

B.B.A

Supportive/Allied Disciplines
Statistics and Commerce

**Programme: B.B.A
Supportive/Allied Disciplines: Statistics and Commerce**

A. Distribution of Courses, Credits and Contact Hours

Part	Type of Course	Total No. of Courses	Credits per Course	Total Credits	Percentage in Total Credits	Total Contact Hours	Percentage in Total Contact Hours
I	Language: Tamil/Malayalam/Hindi/French	2	4	8	5.71	10	5.56
II	English	2	4	8	5.71	10	5.56
III	Supportive/Allied (Compulsory)						
	Theory	4	4	16	11.43	16	8.89
	Core (Compulsory)						
	Generic/Cluster Core	9	4	36	52.14	42	49.44
	Discipline Centric Core	7	4	28		33	
	Core: Laboratory	2	2	4		8	
	Project/Industrial Training/Internship	1	5	5		6	
	Elective (Optional)						
	Discipline Centric Elective	3	4	12	13.57	15	12.78
	Generic/Cluster Elective	1	4	4		5	
	Open(Inter-disciplinary) Elective	1	3	3		3	
	Ability (Skill) Enhancement						
	Soft and Quantitative Skills	4	0-1	2	4.29	10	13.33
	Value Added Technical Skills	2	1	2		3	
	Training on Skill Sets	1	2	2		2	
Management Practice	2	0	0	9			
IV	Foundation						
	Compulsory	2	2	4	5.71	4	4.44
	Elective (Optional)	2	2	4		4	
V	Extension	1	2	2	1.43	Extra	-
	Total	46	0-5	140	100	180	100

Programme: B.B.A

Supportive/Allied Disciplines: Statistics and Commerce

B. List of Supportive/Allied, Core and Elective Courses

Supportive/Allied Courses (Compulsory)

Supportive/Allied :

- 16UCL301 : Fundamentals of Business Statistics
- 16UCL302 : Resource Management Techniques
- 16UMM303 : Direct Tax
- 16UMM304 : Indirect Taxes

Core Courses (Compulsory)

Generic/Cluster:

- 16UMM401 : Principles of Management
- 16UMM402 : Financial Accounting
- 16UMM403 : Organizational Behaviour
- 16UMM404 : Human Resource Management
- 16UMM405 : Marketing Management
- 16UMM406 : Financial Management
- 16UMM407 : Production and Material Management
- 16UMM408 : Business Communication
- 16UMM409 : Cost and Management Accounting

Discipline Centric:

- 16UBA501 : Economics for Executives
- 16UBA502 : Business Ethics and Corporate Governance
- 16UBA503 : Strategic Management
- 16UBA504 : Business Law
- 16UBA505 : Insurance Principles and practice
- 16UBA506 : Investment Management
- 16UBA507 : Entrepreneurship and Project Management

Laboratory :

- 16UBA551 : Office Automation
- 16UBA552 : Excel and Tally

Elective Courses (Optional)

Generic/Cluster (Any One Course):

- 16UMM701: Organizational Development
- 16UMM702: Event Management
- 16UMM703: Customer Relationship Management

Discipline Centric:

Group 1 - (Any One Course)

- 16UBA801 : Financial Markets and Services

**Dr.SNS Rajalakshmi College of Arts and Science (Autonomous),
Coimbatore-641049**

16UBA802 : Industrial Relations and Labour Laws
16UBA803 : Rural Marketing

Group 2 - (Any One Course)

16UBA804 : Research Methods for Management
16UBA805 : Portfolio Analysis and Management
16UBA806 : International Business Management

Group 3 - (Any One Course)

16UBA807 : Human Resource Development
16UBA808 : Merchandising Management
16UBA809 : Banking Law and Practice

Explanation for Course Code:

**First 02 Digits : Year 2016; Third Digit : Level of the Programme (U : UG / P : PG);
Fourth and Fifth Digits : Cluster / Discipline Code; Last 03 Digits : Nature of the
Course (Core/Elective/Supportive etc.,)**

