

DEPARTMENT OF BUSINESS ADMINISTRATION
UG BBA RETAIL MANAGEMENT
MINUTES OF THE BOARD OF STUDIES MEETING CONDUCTED ON
15.07.2025

The Internal Board of studies meeting was conducted on 15.07.2025 at 10.00 am and the following changes were made in the syllabus and a new course structure was prepared based on the Naan Mudhalvan scheme and with consultation and suggestion received from the members of the board.

Members present: Dr.M.Lakshmi Bala - Head of the Department
Dr.G.S.Subashini - Member
Dr. A.Manimala - Member
Mrs.R.Megala - Member

The following changes were incorporated:

1. Second year BBA- Third semester:

It was decided to remove 23K3BBSEC5 (New Venture Development) and allot that hours and credit to **Naan Mudalvan course – “Foundation of Digital Marketing”**

NMO paper-It was decided to introduce 23K3NMOBB- “New Venture Development” as NMO paper for those students who are unable to appear for Naan Mudalvan exam.

2. Third year BBA- Fifth semester:

It was decided to reduce to one hour from 23K5BBECBB5:3 Financial services and 1 hour from project. (23K5BBECBB6PW) to allot that 2 hours to **Naan Mudalvan course – “Career Skill Enhancement and Employability Readiness)”** with 2 additional credits . Total credits 145.

NMO paper-It was decided to introduce “23K5NMOBB-Digital Marketing” as NMO paper for those students who are unable to appear for Naan Mudalvan exam.

S.No	Name & designation	Mobile No		Signature
1	Dr. M.Lakshmi Bala Head, Dept of Business Admn Kunthavai Naacchiyaar Govt Arts College for Women, Thanjavur-7	9843362600	CHAIRMAN	
2	Dr.G.S.Subashini Asst Professor Department of Business Admn Kunthavai Naacchiyaar Govt Arts College for Women, Thanjavur Thanjavur-7	9486959383	MEMBER	

3	Dr. A.Manimala Asst Professor Department of Business Admn Kunthavai Naacchiyaar Govt Arts College for Women, Thanjavur, Thanjavur-7	9043690799	MEMBER	 15/7/25
4	Mrs.R.Megala Lecturer Department of Business Admn Kunthavai Naacchiyaar Govt Arts College for Women, Thanjavur, Thanjavur-7	9360653255	MEMBER	—


15/07/2025
PRINCIPAL i/c

COURSE STRUCTURE 2023-24 I I BBA (2024 batch) – 3 SEMESTER-14/7/25 BoS

Sem	Part	Course	Subject Code	Title of the Paper	Inst. Hrs.	Credit	Exam. Hrs.	Marks		Total
								Int.	Ext.	
I	I	Tamil	23K1T1	பொது தமிழ் I	6	3	3	25	75	100
	II	English	23K1E1	ENGLISH	6	3	3	25	75	100
	III	CC 1	23K1BB01	Principles of Management	5	5	3	25	75	100
		CC 2	23K1BB02	Accounting for Managers I	5	5	3	25	75	100
		EC 1	23K1BBECBB1:1/ 23K1BBECBB1:2	Managerial Economics (OR) Retail Management	4	3	3	25	75	100
	IV	SEC 1	23K1BBSEC1	Basics of Event management	2	2	3	25	75	100
		FC	23K1BBFC	Managerial Communication	2	2	3	25	75	100
	Total				30	23				700
II	I	Tamil	23K2T2	பொது தமிழ் II	6	3	3	25	75	100
	II	English	23K2E2	ENGLISH	4	3	3	25	75	100
	III	CC 3	23K2BB03	Marketing Management	5	5	3	25	75	100
		CC 4	23K2BB04	Accounting for Managers II	5	5	3	25	75	100
		EC 2	23K2BBECBB2:1 23K2BBECBB2:2	International Business (OR) Advertising & Sales Promotion	4	3	3	25	75	100
	IV	SEC 2	23K2BBSEC2	Managerial skill Development	2	2	3	25	75	100
		SEC 3	23K2BBSEC3	Business Etiquette and Corporate grooming	2	2	3	25	75	100
		NM	23K2NM	Overview of English Communication	2	2		25	75	100
		NMO	23K2NMOBB	Business Environment						
	Total				30	25				800
III	I	Tamil	23K3T3	பொது தமிழ் III	6	3	3	25	75	100
	II	English	23K3E3	ENGLISH	6	3	3	25	75	100
	III	CC 5	23K3BB05	Organizational Behavior	5	5	3	25	75	100
		CC 6	23K3BB06	Financial Management	5	5	3	25	75	100
		EC 3	23K3BBECBB3:1/ 23K3BBECBB3:2	Business Statistics (OR) Company law	4	3	3	25	75	100
	IV	SEC 4	23K3BBSEC4	Computer applications in Business	1	1	3	25	75	100
			23K3NM	Career Skill Enhancement and Employability	2	2	3	25	75	100
			23K3NMOBB	Digital Marketing						
				EVS	1	0	0			
		ECC1	23K3BBECC1:1/ 23K3BBECC1:2	English and Logical reasoning (or) MOOsC	-	3	3	-	100	100
					-	3	-	-	-	-
		ECC2	23K3BBECC2	Add on Course	-	4	-	-	100	100
	Total				30	22				700

