |
| I | | Language-I | | 6 | 3 | 50 | | 50 | 100 | 4 |
| II | | English-I | | 6 | 3 | 50 | | 50 | 100 | 4 |
| III | | Core I – Principles of Management | | 5 | 3 | 50 | | 50 | 100 | 4 |
| III | | Core II –Basics of Business and Business Environment | | 5 | 3 | 30 | | 45 | 75 | 3 |
| III | | Allied Paper I – Mathematics and Statistics for Management | | 6 | 3 | 50 | | 50 | 100 | 4 |
| IV | | Environmental Studies # | | 2 | - | - | | 50 | 50 | 2 |
| **SEMESTER –II** | | | | | | | | | | |
| I | | Language-II | | 6 | 3 | 50 | | 50 | 100 | 4 |
| II | | English-II | | 6 | 3 | 50 | | 50 | 100 | 4 |
| III | | Core III – Organizational Behavior | | 5 | 3 | 30 | | 45 | 75 | 3 |
| III | | Core IV – Economics for Executives | | 5 | 3 | 50 | | 50 | 100 | 4 |
| III | | Allied Paper II –Quantitative Techniques for Management | | 6 | 3 | 50 | | 50 | 100 | 4 |
| IV | | Value Education – Human Rights # | | 2 | - | - | | 50 | 50 | 2 |
| **SEMESTER –III** | | | | | | | | | | |
| III | | Core V – Financial Accounting | | 4 | 3 | 50 | | 50 | 100 | 4 |
| III | | Core VI – Production and Material Management | | 5 | 3 | 50 | | 50 | 100 | 4 |
| III | | Core VII – Marketing Management | | 5 | 3 | 50 | | 50 | 100 | 4 |
| III | | Core VIII - PC Software (MS Office ) – Practical | | 5 | 3 | 30 | | 45 | 75 | 3 |
| III | | Allied : III – Business Law | | 5 | 3 | 50 | | 50 | 100 | 4 |
| IV | | Skill based Subject-1 Communication Skills I ^ | | 4 | 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 |
| **SEMESTER –IV** | | | | | | | | | | |  |
| III | | Core IX - Human Resource Management | | 5 | 3 | 50 | | 50 | 100 | 4 |
| III | | Core X – Financial Management | | 5 | 3 | 50 | | 50 | 100 | 4 |
| III | | Core XI –Management Information System | | 4 | 3 | 30 | | 45 | 75 | 3 |
| III | | Core XII – Financial Accounting Package – Tally  (Practical only) | | 4 | 3 | 30 | | 45 | 75 | 3 |
| III | | Allied : IV– Taxation Law and Practice | | 4 | 3 | 30 | | 45 | 75 | 3 |
| IV | | Skill based Subject-2 : Communication Skills II ^ | | 3 | 3 | 30 | | 45 | 75 | 3 |
| IV | | Skill based Subject-3: Naan Mudhalvan – Office  Fundamentalshttp://kb.naanmudhalvan.in/Bharathiar\_University\_(BU) | | 3 | 3 | 25 | | 25 | 50\*\* | 2 |
| IV | | Tamil @ / Advanced Tamil #(or)  Non-major elective-II : General Awareness # | | 2 | - | 50 | | | 50 | 2 |
| **SEMESTER –V** | | | | | | | | | | |
| III | Core XIII – Cost & Management Accounting | | | 5 | 3 | 50 | 50 | | 100 | 4 |
| III | Core XIV – Research Methods for Management | | | 6 | 3 | 50 | 50 | | 100 | 4 |
| III | Core XV –Retail Supply Chain Management | | | 5 | 3 | 50 | 50 | | 100 | 4 |
| III | Core XV – Retail Operations, Systems and Inventory | | | 6 | 3 | 50 | 50 | | 100 | 4 |
| III | Skill Enhancer: Institutional Training ^ | | | - | - | 25 | 25 | | 50 | 2 |
| III | Elective –I: | | | 4 | 3 | 50 | 50 | | 100 | 4 |
| IV | Skill based Subject –4 : Campus to Corporate ^ | | | 3 | 3 | 30 | 45 | | 75 | 3 |
| IV | ***Skill Based Subject 5 :*** Naan Mudhalvan: Management and market strategies for employability  http://kb.naanmudhalvan.in/Bharathiar\_University\_(BU) | | |  |  | 50 | 50 | | 100 | 2 |
| **SEMESTER –VI** | | | | | | | | | | |
| III | Core XVII – Entrepreneurship and Small Business Management | | | 6 | 3 | 50 | 50 | | 100 | 4 |
| III | Core XVIII – Retail Advertisement and Promotion | | | 5 | 3 | 50 | 50 | | 100 | 4 |
| III | Core XIX – Channel Management | | | 5 | 3 | 50 | 50 | | 100 | 4 |
| III | Elective –II : | | | 4 | 3 | 30 | 45 | | 75 | 3 |
| III | Elective –III : | | | 4 | 3 | 30 | 45 | | 75 | 3 |
| IV | Skill Based Subject 6 : Soft Skills for Business ^ | | | 3 | 3 | 30 | 45 | | 75 | 3 |
| IV | ***Skill Based Subject-7*** Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing/ Operational Logistics)  http://kb.naanmudhalvan.in/Bharathiar\_University\_(BU) | | | 3 | 3 | 25 | 25 | | 50\*\* | 2 |
| V | Extension Activities @ | | | - | - | 50 | - | | 50 | 2 |
|  | **TOTAL** | | | - | - |  |  | | **3600** | **142** |

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA) University Examination – Refer the detailed note on this curricular component. # No Continuous Internal Assessment (CIA). Only University Examinations.

$ Industrial Visit Mandatory

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) &

Viva Voce- 50 marks (External) ☹ 50 marks for Internal Assessment & 50 marks for External Assessment)

\*\* Naan Mudhalvan- Skill Courses- 25 marks will be assessed by Industry and Internal 25 marks will be assessed by the respective Course teacher.