

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE STUDY (w.e.f..2020-2021)

I SEMESTER (CBCS PATTERN)

S.No	SUBJECT	No.of Credits	Max marks Internal	Max marks External	Total
1.	Language paper - Tamil I	3	25	75	100
2.	Communicative English I	3	25	75	100
3.	Financial Accounting	4	25	75	100
4.	Principles of Management	4	25	75	100
5.	Managerial economics	5	25	75	100
6.	Soft skills I	3	50	50	100
7.	NME (Non Major Elective) I Basics of Health care Management	3	25	75	100

II SEMESTER (CBCS PATTERN)

S.No	SUBJECT	No.of Credits	Max marks Internal	Max marks External	Total
1.	Language paper - Tamil II	3	25	75	100
2.	Communicative English II	3	25	75	100
3.	Business communication	4	25	75	100
4.	Management Accounting	4	25	75	100
5.	International trade	5	25	75	100
6.	Soft skills II	3	50	50	100
7.	NME (Non Major Elective) II Foundation of Disaster Management	3	25	75	100

III SEMESTER (CBCS PATTERN)

S.No	SUBJECT	No.of Credits	Max marks Internal	Max marks External	Total
1.	Financial Management	3	25	75	100
2.	Organization Behaviour	3	25	75	100
3.	Computer Applications	3	25	75	100
4.	Marketing management	3	25	75	100
5.	Business Mathematics	5	25	75	100
6.	Soft skills III (Personality Enrichment)	3	50	50	100

IV SEMESTER (CBCS PATTERN)

S.No	SUBJECT	No.of Credits	Max marks Internal	Max marks External	Total
1.	Human Resource Management	4	25	75	100
2.	Business Regulatory Framework	4	25	75	100
3.	Financial Services	4	25	75	100
4.	Management Information systems (Elective)	4	25	75	100
5.	Operation research (Elective)	4	25	75	100
6.	Soft skills IV (Computing Skills)	3	50	50	100
7.	Environmental studies	2	25	75	100

V SEMESTER (CBCS PATTERN)

S.No	SUBJECT	No.of Credits	Max marks Internal	Max marks External	Total
1.	Advertising Management and Sales Promotion	4	25	75	100
2.	Research Methodology	4	25	75	100
3.	Operation Management	4	25	75	100
4.	Material management	4	25	75	100
5.	Entrepreneurial development (Elective)	4	25	75	100
6.	Value Education	2	25	75	100

VI SEMESTER (CBCS PATTERN)

S.No	SUBJECT	No.of Credits	Max marks Internal	Max marks External	Total
1.	Business Environment	3	25	75	100
2.	Services marketing	3	25	75	100
3.	Business Taxation	4	25	75	100
4.	Customer Relationship Management	4	25	75	100
5.	Project Work (Elective)	5	25	75	100
6.	Extension Activity	1			