

K. N. Govt. Arts College for Women (Autonomous), Thanjavur - 7.

B.B.A., - CBCS

(Course Structure for Students admitted from 2015 onwards)

Sem.	Part	Course	Sub. Code	Title of the Course	Inst. Hours	Credits	Exam. Hrs.	IA	EE	Total
I	I	LC - I	15K1T1	செய்யுள் (இக்கால இலக்கியம்) சிறுகதை, இலக்கிய வரலாறு பயன்முறைத்தமிழ்	6	3	3	25	75	100
	II	ELC - I	15K1E1	ENGLISH FOR COMMUNICATION - I	6	3	3	25	75	100
	III	CC - I	15K1BB01	Principles of Management	6	5	3	25	75	100
		AC - I	15K1BBABB1	Marketing Management	6	4	3	25	75	100
		AC - II	15K1BBABB2	Managerial Skills	4	4	3	25	75	100
	IV	ES	15K1ES	Environmental Studies	2	2	3	25	75	100
				Total	30	21		150	450	600
II	I	LC - II	15K2T2	செய்யுள் (இடைக்கால இலக்கியம்) புதினம், தமிழில் பிற சொற் கலப்பு, இலக்கிய வரலாறு	6	3	3	25	75	100
	II	ELC - II	15K2E2	ENGLISH FOR COMMUNICATION - II	6	3	3	25	75	100
	III	CC - II	15K2BB02	Human Resource Management	5	5	3	25	75	100
		AC - III	15K2BBAS1	Statistics and Mathematics for Management	5	3	3	25	75	100
		AC - IV	15K2BBABB3	Managerial Economics	4	3	3	25	75	100
	IV	NME - I	15K2BBELO1	An Introduction to Principles of Management	2	2	3	25	75	100
		VE	15K2VE	VALUE EDUCATION	2	2	3	25	75	100
				Total	30	21		175	525	700
III	I	LC - III	15K3T3	செய்யுள் (காப்பியங்கள்) உரைநடை, அலுவல் முறை மடல்கள், இலக்கிய வரலாறு	6	3	3	25	75	100
	II	ELC - III	15K3E3	English for Communication - III	6	3	3	25	75	100
	III	CC - III	15K3BB03	Financial and Management Accounting	7	5	3	25	75	100
		CC - IV	15K3BB04	Business Law	6	5	3	25	75	100
		AC - V	15K3BBABB4	Advertising and Sales Promotion	5	3	3	25	75	100
		SS1	15K3SSBB1	English and Logical Reasoning		5	3			100
				Total	30	19		125	375	600

Sem.	Part	Course	Sub. Code	Title of the Course	Inst, Hours	Credits	Exam. Hrs.	IA	EE	Total
IV	I	LC - IV	15K4T4	செய்யுள், (சங்க இலக்கியம் நீதி இலக்கியம்) நாடகம் இலக்கிய வரலாறு, பொதுக்கட்டுரை	6	3	3	25	75	100
	II	ELC - IV	15K4E4	English for Communication - IV	6	3	3	25	75	100
		CC - V	15K4BB05	Retail Management - I	5	5	3	25	75	100
	III	CC-VI	15K4BB06	Organizational Behaviour	5	5	3	25	75	100
		AC - VI	15K4BBABB5	Business Environment	6	3	3	25	75	100
	IV	Skill Based Elective I	15K4SBEC1	Life Skills	2	4	3	25	75	100
		EA	15K4EA	Extension Activities		1				
		CCSS	15K4SSBB2	Quantitative Aptitude		5	3			
			Total	30	24		150	450	600	
V	III	CC - VII	15K5BB07	Buyer Behaviour	7	5	3	25	75	100
		CC - VIII	15K5BB08	Retail Management - II	6	4	3	25	75	100
		CC - IX	15K5BB09	International Business Management	6	4	3	25	75	100
		MBE - I	15K5BBELBB1	Enterpreneurial Development	5	5	3	25	75	100
	IV	NME - II	15K5BBELO2	An Introduction to Organizational Behaviour	2	2	3	25	75	100
		Skill Based Elective II	15K5SBEC2	Soft Skills	2	4	3	25	75	100
		Skill Based Elective III	15K5SBEC3	Communication and Career Development	2	4	3	25	75	100
				Total	30	28		175	525	600
VI	III	CC - X	15K6BB10	Retail Marketing	6	4	3	25	75	100
		CC - X	15K6BB11	Production Management	4	4	3	25	75	100
		CC - XI	15K6BB12	Retail Sales Promotion	4	4	3	25	75	100
		CC - XIII	15K6BB13	Business Communications	6	5	3	25	75	100
		MBE - II	15K6BBELBB2	Computer Literacy for Managers	5	5	3	25	75	100
		MBE - III	15K6BBELBB3	Financial Services	4	4	3	25	75	100
	V	Gender Studies	15K6GS	Gender Studies	1	1	3	25	75	100
				Total	30	27		175	525	700
			Grand Total	180	140		325	975	3800	