

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

### **Eligibility**

- a. A pass in the Higher Secondary Examination (+2) , conducted by the Government of Tamil Nadu or any other examination as equivalent thereto
- b. A pass in three year Diploma Course conducted by the Govt. of Tamil Nadu
- c. Candidates who have discontinued their studies in any year of the B.A., or B.Sc., or B.Com.
- d. Candidates who have qualified for M.A., or M.Sc., Degree are eligible for admission to the First Year only.

### **Course Duration:**

3 Years – (Non-Semester System)

<b>COURSE : B. B. A. (Bachelor of Business Administration)</b>			
<b>MEDIUM : English</b>			
<b>COURSE CODE : 5012</b>			
<b>Year</b>	<b>S.NO</b>	<b>PAPER NAME</b>	<b>EXAMINATION CODE</b>
<b>I</b>	1	Business Communication and Office Management	<b>UBBA01</b>
	2	Economic Analysis	<b>UBBA02</b>
	3	Banking Law and Practice	<b>UBBA03</b>
	4	Financial Accounting and Cost Accounting	<b>UBBA04</b>
	5	Money Banking Trade and Transport	<b>UBBA05</b>
<b>II</b>	1	Principles of Management and Environment of Business	<b>UBBA06</b>
	2	Business Statistics and Mathematics	<b>UBBA07</b>
	3	Entrepreneurship	<b>UBBA08</b>
	4	Business Law	<b>UBBA09</b>
	5	Organizational Behaviour and Personality Development	<b>UBBA10</b>
	6	Part IV – General Knowledge	<b>UKGL01</b>

<b>III</b>	1	Production Management and Materials Management	<b>UBBA11</b>
	2	Marketing Management	<b>UBBA12</b>
	3	Human Resource Management	<b>UBBA13</b>
	4	Financial Management	<b>UBBA14</b>
	5	Computer Application in Business	<b>UBBA15</b>
	6	Part V – Environmental Studies	<b>UENS01</b>

#### **Part IV – General Knowledge [UGKL01]**

This is a compulsory paper common for all U.G. Courses. Students have to write Examination on this paper at the end of the Second Year

#### **Part V – Environmental Studies [UENS01]**

This is a compulsory paper common for all U.G. Courses. Students have to write Examination on this paper at the end of the Third Year.

#### **Scheme of Examination**

Duration: 3 Hrs. Maximum: - 100 Marks Passing Min.: - 35 Marks