For 2023-24
BBA-1000 14/7/25

Sem	Part	Course	Subject Code	Title of the Paper	Inst.Hrs.	Credit	Exam. Hrs.	Marks	Total	Sem	
IV	I	Tamil	23K4T4	பொது தமிழ் IV	6	3	3	25	75	100	
	II	English	23K4E4	ENGLISH	6	3	3	25	75	100	
	III	CC 7	23K4BB07	Retail operations, systems and inventory	5	5	3	25	75	100	
		CC 8	23K4BB08	Business Regulatory framework	5	5	3	25	75	100	
		EC 4	23K4BBECS4:1 23K4BBECBB4:2	Operations Research (OR) Banking law & Practice	3	3	3	25	75	100	
	IV	SEC 5	23K4BBSEC5	Management concepts in Thirukkural	2	2	3	25	75	100	
		SEC 6	23K4BBSEC6	Intellectual Property Rights	2	2	3	25	75	100	
			23K4EVS	EVS	1	2	3	25	75	100	
		ECC3	23K4BBECC3:1/	Quantitative Aptitude (OR)	-	3	3	-	100	100	
			23K4BBECC3:2	MOOC	-	3	-	-	-	-	
Total					30	25				800	
V	III	CC 9	23K5BB09	Human Resource Management	5	4	3	25	75	100	
		CC 10	23K5BB10	Research Methodology	5	4	3	25	75	100	
		CC 11	23K5BB11	Business Taxation	5	4	3	25	75	100	
		CC 12	23K5BB12	Retail Supply Chain management	5	4	3	25	75	100	
		EC 5	23K5BBECBB5:1/ 23K5BBECBB5:2/ 23K5BBECBB5:3	Digital Marketing (or) Management Information System/Financial services	4	3	3	25	75	100	
	IV	EC 6	23K5BBECBB6 PW	Project with viva-voce	4	3	3	20	80	100	
		VE	23K5VE	Value Education	2	2	3	25	75	100	
			23K5I	Summer Internship /Industrial Training	0	2					
	Total					30	26				700
	VI	III	CC 13	23K6BB13	Entrepreneurial Development	6	4	3	25	75	100
CC 14			23K6BB14	Channel Management	6	4	3	25	75	100	
CC 15			23K6BB15	Productions and Materials Management	6	4		25	75	100	
EC 7			23K6BBECBB7:1/ 23K6BBECBB7:2/ 23K6BBECBB7:3	Merchandising Management/ Franchise operations Management/Service marketing	5	3	3	25	75	100	
EC 8			23K6BBECBB8:1/ 23K6BBECBB8:2/ 23K6BBECBB8:3	Consumer Behaviour (or)e business (or) Strategic Management	5	3	3	25	75	100	
V		SEC7	23K6BBSEC7	Office Management	2	2	3	25	75	100	
		GS	23K6GS	Gender Studies	1	1	3	25	75	100	
		Ext AC	23K6EA	Extension Activities	0	1					
Total					30	22				700	
Grand Total					180	143				4400	

For 2023-24
(BBA-4th)

