

**PARK'S COLLEGE (Autonomous) - TIRUPUR-5.****Department of -BUSINESS MANAGEMENT****Scheme of Curriculum for BBM 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	6	25	75	100	3	5
		C2		Financial Accounting	6	25	75	100	3	5
		Allied- 1		Mathematics for Management - I	6	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		Organisational Behaviour	5	25	75	100	3	5
		C4		Business Communication & PC Software	3	12	38	50	3	2
		C4A		PC Software (MS OFFICE & Tally) -Programming Lab	4	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		Human Resource Management	6	25	75	100	3	4
		C6		Marketing Management	5	25	75	100	3	5
		C7		Production & Operations Management	6	25	75	100	3	4
		C8		Business Law	5	25	75	100	3	5
		Allied-3		Economics for Executives	6	25	75	100	3	5
	IV	SB-1		Institutional Training	-	-	-	100	3	2
		OL		Other Languages	2	25	75	100	3	2
	<b>IV</b>	III	C9		Research Methods for Management	5	25	75	100	3
C10				Financial Management	6	25	75	100	3	5
C11				Management Information System	5	25	75	100	3	5
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)	-	-	-	-	-	<b>Grade only</b>

Sem	Part	Type	Sub Code	Subject & Paper	Hours Per Week	CIA	ESE	Max Mark	Exam Hours	Credit
V	III	C12		Cost & Management Accounting	6	25	75	100	3	5
		C13		Industrial Relations & Labour Laws	5	25	75	100	3	5
		C14		Project Report- Viva-Voce	-	R-80	V-20	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
VI	III	C15		Entrepreneurship & Project Management	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 Business	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>	1	Services Marketing
	2	E-Commerce
	3	Export Management
<b>Elective - II</b>	1	Financial Services
	2	Investment & Portfolio Management
	3	Working Capital Management
<b>Elective - III</b>	1	Organisational Development
	2	Supply Chain Management
	3	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