

BBA RETAIL MANAGEMENT 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
SEMESTER - I											
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
25RMU101	Principles of Management	CORE	THEORY	3	5	1	0	4	25	75	100
25RMU102	Accounting for Business	CORE	THEORY	3	4	1	0	4	25	75	100
25RMU103	Managerial Statistics	CORE	THEORY	3	4	1	0	3	25	75	100
25RMU104	Practical- 1-Computer Applications in Accounting (Skill based)	CORE	PRACTICAL	3	0	0	2	1	40	60	100
SEMESTER - II											
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
25RMU205	ORGANISATIONAL BEHAVIOUR	CORE	THEORY	3	4	1	0	4	25	75	100
25RMU206	BASICS OF RETAILING	CORE	THEORY	3	4	1	0	3	25	75	100
25RMU207	ECONOMICS FOR BUSINESS DECISIONS	CORE	THEORY	3	2	0	0	1	100	0	100
25RMU208	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
SEMESTER - III											
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
25RMU309	RETAIL STORES MANAGEMENT	CORE	THEORY	3	3	1	0	4	25	75	100
25RMU310	HUMAN RESOURCE MANAGEMENT	CORE	THEORY	3	3	1	0	3	25	75	100
25RMU311	MARKETING MANAGEMENT	CORE	THEORY	3	3	1	0	3	25	75	100
25RMU312	EVENT MANAGEMENT	CORE	THEORY	3	2	0	0	1	100	0	100
25RMU313	FINANCIAL MANAGEMENT FOR DECISION MAKING	CORE	THEORY	3	5	1	0	4	25	75	100
25RMU314	INDUSTRIAL TRAINING	CORE	TRAINING	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
SEMESTER - IV											
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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25EU404	Communicative English-IV: English for Career	CORE	THEORY	2	4	0	0	3	25	75	100
25RMU415	Business Research Methods	CORE	THEORY	3	3	1	0	3	25	75	100
25RMU416	ENTREPRENEURSHIP DEVELOPMENT	CORE	THEORY	3	4	1	0	3	25	75	100
25RMU417	RETAIL LAWS AND IPR	CORE	THEORY	3	2	1	0	2	25	75	100
25RMU418	OPERATIONS RESEARCH FOR MANAGERIAL DECISIONS (ST)	CORE	THEORY	3	4	0	0	3	25	75	100
25RMU419	PRACTICAL-II- DATA ANALYSIS USING ADVANCED EXCEL AND SPSS (SKILL BASED)	CORE	PRACTICAL	3	0	0	2	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
SEMESTER - V											
25RMU520A	Mall Management	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25RMU520B	STARTUP ENTERPRISE MANAGEMENT	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25MSU520A	NEURO MARKETING	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
25RMU521	AI FOR BUSINESS	CORE	THEORY	3	5	1	0	4	25	75	100
25RMU522	INVESTMENT MANAGEMENT	CORE	THEORY	3	5	1	0	4	25	75	100
25RMU523	INTERNATIONAL BUSINESS	CORE	THEORY	3	4	1	0	4	25	75	100
25RMU524	TOTAL QUALITY MANAGEMENT	CORE	THEORY	3	4	1	0	4	25	75	100
25RMU525	PRACTICAL -III - CORPORATE ETIQUETTE (SKILL BASED)	CORE	PRACTICAL	3	0	0	2	1	100	0	100
25RMU526	PROJECT	CORE	PROJECT	3	0	0	0	4	40	60	100
25RMU527	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
SEMESTER - VI											
25RMU628A	MEC-II 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
25MSU628A	Consumer Behaviour	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25MSU628B	MEC-II DEI PRACTICES	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25ISU631A	MEC-II ETHICAL AND SUSTAINABLE BUSINESS PRACTICES	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25ISU631B	MEC -II BUSINESS INTELLIGENCE	ELECTIVE	THEORY	3	4	0	0	4	25	75	100
25RMU629	SUSTAINABILITY LEADERSHIP AND INNOVATIONS	CORE	THEORY	3	3	0	0	2	25	75	100
25RMU630	STRATEGIC MANAGEMENT	CORE	THEORY	3	5	1	0	4	25	75	100
25RMU631	BUSINESS TAXATION	CORE	THEORY	3	5	1	0	4	25	75	100
25RMU632	SCM AND CRM	CORE	THEORY	3	5	1	0	4	25	75	100
25RMU633	RETAIL ANALYTICS	CORE	THEORY	3	3	0	0	2	25	75	100
25PCSURMU	PROFESSIONAL COMPETENCY SKILL- FUTURISTIC SKILLS	CORE	THEORY	4	2	0	0	2	100	0	100