COURSE STRUCTURE 2023-24 BBA Retail Management - 15/7/2025

Sem	Part	Course	Subject Code	Title of the Paper	Inst. Hrs.	Credit	Exam. Hrs.	Marks		Total
								Int.	Ext.	
I	I	Tamil	23K1T1	பொது தமிழ் I	6	3	3	25	75	100
	II	English	23K1E1	ENGLISH	6	3	3	25	75	100
	III	CC 1	23K1BB01	Principles of Management	5	5	3	25	75	100
		CC 2	23K1BB02	Accounting for Managers I	5	5	3	25	75	100
		EC 1	23K1BBECBB1:1/ 23K1BBECBB1:2	Managerial Economics (OR) Retail Management	4	3	3	25	75	100
	IV	SEC 1	23K1BBSEC1	Basics of Event management	2	2	3	25	75	100
		FC	23K1BBFC	Managerial Communication	2	2	3	25	75	100
	Total				30	23				700
II	I	Tamil	23K2T2	பொது தமிழ் II	6	3	3	25	75	100
	II	English	23K2E2	ENGLISH	6	3	3	25	75	100
	III	CC 3	23K2BB03	Marketing Management	5	5	3	25	75	100
		CC 4	23K2BB04	Accounting for Managers II	5	5	3	25	75	100
		EC 2	23K2BBECBB2:1 23K2BBECBB2:2	International Business (OR) Advertising & Sales Promotion	4	3	3	25	75	100
	IV	SEC 2	23K2BBSEC2	Managerial skill Development	2	2	3	25	75	100
		SEC 3	23K2BBSEC3	Business Etiquette and Corporate grooming	2	2	3	25	75	100
	Total				30	23				700
III	I	Tamil	23K3T3	பொது தமிழ் III	6	3	3	25	75	100
	II	English	23K3E3	ENGLISH	6	3	3	25	75	100
	III	CC 5	23K3BB05	Organizational Behavior	5	5	3	25	75	100
		CC 6	23K3BB06	Financial Management	5	5	3	25	75	100
		EC 3	23K3BBECBB3:1/ 23K3BBECBB3:2	Business Statistics (OR) Company law	4	3	3	25	75	100
	IV	SEC 4	23K3BBSEC4	Computer applications in Business	1	1	3	25	75	100
		SEC 5	23K3BBSEC5	New Venture Development	2	2	3	25	75	100
				EVS	1	0	0			
		ECC1	23K3BBECC1:1/ 23K3BBECC1:2	English and Logical reasoning (or) MOOC	-	3	3	-	-	100
					-	3	-	-	-	-
		ECC2	23K3BBECC2	Add on Course	-	4	-	-	-	100
	Total				30	22				700

For 2023-24
(BBA-H20)

Sem	Part	Course	Subject Code	Title of the Paper	Inst. Hrs.	Credit	Exam. Hrs.	Marks	Total	Sem
IV	I	Tamil	23K4T4	பொது தமிழ் IV	6	3	3	25	75	100
	II	English	23K4E4	ENGLISH	6	3	3	25	75	100
	III	CC 7	23K4BB07	Retail operations, systems and inventory	5	5	3	25	75	100
		CC 8	23K4BB08	Business Regulatory framework	5	5	3	25	75	100
	IV	EC 4	23K4BBECBB4:1/ 23K3BBECBB4:2	Operations Research (OR) Banking law & Practice	3	3	3	25	75	100
		SEC 6	23K4BBSEC6	Management concepts in Thirukkural	2	2	3	25	75	100
		SEC 7	23K4BBSEC7	Intellectual Property Rights	2	2	3	25	75	100
			23K4EVS	EVS	1	2	3	25	75	100
		ECC3	23K3BBECC3:1/	Quantitative Aptitude (OR)	-	3	3	-	100	100
			23K3BBECC3:2	MOOC	-	3	-	-	-	-
Total					30	25				800
V	III	CC 9	23K5BB09	Human Resource Management	5	4	3	25	75	100
		CC 10	23K5BB10	Research Methodology	5	4	3	25	75	100
		CC 11	23K5BB11	Business Taxation	5	4	3	25	75	100
		CC12	23K5BB12	Retail Supply Chain management	5	4	3	25	75	100
		EC 5	23K5BBECBB5:1/ 23K5BBECBB5:2/ 23K5BBECBB5:3	Digital Marketing (or) Management Information System/Financial services	4	3	3	25	75	100
	IV	EC 6	23K5BBECBB6 PW	Project with viva-voce	4	3	3	20	80	100
		VE	23K5VE	Value Education	2	2	3	25	75	100
			23K5I	Summer Internship /Industrial Training	0	2				
	Total				30	26				700
VI	III	CC 13	23K6BB13	Entrepreneurial Development	6	4	3	25	75	100
		CC 14	23K6BB14	Channel Management	6	4	3	25	75	100
		CC 15	23K6BB15	Productions and Materials Management	6	4		25	75	100
		EC 7	23K6BBECBB7:1/ 23K6BBECBB7:2/ 23K6BBECBB7:3	Merchandising Management/ Franchise operations Management/Service marketing	5	3	3	25	75	100
		EC 8	23K6BBECBB8:1/ 23K6BBECBB8:2/ 23K6BBECBB8:3	Consumer Behaviour (or) e business (or) Strategic Management	5	3	3	25	75	100
	V	SEC8	23K6BBSEC8	Office Management	2	2	3	25	75	100
		GS	23K6GS	Gender Studies	1	1	3	25	75	10
		Ext AC	23K6EA	Extension Activities	0	1				
	Total				30	22				700
	Grand Total				180	141				4300

