



**SCHOOL OF DISTANCE EDUCATION
BHARATHIAR UNIVERSITY, COIMBATORE**

B.B.A. Bachelor of Business Administration (ONLINE)

(For the students admitted during the academic year 2022-23 onwards)

Title of the Course	Credits	Examinations		
		CIA	ESE	Total
SEMESTER -I				
Language-I	4	25	75	100
English-I	4	25	75	100
Core I - Principles of Management	4	25	75	100
Core II -Basics of Business and Business Environment	3	20	55	75
Allied Paper I - Mathematics and Statistics for Management	4	25	75	100
SEMESTER -II				
Language-II	4	25	75	100
English-II	4	25	75	100
Core III - Organizational Behavior	3	20	55	75
Core IV - Economics for Executives	4	25	75	100
Allied Paper II -Quantitative Techniques for Management	4	25	75	100
SEMESTER -III				
Core V - Financial Accounting	4	25	75	100
Core VI - Production and Material Management	4	25	75	100
Core VII - Marketing Management	4	25	75	100
Core VIII - PC Software (MS Office) - Practical	3	30	45	75
Allied : III - Business Law	4	25	75	100
SEMESTER -IV				
Core IX - Human Resource Management	4	25	75	100
Core X - Financial Management	4	25	75	100
Core XI - Financial Accounting Package -Tally (Practical only)	3	30	45	75
Core XII -Management Information System	4	25	75	100
Allied : IV- Taxation Law and Practice	4	25	75	100
SEMESTER -V				
Core XIII - Cost & Management Accounting	4	25	75	100
Core XIV - Research Methods for Management	4	25	75	100
Core XV - Advertising and Sales Promotion	4	25	75	100
Core XVI - Business Correspondence	4	25	75	100
Elective -I: Modern Office Management	4	25	75	100
SEMESTER -VI				
Core XVII - Entrepreneurship and Small Business Management	4	25	75	100
Core XVIII - Investment Management	4	25	75	100
Core XIX - Services Marketing	4	25	75	100
Elective -II : Industrial Relations and Labour Laws	4	25	75	100
Elective -III : E-Commerce	4	25	75	100
TOTAL	116	-	-	2900