

**BBA BUSINESS ADMINISTRATION PROGRAMME**  
**SCHEME OF LEARNING AND EVALUATION**  
(For the students admitted in the academic year 2025 – 2026 & onwards)  
**Outcome Based Curriculum Framework with CBCS**

Course Code	Course Title	Course Category	Course Type	Part Type	Lecture Hours	Tutorial Hours	Practical Hours	Course Credits	Max CA Marks	Max CE Marks	Total Marks
<b>SEMESTER - I</b>											
25LAT101	Tamil-I	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAH101	HINDI-I	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAF101	French-I: French Culture & Communication-I	ELECTIVE	THEORY	1	5	1	0	3	25	75	100
25EU101	Communicative English-I: Interpersonal Communication	CORE	THEORY	2	6	0	0	3	25	75	100
25MSU101	Principles of Management	CORE	THEORY	3	5	1	0	4	25	75	100
25MSU102	Accounting for Business	CORE	THEORY	3	4	1	0	4	25	75	100
25MSU103	Managerial Statistics	CORE	THEORY	3	5	0	0	3	25	75	100
25MSU104	Practical -I: Computer Applications in Accounting [Skill Based]	CORE	PRACTICAL	3	0	0	2	1	40	60	100
<b>SEMESTER - II</b>											
25LAT202	Tamil-II	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAH202	Hindi-II	ELECTIVE	THEORY	1	6	0	0	3	25	75	100
25LAF202	French-II: French Culture & Communication-II	ELECTIVE	THEORY	1	5	1	0	3	25	75	100
25EU202	Communicative English-II: Academic Communication	CORE	THEORY	2	4	0	0	3	25	75	100
25MSU205	ORGANIZATIONAL BEHAVIOUR	CORE	THEORY	3	4	1	0	4	25	75	100
25MSU206	EMERGING TECHNOLOGIES FOR BUSINESS	CORE	THEORY	3	4	1	0	3	25	75	100
25MSU207	ECONOMICS FOR BUSINESS DECISION	CORE	THEORY	3	2	0	0	1	100	0	100
25MSU208	COST AND MANAGEMENT ACCOUNTING	CORE	THEORY	3	5	1	0	4	25	75	100
25AECU201	Ability Enhancement Compulsory Course-I: Values, Ethics, Health & Wellness for Human Excellence	CORE	THEORY	4	2	0	0	2	100	0	100
25PSEU201	Professional Skill Enhancement-I	CORE	THEORY	4	2	0	0	2	100	0	100
<b>SEMESTER - III</b>											
25LAT303A	TAMIL-III	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25LAH303A	Hindi-III	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25LAF303A	French-III	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25EU303A	Communicative English-III: Developing English Language Skills through Literature	CORE	THEORY	2	4	0	0	3	25	75	100
25MSU309	OPERATIONS MANAGEMENT	CORE	THEORY	3	3	1	0	3	25	75	100
25MSU310	HUMAN RESOURCE MANAGEMENT	CORE	THEORY	3	3	1	0	3	25	75	100
25MSU311	MARKETING MANAGEMENT	CORE	THEORY	3	3	1	0	3	25	75	100
25MSU312	EVENT MANAGEMENT	CORE	THEORY	3	2	0	0	2	100	0	100
25MSU313	FINANCIAL MANAGEMENT FOR DECISION MAKING	CORE	THEORY	3	5	1	0	4	25	75	100
25MSU314	INDUSTRIAL TRAINING	CORE	FIELD WORK	3	0	0	0	2	40	60	100
25AECU302	Ability Enhancement Compulsory Course-II: Environmental Studies & Sustainable Development Goals	CORE	THEORY	4	2	0	0	2	100	0	100
<b>SEMESTER - IV</b>											
25LAT404A	TAMIL IV	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25LAH404A	Hindi-IV	ELECTIVE	THEORY	1	4	0	0	3	25	75	100
25LAF404A	French-IV	ELECTIVE	THEORY	1	4	0	0	3	25	75	100

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25EU404A	Communicative English-IV: English for Career	CORE	THEORY	2	4	0	0	3	25	75	100
23MSU415	Business Research Methods	CORE	THEORY	3	3	1	0	3	25	75	100
25MSU416	ENTREPRENEURSHIP DEVELOPMENT	CORE	THEORY	3	4	1	0	3	25	75	100
25MSU417	INTELLECTUAL PROPERTY RIGHTS	CORE	THEORY	3	2	1	0	2	25	75	100
25MSU418	OPERATIONS RESEARCH FOR MANAGERIAL DECISIONS (MCU)	CORE	THEORY	3	4	0	0	3	25	75	100
25MSU419	PRACTICAL II - DATA ANALYSIS USING ADVANCED EXCEL AND SPSS (Skill Based)	CORE	PRACTICAL	3	2	0	0	1	40	60	100
25SECU401	Skill Enhancement Course-I: Information Security	CORE	THEORY	4	2	0	0	2	100	0	100
25PSEU402	Professional Skill Enhancement -II	CORE	THEORY	4	2	0	0	2	100	0	100
<b>SEMESTER - V</b>											
25MSU520A	PROJECT MANAGEMENT	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25MSU520B	HR ANALYTICS	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25ISU521A	DESIGN THINKING	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25ISU521B	E-COMMERCE TECHNOLOGY	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25RMU520A	MAIL MANAGEMENT	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25RMU520B	STARTUP ENTRPRISE MANAGEMENT	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25MSU521	AI FOR BUSINESS	CORE	THEORY	3	5	1	0	4	25	75	100
25MSU522	INVESTMENT MANAGEMENT	CORE	THEORY	3	5	1	0	4	25	75	100
25MSU523	INTERNATIONAL BUSINESS	CORE	THEORY	3	4	1	0	4	25	75	100
25MSU524	LEGAL BUSINESS ENVIRONMENT	CORE	THEORY	3	4	1	0	4	25	75	100
25MSU525	MAJOR PRACTICAL III- CORPORATE ETIQUETTE (Skill Based)	CORE	PRACTICAL	3	0	0	2	1	100	0	100
25MSU526	PROJECT	CORE	PROJECT	3	0	0	0	4	40	60	100
25TDCMSU	TRANS DISCIPLINARY COURSE	ELECTIVE	THEORY	3	2	0	0	2	100	0	100
25SECU502	Skill Enhanceme Course-II: INDIAN KNOWLEDGE SYSTEM (Computer Based Test)	CORE	THEORY	4	0	0	0	2	0	100	100
<b>SEMESTER - VI</b>											
25MSU628A	FAMILY BUSINESS MANAGEMENT	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25MSU628B	DIGITAL MARKETING	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25ISU631A	ETHICAL AND SUSTAINABLE BUSINESS PRACTICES	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25ISU631B	BUSINESS INTELLIGENCE	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25RMU628A	DIGITAL RETAILING	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25RMU628B	INTERNATIONAL RETAILING	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25MSU629	Business Ethics and Corporate Governance	CORE	THEORY	3	5	1	0	4	25	75	100
25MSU630	STRATEGIC MANAGEMENT	CORE	THEORY	3	5	1	0	4	25	75	100
25MSU631	BUSINESS TAXATION	CORE	THEORY	3	5	1	0	4	25	75	100
25MSU632	SCM AND CRM	CORE	THEORY	3	5	1	0	4	25	75	100
25PSEUMSU	PROFESSIONAL COMPETENCY SKILL EXECUTIVE SKILLS	CORE	THEORY	4	2	0	0	2	100	0	100