For BBA
BBA-HOD
06/7/25

STRUCTURE 2023-24 BBA RETAIL MANAGEMENT

NM COURSE STRUCTURE FOR FIFTH SEMESTER 2023 BATCH AS ON 14.7.25

Sem	Part	Course	Subject Code	Title of the Paper	Ins Hr	Credit	Exam. Hrs.	Marks		Total
								Int.	Ext	
	I	Tamil	23K1T1	பொது தமிழ் I	6	3	3	25	75	100
	II	English	23K1E1	ENGLISH	6	3	3	25	75	100
	II I	CC 1	23K1BB01	Principles of Management	5	5	3	25	75	100
		CC 2	23K1BB02	Accounting for Managers I	5	5	3	25	75	100
		EC 1	23K1BBECBB1:1/ 23K1BBECBB1:2	Managerial Economics (OR) Retail Management	4	3	3	25	75	100
	IV	SEC 1	23K1BBSEC1	Basics of Event management	2	2	3	25	75	100
		FC	23K1BBFC	Managerial Communication	2	2	3	25	75	100
	Total				30	23				700
II	I	Tamil	23K2T2	பொது தமிழ் II	6	3	3	25	75	100
	II	English	23K2E2	ENGLISH	4	3	3	25	75	100
	III	CC 3	23K2BB03	Marketing Management	5	5	3	25	75	100
		CC 4	23K2BB04	Accounting for Managers II	5	5	3	25	75	100
		EC 2	23K2BBECBB2:1 23K2BBECBB2:2	International Business (OR) Advertising & Sales Promotion	4	3	3	25	75	100
	IV	SEC 2	23K2BBSEC2	Managerial skill Development	2	2	3	25	75	100
		SEC 3	23K2BBSEC3	Business Etiquette and Corporate grooming	2	2	3	25	75	100
		NM	23K2NM	Overview of English Communication OR	2	2		25	75	100
		NMO	23K2NMOBB	Business Environment						
	Total				30	25				800

*For 8000 8/17/25
BBA-1000*

III	I	Tamil	23K3T3	பொது தமிழ் III	6	3	3	25	75	100
	II	English	23K3E3	ENGLISH	6	3	3	25	75	100
	III	CC 5	23K3BB05	Organizational Behavior	4	5	3	25	75	100
		CC 6	23K3BB06	Financial Management	5	5	3	25	75	100
		EC 3	23K3BBECS3:1 23K3BBECBB3:2	Business Statistics (OR) Company law	4	3	3	25	75	100
	IV	SEC 4	23K3BBSEC4	Computer applications in Business	2	1	3	25	75	100
	NM	23K3NM	Digital skills for Employability	2	2	3	25	75	100	
	NMO	23K3NMOBB	New Venture Development							
				EVS	1	-	-			
		ECC1	23K3BBECC1:1/	English and Logical reasoning (or)	-	3	3	-	100	100
			23K3BBECC1:2	MOOC	-	3	-	-	-	-
		ECC2	23K3BBECC2	Add on Course	-	4	-	-	100	100
	Total					30	22			

Sem	Part	Course	Subject Code	Title of the Paper	Inst. Hrs.	Credit	Exam. Hrs.	Marks	Total	Sem	
IV	I	Tamil	23K4T4	பொது தமிழ் IV	6	3	3	25	75	100	
	II	English	23K4E4	ENGLISH	6	3	3	25	75	100	
	III	CC 7	23K4BB07	Retail operations, systems and Inventory	5	5	3	25	75	100	
		CC 8	23K4BB08	Business Regulatory framework	5	5	3	25	75	100	
		EC 4	23K4BBECS4:1 23K4 BBECBB4:2	Operations Research (OR) Banking law & Practice	3	3	3	25	75	100	
	IV	SEC 5	23K4BBSEC5	Management concepts in Thirukkural	2	2	3	25	75	100	
		NM	23K4NM EC/CO/BB	Banking & Back office operations	2	2		25	75	100	
		NMO	23K4NMOBB	Intellectual Property rights							
			23K4EVS	EVS	1	2	3	25	75	100	
		ECC3	23K4BBECC3:1	Quantitative Aptitude (OR)	-	3	3	-	100	100	
			23K4BBECC3:2	MOOC	-	3	-	-		-	
	Total					30	25				800