**Programme: B.B.A
Supportive/Allied Disciplines: Statistics and Commerce**

C. Semester-wise Distribution of Courses, Credits, Marks and Contact Hours

Part	Type of Course	Course Code	Title of the Course	Credits	Marks	Contact Hours / Week
SEMESTER I						
I	Language	16UOT101/ 16UOM101/ 16UOH101/ 16UOF101	Modern Literature, Short Story, Grammar & History of Literature / Malayalam – I/ Hindi – I/ French – I	4	100	5
II	English	16UOE201	Language through Literature	4	100	5
III	Supportive/Allied: Statistics – 1	16UCL301	Fundamentals of Business Statistics	4	100	4
III	Generic/Cluster Core – 1	16UMM401	Principles of Management	4	100	4
III	Generic/Cluster Core – 2	16UMM402	Financial Accounting	4	100	4
III	Core Laboratory – 1	16UBA551	Office Automation	2	100	4
III	Ability (Skill) Enhancement	16UAB381	Soft and Quantitative Skills – I	-	CIA	2
IV	Compulsory Foundation – 1	16UFC901	Environmental Studies	2	100	2
V	Extension	16UEX951	NSS/YRC/RRC	-	CIA	Extra
Sub-Total				24	700	30
SEMESTER II						
I	Language	16UOT102/ 16UOM102/ 16UOH102/ 16UOF102	Sangam Literature, Epics, Prose, Grammar & History of Literature/ Malayalam – I/ Hindi – I/ French – I	4	100	5
II	English	16UOE202	Language for Empowerment	4	100	5
III	Supportive/Allied : Statistics – 2	16UCL302	Resource Management Techniques	4	100	4
III	Generic/Cluster Core – 3	16UMM403	Organizational Behaviour	4	100	4
III	Discipline Centric Core – 1	16UBA501	Economics for Executives	4	100	4
III	Core Laboratory – 2	16UBA552	Excel and Tally	2	100	4
III	Ability (Skill) Enhancement	16UAB382	Soft and Quantitative Skills – II	-	CIA	2
IV	Compulsory Foundation – 2	16UFC902	Value Education – Human Rights	2	100	2
V	Extension	16UEX951	NSS/YRC/RRC	-	CIA	Extra
Sub-Total				24	700	30
SEMESTER III						
III	Supportive/Allied : Commerce – 1	16UMM303	Direct Tax	4	100	4
III	Generic/Cluster Core – 4	16UMM404	Human Resource Management	4	100	5
III	Generic/Cluster Core – 5	16UMM405	Marketing Management	4	100	5

**Dr.SNS Rajalakshmi College of Arts and Science (Autonomous),
Coimbatore-641049**

III	Discipline Centric Core – 2	16UBA502	Business Ethics and Corporate Governance	4	100	5
III	Discipline Centric Core – 3	16UBA503	Strategic Management	4	100	4
III	Ability (Skill) Enhancement	16UAB383	Soft Skill and Quantitative Skills – III	1	100	3
III	Ability (Skill) Enhancement	16UBA381	Value Added Technical Skills – I	1	100	2
IV	Elective Foundation – 1	16UFE901 or 16UFE902 or 16UFE903/ 16UFE904	Basic Tamil – I or Advanced Tamil – I or General Awareness/ Constitution of India	2	100	2
V	Extension	16UEX951	NSS/YRC/RRC	-	CIA	-
Sub-Total				24	800	30
SEMESTER IV						
III	Supportive/Allied : Commerce – 2	16UMM304	Indirect Taxes	4	100	4
III	Generic/Cluster Core – 6	16UMM406	Financial Management	4	100	5
III	Discipline Centric Core – 4	16UBA504	Business Law	4	100	5
III	Discipline Centric Core – 5	16UBA505	Insurance Principles and practice	4	100	5
III	Discipline Centric Elective – 1	16UBA801/ 16UBA802/ 16UBA803	Financial Markets and Services/ Industrial Relations and labour laws/ Rural Marketing	4	100	5
III	Ability (Skill) Enhancement	16UAB384	Soft Skill and Quantitative Skills – IV	1	100	3
III	Ability (Skill) Enhancement	16UBA382	Value Added Technical Skills – II	1	100	1
IV	Elective Foundation – 2	16UFE905 or 16UFE906 or 16UFE907/ 16UFE908	Basic Tamil – II or Advanced Tamil – II or Yoga for Human Excellence/ Women’s Rights	2	100	2
V	Extension	16UEX951	NSS/YRC/RRC	2	100	-
Sub-Total				26	900	30
SEMESTER V						
I	Generic/Cluster Core – 7	16UMM407	Production and Material Management	4	100	5
II	Generic/Cluster Core – 8	16UMM408	Business Communication	4	100	5
III	Discipline Centric Core – 6	16UBA506	Investment Management	4	100	5
III	Generic/Cluster Elective	16UMM701/ 16UMM702/ 16UMM703	Organizational Development/ Event Management/ Customer Relationship Management	4	100	5
III	Discipline Centric Elective – 2	16UBA804/ 16UBA805/ 16UBA806	Research Methods for Management/ Portfolio Analysis and Management/ International Business Management	4	100	5

**Dr.SNS Rajalakshmi College of Arts and Science (Autonomous),
Coimbatore-641049**

III	Ability (Skill) Enhancement	Management Practice – I		-	CIA	3
III	Ability (Skill) Enhancement	16UBA383	Training on Skill Sets	2	100	2
Sub-Total				22	600	30
SEMESTER VI						
III	Generic/Cluster Core – 9	16UMM409	Cost and Management Accounting	4	100	5
III	Discipline Centric Core – 7	16UBA507	Entrepreneurship and Project Management	4	100	5
III	Discipline Centric Elective – 3	16UBA807/ 16UBA808/ 16UBA809	Human Resource Development/ Merchandising Management/ Banking Law and Practice	4	100	5
III	Open (Inter-disciplinary)	Course offered by other Disciplines		3	100	3
III	Ability (Skill) Enhancement	Management Practice – II		-	CIA	6
III	Discipline Centric Core – 10	16UBA581	Project/Industrial Training/Internship	5	100	6
Sub-Total				20	500	30

Total Credits: $24+24+24+26+22+20 = 140$

Total Marks: $700+700+800+900+600+500 = 4200$