

PSG College of Arts & Science, Coimbatore – 14.

Scheme of Learning and Evaluation

Programme: B B A (Retail Management) (SF)

Course Code	Course Title	Course Category	Course Type	Part Type	Semester	Credits
22LAT101N	TAMIL-I	CORE	THEORY	1	1	3
22LAH101N	HINDI-I	CORE	THEORY	1	1	3
22LAF101N	FRENCH-I	CORE	THEORY	1	1	3
22EU101N	COMMUNICATIVE ENGLISH-I- INTERPERSONAL COMMUNICATION	CORE	THEORY	2	1	4
22RMU101N	PRINCIPLES AND PRACTICES OF MANAGEMENT	CORE	THEORY	3	1	4
22RMU102N	FINANCIAL ACCOUNTING	CORE	THEORY	3	1	4
22RMU103N	MANAGERIAL STATISTICS	CORE	THEORY	3	1	5
22LAT202N	TAMIL -II	ELECTIVE	THEORY	1	2	3
22LAH202N	HINDI-II	ELECTIVE	THEORY	1	2	3
22LAF202N	FRENCH - II - FRENCH LANGUAGE & CULTURE - II	ELECTIVE	THEORY	1	2	3
22EU202N	Communicative English-II- Academic Communication	CORE	THEORY	2	2	3
22RMU204N	ORGANISATIONAL BEHAVIOUR	CORE	THEORY	3	2	4
22RMU205N	BASICS OF RETAILING	CORE	THEORY	3	2	3
22RMU206	SUSTAINABILITY, LEADERSHIP AND INNOVATIONS	CORE	THEORY	3	2	1
23RMU207	APPLIED OPERATIONS RESEARCH	CORE	THEORY	3	2	5
23AECU201	ABILITY ENHANCEMENT COMPULSORY COURSE-I- VALUES AND ETHICS FOR HUMAN EXCELLENCE	CORE	THEORY	4	2	2
23PSEU201	PROFESSIONAL SKILL ENHANCEMENT-I	CORE	THEORY	4	2	2
23LAT303N	TAMIL-III	CORE	THEORY	1	3	3
23LAH303N	HINDI-III	CORE	THEORY	1	3	3
23LAF303N	FRENCH-III	CORE	THEORY	1	3	3
23EU303N	Communicative English-½III-Developing Language skills through Literature	CORE	THEORY	2	3	3

23RMU308N	RETAIL STORES MANAGEMENT	CORE	THEORY	3	3	3
23RMU309N	HUMAN RESOURCE MANAGEMENT	CORE	THEORY	3	3	3
23RMU310N	MARKETING MANAGEMENT	CORE	THEORY	3	3	3
23RMU311N	RETAIL LAWS & BUSINESS ETHICS	CORE	THEORY	3	3	3
23RMU312N	INDUSTRIAL TRAINING	CORE	TRAINING	3	3	1
23RMU313N	COST & MANAGEMENT ACCOUNTING	CORE	THEORY	3	3	4
22AECU302	ENVIRONMENTAL STUDIES & SUSTAINABLE DEVELOPMENT GOALS	CORE	THEORY	4	3	2
23LAT404N	TAMIL -IV	ELECTIVE	THEORY	1	4	3
23LAH404N	HINDI-IV	ELECTIVE	THEORY	1	4	3
23LAF404N	FRENCH-IV - FRENCH LITERATURE & GRAMMER - II	ELECTIVE	THEORY	1	4	3
23EU404N	COMMUNICATIVE ENGLISH - IV - ENGLISH FOR CAREER	CORE	THEORY	2	4	3
23RMU414N	RESEARCH METHODS FOR MANAGEMENT	CORE	THEORY	3	4	3
23RMU415N	ENTREPRENEURSHIP DEVELOPMENT	CORE	THEORY	3	4	3
23RMU416N	RETAIL SERVICES MARKETING	CORE	THEORY	3	4	3
23RMU417N	FINANCIAL MANAGEMENT	CORE	THEORY	3	4	4
22SECU401	SKILL ENHANCEMENT COURSE - I- INFORMATION SECURITY	CORE	THEORY	4	4	2
23PSEU402	PROFESSIONAL SKILL ENHANCEMENT-II	CORE	THEORY	4	4	2
23RMU518	TAXATION	CORE	THEORY	3	5	4
23RMU519	EVENT MANAGEMENT	CORE	THEORY	3	5	4
23RMU520	CUSTOMER RELATIONSHIP MANAGEMENT	CORE	THEORY	3	5	4
23RMU521	INFORMATION TECHNOLOGY FOR RETAIL BUSINESS	CORE	THEORY	3	5	3
23RMU522	LAB- IT TOOLS FOR BUSINESS	CORE	PRACTICAL	3	5	1
23RMU523B	STARTUP ENTERPRISE MANAGEMENT	ELECTIVE	THEORY	3	5	4
23MSU523A	FAMILY BUSINESS MANAGEMENT	ELECTIVE	THEORY	3	5	4

23MSU523B	TALENT MANAGEMENT	ELECTIVE	THEORY	3	5	4
23ISU527A	DESIGN THINKING FOR BUSINESS	ELECTIVE	THEORY	3	5	4
23RMU524	IT APPLICATIONS IN RETAIL INDUSTRY	CORE	THEORY	3	5	2
23RMU525	MAJOR PROJECT	CORE	PROJECT	3	5	6
23RMU626	STRATEGIC MANAGEMENT	CORE	THEORY	3	6	4
23RMU627	INTERNATIONAL BUSINESS	CORE	THEORY	3	6	4
23RMU628	SUPPLY CHAIN MANAGEMENT	CORE	THEORY	3	6	4
23RMU629	BRAND MANAGEMENT	CORE	THEORY	3	6	3
23RMU630	PRACTICAL - CORPORATE ETIQUETTE	CORE	PRACTICAL	3	6	2
23RMU631A	DIGITAL RETAILING	ELECTIVE	THEORY	3	6	4
23MSU631A	MANAGEMENT& BUSINESS SUSTAINABILITY	ELECTIVE	THEORY	3	6	4
23MSU631B	CAREER MANAGEMENT	ELECTIVE	THEORY	3	6	4
23ISU636A	BASICS OF BUSINESS ANALYTICS	ELECTIVE	THEORY	3	6	4