

SCHEME OF EXAMINATION

| Subject Code | Subjects | Hrs | Exam Dur (Hrs) | Maximum Marks | | | Credit Points |
|---|---|-----------|----------------|---------------|----|-------|---------------|
| | | | | CA | CE | Total | |
| First Semester | | | | | | | |
| Part - I | | | | | | | |
| 18UTALB101/ 18UHILB101/ 18UFRLB101/ | Tamil I/ Hindi I/ French I | 5 | 3 | 25 | 75 | 100 | 3 |
| Part - II | | | | | | | |
| 18UENLB101 | General English I | 5 | 3 | 25 | 75 | 100 | 3 |
| Part - III | | | | | | | |
| 18UBAM101 | Core I: Principles of Management | 6 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM102 | Core II: Business Communication | 6 | 3 | 25 | 75 | 100 | 4 |
| 18UMABAA101 | Allied I: Business Mathematics and Statistics | 5 | 3 | 25 | 75 | 100 | 4 |
| Part - IV | | | | | | | |
| 18UVE101 | Value Education I: Yoga | 2 | 3 | 25 | 75 | 100 | 2 |
| | Total | 29 | | | | | 20 |
| Second Semester | | | | | | | |
| Part - I | | | | | | | |
| 18UTALB201/ 18UHILB201/ 18UFRLB201 | Tamil II/ Hindi II/ French II | 5 | 3 | 25 | 75 | 100 | 3 |
| Part - II | | | | | | | |
| 18UENLB201 | General English II | 5 | 3 | 25 | 75 | 100 | 3 |
| Part - III | | | | | | | |
| 18UBAM201 | Core III: Organizational Behaviour | 6 | 3 | 25 | 75 | 100 | 5 |
| 18UBAM202 | Core IV: Business Environment & Ethics | 6 | 3 | 25 | 75 | 100 | 4 |
| 18UCSBAA201 | Allied II: Office Automation for Business | 4 | 3 | 25 | 75 | 100 | 2 |
| 18UCSBAAP201 | Allied Practical I : Office | 2 | 3 | 40 | 60 | 100 | 2 |

| | | | | | | | |
|------------------------|---|-------------------|---|----|----|-----|-----------|
| | Automation for Business | | | | | | |
| Part - IV | | | | | | | |
| 18UVE201 | Value Education II: Environmental Studies | 2 | 3 | 25 | 75 | 100 | 2 |
| | Total | 30 | | | | | 21 |
| Third Semester | | Part - III | | | | | |
| 18UBAM301 | Core V: Production and Materials Management | 4 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM302 | Core VI: Marketing Management | 4 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM303 | Core VII: Financial Accounting | 5 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM304 | Core VIII: Business Economics | 5 | 3 | 25 | 75 | 100 | 4 |
| 18UMABAA301 | Allied III: Operations Research | 5 | 3 | 25 | 75 | 100 | 4 |
| Part - IV | | | | | | | |
| 18UBASB301 | SBC I: Salesmanship | 2 | 3 | 25 | 75 | 100 | 2 |
| | NMEC I | 2 | 3 | 25 | 75 | 100 | 2 |
| Non Credit | | | | | | | |
| 18ULS301 | Career Competency Skills I | 1 | - | - | - | - | - |
| | Add On Course | 2 | 3 | - | - | - | - |
| | Total | 30 | | | | | 24 |
| Fourth Semester | | Part - III | | | | | |
| 18UBAM401 | Core IX: Financial Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM402 | Core X: Human Resource Management | 4 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM403 | Core XI: Legal Aspects of Business | 5 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM404 | Core XII: Advertising and Sales Promotion | 4 | 3 | 25 | 75 | 100 | 4 |
| 18UCCBAA401 | Allied IV: Cost and Management Accounting | 5 | 3 | 25 | 75 | 100 | 4 |

| Part - IV | | | | | | | |
|---------------------------|--|-----------|---|----|----|-----|-----------|
| 18UBASB401 | SBC II: Business Plan | 2 | 3 | 25 | 75 | 100 | 2 |
| | NMEC II | 2 | 3 | 25 | 75 | 100 | 2 |
| Non Credit | | | | | | | |
| 15ULS401 | Career Competency Skills II | 1 | - | - | - | - | - |
| | Add On Course | 2 | 3 | - | - | - | - |
| | Total | 30 | | | | | 24 |
| Fifth Semester Part - III | | | | | | | |
| 18UBAM501 | Core XIII: Strategic Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM502 | Core XIV: Entrepreneurial Development | 5 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM503 | Core XV: International Business Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM504 | Core XVI: Business Research | 4 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM505 | Core XVII: Management Information System | 4 | 3 | 25 | 75 | 100 | 3 |
| | Elective I | 4 | 3 | 25 | 75 | 100 | 3 |
| Part - IV | | | | | | | |
| 18UBASB501 | SBC III: Business Process Outsourcing | 2 | 3 | 25 | 75 | 100 | 2 |
| Part - V | | | | | | | |
| 18UBAE501 | Extension Activity | - | - | - | - | - | 2 |
| Non Credit | | | | | | | |
| 18ULS501 | Career Competency Skills III | 1 | - | - | - | - | - |
| | Total | 30 | | | | | 26 |
| Sixth Semester Part - III | | | | | | | |
| 18UBAM601 | Core XVIII: Investment Management | 5 | 3 | 25 | 75 | 100 | 5 |
| 18UBAM602 | Core XIX: Services Marketing | 5 | 3 | 25 | 75 | 100 | 4 |