V	III	CC 9	23K5BB09	Human Resource Management	5	4	3	25	75	100	
		CC 10	23K5BB10	Research Methodology	5	4	3	25	75	100	
		CC 11	23K5BB11	Business Taxation	5	4	3	25	75	100	
		CC12	23K5BB12	Retail Supply Chain management	5	4	3	25	75	100	
		EC 5	23K5BBECBB5:1/ 23K5BBECBB5:2/ 23K5BBECBB5:3	Digital Marketing (or) Management Information System Financial services	3	3	3	25	75	100	
	IV	EC 6	23K5BBECBB6 PW	Project with viva-voce	3	3	3	20	80	100	
		VE	23K5VE	Value Education	2	2	3	25	75	100	
		NM	23K5NM	Foundation of Digital Marketing	2	2		25	75	100	
		NMO	23K5NMOBB	Digital Marketing							
			23K5I	Summer Internship /Industrial Training	-	2					
Total					30	28				800	
VI	III	CC 13	23K6BB13	Entrepreneurial Development	6	4	3	25	75	100	
		CC 14	23K6BB14	Channel Management	6	4	3	25	75	100	
		CC 15	23K6BB15	Productions and Materials Management	6	4		25	75	100	
		EC 7	23K6BBECBB7:1/ 23K6BBECBB7:2/ 23K6BBECBB7:3	Merchandising Management/ Franchise operations Management Service marketing	5	3	3	25	75	100	
		EC 8	23K6BBECBB8:1/ 23K6BBECBB8:2/ 23K6BBECBB8:3	Consumer Behaviour (or) e business (or) Strategic Management	4	3	3	25	75	100	
	V	SEC 6	23K6BBSEC6	Office Management	2	2	3	25	75	100	
			23K6GS	Gender studies	1	1	3	25	75	100	
		Ext AC	23K6EA	Extension Activities	-	1					
	Total					30	22				700
	Grand Total					180	145				4500

Table of Contents

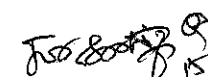
Foundations of Digital Marketing

23K5NM

Section	Topics	Module	Page
1	Paradigm Shift from Traditional to Digital Media	Module 1 (Conceptual Foundations of Digital Skills & Marketing)	4
1.1	Google Workspace – Digital Collaboration		5
1.2	Canva – Visual Content Creation		15
1.3	Zoom – Virtual Communication		22
2	Website Architecture & Content Synthesis	Module 2 (Website Architecture & Content Synthesis)	32
2.1	Understanding Website Architecture		33
2.2	Identify the main navigation, page types, and content sections		37
2.3	Create a Beginner Friendly website using Google sites		42
2.4	Content Planning & Synthesis for website		52
2.5	Keyword Research for Each Page and Organizing Content		59
3	Social Media Strategy & Identity Building	Module 3 (Social Media Strategy & Identity Building)	65
3.1	Create Facebook Page for targeting Audience		67
3.2	Branding Principles in Instagram Account		73
3.3	Strategy Planning and Content Calendar		77
3.4	Content Calendar Preparation – Step by Step		78
3.5	LinkedIn Profile Creation -For New Opportunities		80
4	SEO Fundamentals – Keyword Logic, Metadata & Content Optimization		81

4.1	Understand and apply Keyword logic	Module 4 (Search Engine Optimization (SEO) Fundamentals)	83
4.2	Content Optimization Techniques		85
4.3	Write effective metadata (title tags & meta descriptions)		90
5	Email Marketing Campaigns Using Mailchimp	Module 5 (Email Campaigns & Personalization Tactics)	93
5.1	Design and Send Email Campaigns Using Mailchimp		93
5.2	Choosing Recipients		96
6	Strategic Alignment, Channel Selection & Evaluation Metrics in Integrated Marketing Campaigns	Module 6 (Integrated Campaign Planning & Execution)	100
6.1	Align business goals with marketing objectives		101
6.2	Meta Ads		102
6.3	Google Ads Google Ads for an Integrated Marketing Campaign		109
6.4	Evaluation Metrics for Integrated Marketing Campaigns		115

Subject Code	Subject Name	Category	L	T	P	O	Credits
23K5NMOBB	Digital Marketing	NMO	Y		-	-	2
Learning Objectives							
CLO1	To provide basic knowledge about digital marketing.						
CLO2	To understand and develop various digital marketing tools used for business.						
CLO3	To know the digital analytics and measurement tools used for digital marketing.						
CLO4	To familiarise online and Social media marketing						
CLO5	To Understand various data analytics and measurement tools in digital marketing						
UNIT	Details						
I	Meaning - Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India.						
II	Content Marketing – Content creation process -Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.						
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing						
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.						
V	Digital Analytics -Importance of Analytics in digital space – Data capturing in online space – tracking Mechanism – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks.						

For  15/1/25
BBA-MOD

