

PSG College of Arts & Science, Coimbatore – 14.

Scheme of Learning and Evaluation

Programme: B B A (SF)

Course Code	Course Title	Course Category	Course Type	Part Type	Semester	Credits
22LAT101N	Tamil-I	ELECTIVE	THEORY	1	1	3
22LAH101N	Hindi-I	ELECTIVE	THEORY	1	1	3
22LAF101N	French-I	ELECTIVE	THEORY	1	1	3
22EU101N	Communicative English - I Interpersonal Communication	CORE	THEORY	2	1	3
22MSU101N	Principles and Practices of Management	CORE	THEORY	3	1	4
22MSU102N	Financial Accounting	CORE	THEORY	3	1	4
22MSU103N	Managerial Statistics (ST)	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
22MSU204N	ORGANIZATIONAL BEHAVIOUR	CORE	THEORY	3	2	4
22MSU205N	MANAGERIAL ECONOMICS	CORE	THEORY	3	2	3
22MSU206	CREATIVITY AND INNOVATION	CORE	THEORY	3	2	1
23MSU207	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	ELECTIVE	THEORY	1	3	3
23LAH303N	Hindi-III	ELECTIVE	THEORY	1	3	3
23LAF303N	French-III	ELECTIVE	THEORY	1	3	3
23EU303N	Communicative English - III - Developing Language Skills through Literature	CORE	THEORY	2	3	3
23MSU308N	Production and Operations Management	CORE	THEORY	3	3	3
23MSU309N	Human Resource Management	CORE	THEORY	3	3	3

23MSU310N	Marketing Management	CORE	THEORY	3	3	3
23MSU311N	Legal Aspects of Business & Ethics	CORE	THEORY	3	3	3
23MSU312N	Industrial Training	CORE	TRAINING	3	3	1
23MSU313N	Cost and Management Accounting (MS)	CORE	THEORY	3	3	4
22AECU302	Ability Enhancement Compulsory Course - II - Environmental Studies and Sustainable Development Goals	CORE	THEORY	3	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
23MSU414N	RESEARCH METHODS FOR MANAGEMENT	CORE	THEORY	3	4	3
23MSU415N	ENTREPRENEURSHIP DEVELOPMENT	CORE	THEORY	3	4	3
23MSU416N	SERVICES MARKETING	CORE	THEORY	3	4	3
23MSU417N	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
23MSU518	Taxation	CORE	THEORY	3	5	4
23MSU519	Event Management	CORE	THEORY	3	5	4
23MSU520	E-Business	CORE	THEORY	3	5	4
23MSU521	Industrial Law	CORE	THEORY	3	5	3
23MSU522	Practical I: IT Tools for Business	CORE	PRACTICAL	3	5	1
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
23RMU523B	Startup Enterprise Management	ELECTIVE	THEORY	3	5	4
23MSU525	Project	CORE	PROJECT	3	5	6
23MSU626	STRATEGIC MANAGEMENT	CORE	THEORY	3	6	4
23MSU627	INTERNATIONAL BUSINESS	CORE	THEORY	3	6	4
23MSU628	SUPPLY CHAIN MANAGEMENT	CORE	THEORY	3	6	4

23MSU629	FINANCIAL SERVICES	CORE	THEORY	3	6	3
23MSU630	PRACTICAL-II - CORPORATE ETIQUETTE	CORE	PRACTICAL	3	6	2
23MSU631A	MANAGEMENT OF 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
23RMU631A	DIGITAL RETAILING	ELECTIVE	THEORY	3	6	4