

RATHINAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

Scheme of Curriculum for B.B.A Computer Applications for the Batch admitted during 2017-2018 Onwards

Sem	Part	Type	Sub Code	Subject	Credit	Per Week	CIA	ESE	Total	Exam Hours
1	1	L1	LANG1	Language - I	3	6	40	60	100	3
1	2	E1	17BGE12E	English for Communication	3	6	40	60	100	3
1	3	C1	17BBA13A	Core - I - Principles of Management	4	6	40	60	100	3
1	3	CP1	17BBA13P	Core Practical – I - PC Software	4	5	40	60	100	3
1	3	A1	17BBA1AA	Allied – I Mathematics for Management	4	5	40	60	100	3
1	4	AEC1	17BGE1FA	Ability Enhancement Compulsory Course-I – Environmental Studies @	2	2	50	0	50	3
1	6	VAC	17BBA1VA	Value Added Course - I@	2	-	100	-	100	3
2	1	L2	LANG2	Language - II	3	6	40	60	100	3
2	2	E2	17BBA22E	English for Management	3	6	40	60	100	3
2	3	C2	17BBA23A	Core - II - Financial Accounting	4	5	40	60	100	3
2	3	C3	17BBA23B	Core III – Managerial Economics	4	4	40	60	100	3
2	3	CP2	17BBA23P	Core Practical - Financial Accounting Package Tally I	4	3	40	60	100	3
2	3	A2	17BBA2AB	Allied – II Operations Research for Management	4	4	40	60	100	3
2	4	AEC2	17BGE2FB	Ability Enhancement Compulsory Course-II – Value Education Human Rights @	2	2	50	0	50	3
2	6	VAC	17BBA2VA	Value Added Course – II@	2	-	100	-	100	3
3	3	C4	17BBA33A	Core - IV - Marketing Management	4	7	40	60	100	3
3	3	CP3	17BBA33P	Core Practical – III - Internet And Web Page Design Programming Laboratory	4	7	40	60	100	3
3	3	A3	17BBA3AC	Allied - III Organizational Behaviour	4	6	40	60	100	3
3	3	CP4	17BBA33V	Core Practical – IV – Industrial Training Report	2			50	50	3
3	4	S1	17BBA3ZA	Skill Enhancement Courses – I Banking Theory and Practice *	4	6	40	60	100	3
3	4	AEC3	17BGE3FC	Ability Enhancement Compulsory Course-III – (Tamil / Advanced Tamil (OR) Non-major elective-1 (Yoga for Human Excellence) / Women’s Rights / Career Enhancement – I) @	2	2	50	0	50	3
3	6	VAC	17BBA3VA	Value Added Course - III@	2	-	100	-	100	3

3	6	IDL	IDL1	Inter Department Learning – I#	2	2	-	100	100	3
4	3	C5	17BBA43A	Core - V – Cost and Management Accounting	4	6	40	60	100	3
4	3	CP5	17BBA43P	Core Practical – V – Financial Accounting Package Tally II	4	5	40	60	100	3
4	3	A4	17BBA4AD	Allied - IV Production and Materials Management	4	6	40	60	100	3
4	4	S2	17BBA4ZB	Skill Enhancement Courses – II Services Management	4	6	40	60	100	3
4	4	SP1	17BBA4ZP	Skill Lab – I Corporate Governance	4	3	40	60	100	3
4	4	AEC4	17BGE4FD	Ability Enhancement Compulsory Course-IV –(Tamil / Advanced Tamil (OR) Non-major elective-II (General Awareness) / Career Enhancement – II) @	2	2	50	0	50	3
4	6	VAC	17BBA4VA	Value Added Course - IV@	2	-	100	-	100	3
4	6	IDL	IDL2	Inter Department Learning – II#	2	2	-	100	100	3
5	3	C6	17BBA53A	Core - VI - Research Methods for Management	5	5	40	60	100	3
5	3	EL1	ELE1	Elective - I	5	5	40	60	100	3
5	3	EL2	ELE2	Elective - II	5	5	40	60	100	3
5	3	CP6	17BBA53P	Core Practical VI –SPSS Practical	4	5	40	60	100	3
5	3	CP7	17BBA53B	Core VII– Strategic Management	3	5	40	60	100	3
5	4	S3	17BBA5ZC	Skill Enhancement Courses – III Entrepreneurial Management	4	5	40	60	100	3
5	6	VAC	17BBA5VA	Value Added Course - V@	2	-	100	-	100	3
6	3	EL3	ELE3	Elective – III	5	6	40	60	100	3
6	3	EL4	ELE4	Elective – IV	5	6	40	60	100	3
6	3	CP8	17BBA63A	Core- VIII International Business Management	4	4	40	60	100	3
6	3	CP9	17BBA63V	Core Project	8	8	80	120	200	3
6	4	S4	17BBA6ZD	Skill Enhancement Courses – IV Income Tax and Practice	4	6	40	60	100	3
6	5	EX	17BGE65A	Extension Activity@	2		50		50	
TOTAL					154	180	2030	2170	4200	

Elective	Sub code	Subject
Elective-I	17BBA5EA	Financial Management
	17BBA5EB	Human Resource Management
	17BBA5EC	E-Commerce
	17BBA5ED	Management Information System
	17BBA5EE	International Business Management

Elective-II	17BBA5EF	Financial Services
	17BBA5EG	Industrial Relations and Labour Laws
	17BBA5EH	Consumer Behaviour
	17BBA5EI	Software Design Technique
	17BBA5EJ	Foreign Trade Laws
Elective-III	17BBA6EA	Portfolio Analysis and Management
	17BBA6EB	Performance Management
	17BBA6EC	Service Marketing
	17BBA6ED	Systems Analysis and Design
	17BBA6EE	Logistics and Supply chain Management
Elective-IV	17BBA6EF	Banking Theory and Practice
	17BBA6EG	Organizational Development
	17BBA6EH	Marketing Research
	17BBA6EI	Cloud Computing
	17BBA6EJ	Shipping and Port Management

Inter Department Learning

IDL	Sub Code	Subject
SEM3	17BBA3LA	Digital Marketing
	17BBA3LB	Investment Management
	17BBA3LC	Event Management
	17BBA3LD	Basics of Business Ethics
SEM4	17BBA4LA	Talent Management
	17BBA4LB	Career planning & Guidance
	17BBA4LC	Consumer Behavior
	17BBA4LD	Entrepreneurial Development