

Bachelor of Business Administration (B.B.A)-ODL Mode Semester Pattern

B.B.A-Programme Structure (Total Credits: 140)

First Year-First Semester

S.No	Course Code	Course Title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks
						*CIA	*ESE	
1	DLTAM-11	Tamil - I	Language- I	4	3	30	70	100
2	DLENG-11	English - I	Language- II	4	3	30	70	100
3	DCBGL-11	Financial Accounting - I	CORE	4	3	30	70	100
4	DCBBA-12	Business Management	CORE	4	3	30	70	100
5	DCBEC-13	Managerial Economics	CORE	4	3	30	70	100
Total First Semester Credits				20				

First Year-Second Semester

6	DLTAM- 21	Tamil - II	Language-III	4	3	30	70	100
7	DLENG-21	English - II	Language-IV	4	3	30	70	100
8	DCBBA-21	Business Environment	CORE	4	3	30	70	100
9	DCBBA-22	Human Resource Management	CORE	4	3	30	70	100
10	DCBBA-23	Organizational Behaviour	CORE	4	3	30	70	100
Total Second Semester Credits				20				

Second Year- Third Semester

11	DLTAM-31	Tamil – III	Language- V	4	3	30	70	100
12	DCBMS-31	Business Statistics	CORE	4	3	30	70	100
13	DCBGL-32	Business Law	CORE	4	3	30	70	100
14	DCBBA-33	Digital Marketing	CORE	4	3	30	70	100
15	DCBBA-34	Consumer Behaviour	CORE	4	3	30	70	100
16	DEVS-031	Environmental Studies	AECC	2	3	30	70	100
17		Optional-1		4	3	30	70	100
Total Third Semester Credits				26				

Second Year- Fourth Semester

18	DCBMS-41	Operations Research	CORE	4	3	30	70	100
19	DCBBA-42	Research Methodology	CORE	4	3	30	70	100
20	DCBGL-43	Financial Services	CORE	4	3	30	70	100
21	DDBBA-44	Advertisement and Sales Promotion	AECC	2	3	30	70	100
22	DSBBA-41	Personality Development	SEC	2	3	30	70	100
23		Optional-2		4	3	30	70	100
24		Optional-2		4	3	30	70	100
Total Fourth Semester Credits				24				

Third Year- Fifth Semester

25	DCBBA-51	Financial Management	CORE	4	3	30	70	100
26	DCBBA-52	Marketing Management	CORE	4	3	30	70	100
27	DCBBA-53	Total Quality Management	CORE	4	3	30	70	100
28	DCBBA-54	Industrial Relations	CORE	2	3	30	70	100
29	DGBBA-51	Consumer Affairs	GE	2	3	30	70	100
30		Optional-3		4	3	30	70	100
31		Optional-3		4	3	30	70	100
Total Fifth Semester Credits				24				

Third Year- Sixth Semester

32	DCBBA-61	Business Taxation	CORE	4	3	30	70	100
33	DCBBA-62	Management Accounting	CORE	4	3	30	70	100
34	DCBBA-63	Production and Operations Management	CORE	4	3	30	70	100
35	DGBBA-61	Disasters Management	GEC	2	3	30	70	100
36	DSBBA-61	Entrepreneurship Development	SEC	4	3	30	70	100
37		Optional-4		4	3	30	70	100
38		Optional-4		4	3	30	70	100
Total Sixth Semester Credits				26				
Total Credits = 140								

*CIA- Continuous Internal Assessment /*ESE- End Semester Examination

Optional Courses Available

The following Discipline Specific Elective (DSE) Courses and Ability Enhancement Courses (AEC) are also available for the learners to choose from 3rd Semester onwards from the following Courses:

S. No	Course Code	Course Title	Category	No.of. Credits
Semester-III: Optional-1				
1	DAENG-31	English for Competitive Exam	AEC	4
2	DDBBA-32	Security Analysis and Portfolio Management	DSE	4
3	DABGL-33	Universal Human Values	AEC	4
Semester-IV: Optional-2				
4	DDBBA-41	Capital Market	DSE	4
5	DDBBA-42	Business Communication	DSE	4
6	DDBBA-43	Computer Application and Business	DSE	4
Semester-V: Optional-3				
7	DAENG-51	Counselling and Negotiation Skills	AEC	4
8	DDBBA-52	E-Business	DSE	4
9	DDBBA-53	Transportation and Distribution Management	DSE	4
Semester-VI: Optional-4				
10	DAENG-61	Soft Skills	AEC	4
11	DDBBA-62	International Finance	DSE	4
12	DDBBA-63	Brand Management	DSE	4
Total Credit of Optional Courses				48

Language Optional Papers Available

The following Language Optional Courses are also available to the learners who could not study Tamil as Language from 1st Semester to 3rd Semester. Learners has to choose any one from the following Courses semester wise.

S. No	Course Code	Course Title	Category	No.of. Credits
Semester- I:Optional				
1	DLENG-10	English-V	Language	4
2	DLHND-10	Hindi-I	Language	4
Semester - II: Optional				
3	DLENG-20	English-VI	Language	4
4	DLHND-20	Hindi-II	Language	4
Semester- III: Optional				
5	DLENG-30	English-VII	Language	4
6	DLHND-30	Hindi-III	Language	4