



UNIVERSITY OF MADRAS
INSTITUTE OF DISTANCE EDUCATION
BBA[BACHELOR OF BUSINESS ADMINISTRATION]

SEMESTER I		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part I	Paper – I	Tamil/ other Language	3	25	75	100
Part II	Paper – I	English	3	25	75	100
Part III	Core Paper – I	Financial Accounting	4	25	75	100
	Core Paper – II	Principles of Management	4	25	75	100
	Allied Paper - I	Managerial Economics	3	25	75	100

SEMESTER II		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part I	Paper – II	Tamil/ other Language	3	25	75	100
Part II	Paper – II	English	3	25	75	100
Part III	Core Paper – III	Business Communication	4	25	75	100
	Core Paper – IV	Management Accounting	4	25	75	100
	Allied Paper - II	Business Statistics	3	25	75	100

SEMESTER III		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper –V	Financial Management	4	25	75	100
	Core Paper –VI	Organisational Behaviour	4	25	75	100
	Core Paper –VII	Computer Application in Business	4	25	75	100
	Core Elective – I	Operations Research	3	25	75	100
Part IV	NME – I	International Economics	2	25	75	100



SEMESTER IV		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper –VIII	Business Regulatory Frame Work	4	25	75	100
	Core Paper –IX	Financial Services	4	25	75	100
	Core Paper –X	Marketing Management	4	25	75	100
	Core Elective – II	E – Business	3	25	75	100
Part IV	NME – II	Basics of Psychology	2	25	75	100

SEMESTER V		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper –XI	Management Information system	4	25	75	100
	Core Paper – XII	Research Methodology	4	25	75	100
	Core Paper – XIII	Operations Management	4	25	75	100
	Core Elective –III	Advertising Management	3	25	75	100
Part IV		Environmental studies	2	25	75	100

SEMESTER VI		SUBJECTS	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper – XIV	Business Taxation	4	25	75	100
	Core Paper – XV	Human Resource Management	4	25	75	100
	Core Paper – XVI	Customer Relationship Management	4	25	75	100
	Core Elective – IV	Services Marketing	3	25	75	100
Part IV		Value Education	2	25	75	100