| | | | | | | | |
|-------------------|--|-----------|---|----|----|-----|-----------|
| 18UBAM603 | Core XX: Banking and Insurance Principles | 5 | 3 | 25 | 75 | 100 | 4 |
| 18UBAM604 | Core XXI: Customer Relationship Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 18UBAPR601 | Project & Viva-Voce | 3 | 3 | 40 | 60 | 100 | 3 |
| | Elective II | 4 | 3 | 25 | 75 | 100 | 3 |
| Part - IV | | | | | | | |
| 18UBASB601 | SBC IV: Event Management | 2 | 3 | 25 | 75 | 100 | 2 |
| Non Credit | | | | | | | |
| 18ULS601 | Career Competency Skills IV | 1 | - | - | - | - | - |
| | Total | 30 | | | | | 25 |

NON MAJOR ELECTIVE COURSE

The department offers the following two papers as Non Major Elective Course for other than the Business Administration students.

| S.No | Semester | Course Code | Name of the Subject |
|------|----------|-------------|----------------------|
| 1 | III | 18UBANM301 | Business Management |
| 2 | IV | 18UBANM401 | Marketing Management |

ADD - ON COURSE (Marketing Management)

The department offers the following papers as Add-on Course (Marketing Management) for the Business Administration students during Third and Fourth semesters.

(Students have to select any one of the subject from 18UBAAC301 / 18UBAAC302 as Add-on course in third semester and 18UBAAC401 in fourth semester)

| Sl.No | Semester | Course Code | Title | Duration |
|-------|----------|-------------|--------------------|----------|
| 1 | III | 18UBAAC301 | Rural marketing | 25 Hours |
| 2 | III | 18UBAAC302 | Retail management | 25 Hours |
| 3 | IV | 18UBAAC401 | Consumer Behaviour | 25 Hours |

ALLIED SUBJECTS OFFERED TO OTHER DEPARTMENT

| S.No | Semester | Course Code | Name of the Subject | Department |
|------|----------|-------------|--|------------|
| 1 | III | 18UBACCA301 | Allied III : Entrepreneurial Development | B.Com (CA) |
| 2 | IV | 18UBACCA401 | Allied IV : Human Resource Management | B.Com (CA) |

ELECTIVE I

(Student shall select any one of the following subject as Elective in fifth semester)

| S.No | Semester | Course Code | Name of the Subject |
|------|----------|-------------|-------------------------------------|
| 1 | V | 18UBAEL501 | Logistics Management |
| 2 | V | 18UBAEL502 | Financial Institutions and Services |

ELECTIVE II

(Student shall select any one of the following subject as Elective in sixth semester)

| S.No | Semester | Course Code | Name of the Subject |
|------|----------|-------------|----------------------------|
| 1 | VI | 18UBAEL601 | Organizational Development |
| 2 | VI | 18UBAEL602 | Human Resource Development |

ADVANCED LEARNERS COURSE (ALC)

Students with no history of arrears still third/fourth semester and securing first class mark are eligible to do the below mentioned subjects as Advance Learner Course in fourth and fifth semester respectively.

| S.No | Semester | Course Code | Name of the Subject | Credits |
|------|----------|-------------|--|---------|
| 1 | IV | 18UBAAL401 | Total Quality Management | 2 |
| 2 | V | 18UBAAL502 | Customs Duty and Goods and Service Tax | 2 |

CRITERIA FOR COURSE COMPLETION

Students shall complete:

- Language papers (Tamil/Hindi/French and English) in I and II semester.
- Value Education courses in I and II semesters.
- Allied courses in I, II, III and IV semesters.
- Elective courses in V and VI semesters
- SBC in III, IV, V and VI Semesters
- Non Major Elective Course in the III and IV semesters.
- Extension activity in V semester.
- Add on Course in III and IV semester

TOTAL CREDIT DISTRIBUTION

| Components | Subjects | No. of Subjects x Marks | Total | Credits x Papers | Credits |
|------------------|--------------------|-------------------------|-------------|------------------|------------|
| Part - I | Tamil | 2 x 100 = | 200 | 3 x 2 papers | 06 |
| Part - II | General English | 2 x 100 = | 200 | 3 x 2 papers | 06 |
| Part - III | Core | 21 x 100 = | 2100 | 5 x 2 papers | 10 |
| | | | | 4 x 18 papers | 72 |
| | | | | 3 x 1 papers | 03 |
| | Project | 1 x 100 = | 100 | 3 x 1 paper | 03 |
| | Elective | 2 x 100 = | 200 | 3 x 2 papers | 06 |
| | Allied | 4 x 100 = | 400 | 4 x 3 papers | 12 |
| | | | | 2 x 1 paper | 02 |
| Allied Practical | 1 x 100 = | 100 | 2 x 1 paper | 02 | |
| Part - IV | VE (Yoga, EVS) | 2 x 100 = | 200 | 2 x 2 papers | 04 |
| | SBC | 4 x 100 = | 400 | 2 x 4 papers | 08 |
| | NMEC | 2 x 100 = | 200 | 2 x 2 papers | 04 |
| Part - V | Extension Activity | - | - | 2 x 1 activity | 02 |
| Non Credit | CCS | 4 | - | -- | -- |
| Total | | 42 x 100 = | 4200 | | 140 |