

**PARK'S COLLEGE (Autonomous) – TIRUPUR-5.****Department of –BUSINESS MANAGEMENT with Computer Applications  
Scheme of Curriculum for BBM (CA) Degree Course Based on CBCS.**

<i>Sem</i>	<i>Part</i>	<i>Type</i>	<i>Sub Code</i>	<i>Subject&amp; Paper</i>	<i>Hours Per Week</i>	<i>CIA</i>	<i>ESE</i>	<i>Max Mark</i>	<i>Exam Hours</i>	<i>Credit</i>
<b>I</b>	I	L1		Language Paper I	5	25	75	100	3	3
	II	E1		English Paper I	5	25	75	100	3	3
	III	C1		Management Process	4	25	75	100	3	5
		C2		Introduction to Information Technology	5	12	38	50	3	3
		C2A		PC Software (MS-Office & Tally)-Programming Lab	4	20	30	50	3	3
		Allied- 1		Mathematics for Management - I	5	25	75	100	3	5
	IV	FCA		General Awareness	2	-	50	50	3	1
<b>II</b>	I	L2		Language Paper II	5	25	75	100	3	3
	II	E2		English Paper II	5	25	75	100	3	3
	III	C3		Financial Accounting	5	25	75	100	3	5
		C4		Visual Basic-Theory	3	12	38	50	3	3
		C4A		Visual Basic-Programming Lab	3	20	30	50	3	2
		Allied-2		Mathematics for Management - II	6	25	75	100	3	5
	IV	FCB		Human Rights and Constitution of India	2	-	50	50	3	1
<b>III</b>	III	C5		Organisational Behaviour	6	25	75	100	3	4
		C6		Marketing Management	5	25	75	100	3	4
		C7		Production & Operations Management	6	25	75	100	3	4
		C8		C++ and Java Programming-Theory	3	12	38	50	3	3
		C8A		C++ and Java Programming-Programming Lab	3	20	30	50	3	2
		Allied-3		Business Law	6	25	75	100	3	5
	IV	SB-1		Institutional Training	-	-	-	100	3	2
		OL		Other Languages	2	25	75	100	3	2

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<b>IV</b>	III	C9		Research Methods for Management	5	25	75	100	3	5
		C10		Financial Management	6	25	75	100	3	5
		C11		Internet & Web Page Design-Theory	3	12	38	50	3	3
		C11A		Internet & Web Page Design-Programming Lab	3	20	30	50	3	2
		Allied-4		Taxation	6	25	75	100	3	5
	IV	SB-2		Introduction to Retail Management	6	25	75	100	3	2
		OL		Other Languages	2	25	75	100	3	2
	V	EA		Extension Activities (NSS/NCC/Sports & Games)	-	-	-	-	-	Grade only
<b>V</b>	III	C12		Cost & Management Accounting	5	25	75	100	3	5
		C13		RDBMS & ORACLE-Theory	3	12	38	50	3	2
		C13A		RDBMS & ORACLE-Programming Lab	3	20	30	50	3	2
		C14		Project Report- Viva-Voce	-	<b>R-80</b>	<b>V-20</b>	100	3	5
	IV	SB-3		Retail Strategy & Planning	6	25	75	100	3	2
		SB-4		Merchandising Management	6	25	75	100	3	2
	III	Elec-1		Elective I*	5			100	3	5
	IV	FCC		Environmental Studies	2	-	50	50	3	1
<b>VI</b>	III	C15		Industrial Relations & Labour Laws	5	25	75	100	3	5
		Elec-2		Elective II*	6	25	75	100	3	5
		Elec-3		Elective III*	6	25	75	100	3	5
	IV	SB-5		Managing Retail	5	25	75	100	3	2
		SB-6		Retail Marketing	6	25	75	100	3	2
	IV	FCD		Soft Skills	2	Viva-Voce		50	3	2
				<b>Total</b>				<b>3600</b>		<b>140</b>

**Abbreviations:**

R – Report

V – Viva Voce

## \* List of Elective Papers (Students can choose any one of the following paper as ELECTIVES)

<b>Elective - I</b>	<b>1</b>	Services Marketing
	<b>2</b>	E-Commerce(A Managerial Approach)
	<b>3</b>	Export Management
<b>Elective - II</b>	<b>1</b>	Management Information System
	<b>2</b>	Multimedia & Networking
	<b>3</b>	Data Communication & Data Networking
<b>Elective - III</b>	<b>1</b>	Organisational Development
	<b>2</b>	Supply Chain Management
	<b>3</b>	Customer Relationship Management

**Credits**

<b>Part - I</b>	- Languages (Tamil, Hindi, Malayalam)	-	6
<b>Part - II</b>	- English	-	6
<b>Part - III</b>	-		
	i) - Core (I-VI)	-	72
	ii) - Ancillary-Inter.Dept (I-VI)	-	20
	iii) - Project/Electives with three Courses	-	15
<b>Part-IV</b>	- Other Components:		
	1. Advanced Language/Other Languages	-	4
	2. Skill Based Subjects	-	12
	3. Environmental Studies (V)	-	1
	4. General Awareness (I)	-	1
	5. Human Rights and Constitution of India(II)	-	1
	6. Soft Skills (VI)	-	2
<b>Part-V</b>	- Extension Activities (NSS/NCC/Sports & Games)		Grade Only
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			<b>140</b>
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**Note:**

1. Institutional Training for a period of 3 Weeks is Mandatory for the Student
2. Students can opt any of the subjects offered in Elective I,II & III

**Additional Credit:**

Department offers three Subjects for Additional Credit. If the Students prefer to get additional credit they can choose the following subjects:

## 1. Crisis Management

2. Stress and Time Management
3. Personality Development and Communication Skills