



SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

Resi : (04179) 220103

College : (04179) 220553

Fax : (04179) 226423

Ready for
Every Good Work

A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

BBA

Semester – I

Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
I	Lang		Tamil	I	5	3	50	50	100
II	Lang		English	I	5	3	50	50	100
III	Core		Fundamentals of Management	I	5	5	50	50	100
III	Core		Fundamentals of Organization	II	4	4	50	50	100
III	Main Practical		Business Practical – I	III	1	1			100*
III	Allied		Business Statistics	I	6	4	50	50	100
IV	FC		Foundation Course	I	2	1			
IV			Ethics / Religion	I	2	1			
			Communicative English	I		1*			
			Total		30	23			+1*

***Internal Paper**

Semester – II									
Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
I	Lang		Tamil	II	5	3	50	50	100
II	Lang		English	II	5	3	50	50	100
III	Core		Accounting for Managers	IV	5	5	50	50	100
III	Core		Business Correspondence	V	4	4	50	50	100
III	Main Practical		Business Practical – II	VI	1	1			100*
III	Allied		Operation Research	II	6	4	50	50	100
IV	FC		Social Skills	II	2	1			
IV			Ethics / Religion		2	1			
			Communicative English			1*			
			Total		30	23+1*			

***Internal Paper**

Semester – III									
Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
III	Core		Human Resource Management	VII	5	5	50	50	100
III	Core		Principles of Marketing	VIII	4	4	50	50	100
III	Core		Cost & Management Accounting	IX	5	4	50	50	100
III	Core		Economics for Management	X	5	4	50	50	100
III	Main Practical		Business Practical – III	XI	1	1			100*
III	Allied		Legal Aspects of Business	III	6	4	50	50	100
IV	FC		Employability Skills – I		2	1			
IV			Human Rights		2	1			
V			Outreach						
V			Groups & Movements						
			Total		30	24			

***Internal Paper**

Semester – IV

Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
III	Core		Research Methods	XII	5	5	50	50	100
III	Core		Production Management	XIII	4	4	50	50	100
III	Core		Financial Management	XIV	5	4	50	50	100
III	Core		Industrial Relations & Labour Laws	XV	5	4	50	50	100
III	Main Practical		Basic Research Project	XVI	1	1			100*
III	Allied		Organizational Behaviour	IV	6	4	50	50	100
IV	FC		Employability Skills – II		2	1			
IV			Environmental Studies		2	1			
V			Outreach			2			
V			Groups & Movements			2			
			Total		30	24+ 4*			

***Internal Paper**

Semester – V

Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
III	Core		Export Management	XVII	4	4	50	50	100
III	Core		Project	XVIII	1	2			100
III	Core		Business Environment	XIX	4	4	50	50	100
III	Main Practical		Social Responsibility Project	XX	1	1			100*
III	Main Core		Computer Applications for Management	XXI	4	3	50	50	100
III	Main Practical		Computer Applications for Management –Lab		2	2	50	50	100
III	Main Elective – I		Consumer Behaviour	I	6	4	50	50	100
			Retail Management	II					
			Service Marketing	III					
III	Subject Skill Elective – I		Sales & Distribution Management	I	6	4	50	50	100
			Business Taxation	II					
			Project Management	III					
			Investment Management	IV					
III	SSP		Brand and Product Management	I		1*			
			Integrated Marketing Communication	II					
III	NME		Management Concepts	I	2	1	50	50	100
			Total		30	25 + 1*			

***Internal Paper**

Semester – VI

Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
III	Core		Strategic Management	XXII	5	5	50	50	100
III	Core		Entrepreneurial Development	XXIII	4	4	50	50	100
III	Core		Social Sensitivity Skills	XXIV	1	1	50	50	100*
III	Core		E-Commerce	XXV	4	4	50	50	100
III	Practical		E-Commerce Lab		2	2	50	50	100
III	Main Elective –II		Banking & Insurance	IV	6	4	50	50	100
			Logistics & Supply Management	V					
			Total Quality Management	VI					
III	Subject Elective –II		Financial Services	V	6	4	50	50	100
			Customer Relationship Management	VI					
			B2B Marketing	VII					
			Corporate Social Responsibility	VIII					
	SSP		Management and Business Cases	III		1*			
			Event Management	IV					
III	NME		Organizational Behaviour		2	1	50	50	100
			Total		30	25+ 1*			

Semester	Certificate Programme	Credits
III	Certificate in NGO Management	2
	Any Online Courses – Government Recognized (MOOC, NPTL etc.)	
IV	Certificate in Tourism Management	2
	Any Online Courses – Government Recognized (MOOC, NPTL etc.)	

Paper - XVI: Basic Research Project

Semester – IV

1 Hour

Code: B427J

1 Credit

Objective:

- To understand the concept of research and to have an insight on mode of doing research

Course Outcome:

- Student can integrate the research concepts and tools to make the managerial decision problems
-

Group of students (2 to 4 students) (Or) Individual shall be required to prepare on the basis of investigations carried out by them in a particular area on possible solutions for a typical problem of current interest in the area of management. The report should demonstrate the capability of the students for some creative potential and original approach to solve the practical problems in to-days business. The report should include field studies, survey, interpretation, planning and design of improved integrated management systems, presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data and viva will be conducted on the basis of the report. Report can have 25 pages as a minimum.

Evaluation Patten

- Group of Students should investigate the problems
- The mode of evaluating the student will consists of two parts. One of the basis of report writing and the other will be through Viva Voce
- The valuation of the Report writing will be examined by the Respective Guide and HOD of the department.
- Oral Presentation will be examined by the HOD and Respective Guide
- 80 Marks will be awarded for report writing and 20 Marks for oral examination

The following are the components for report writing

- Content - 50 Marks
- Layout - 15 Marks
- Methodology - 10 Marks
- Grammar - 5 Marks

Marks for Viva Voce

- Oral Presentation - 10 Marks
 - Question & Answer - 10 Marks
-

*Internal Paper

Paper - XVIII: Project

Semester – V

1 Hour

Code: B516J

2 Credits

Each student shall be required to prepare on the basis of investigations carried out by them in an industrial organizational project on possible solutions for a typical problem of current interest in the area of management. The report should demonstrate the capability of the students for some creative potential and original approach to solve the practical problems in to-days business or industry. The report should include field studies, survey, interpretation, planning and design of improved integrated management systems, presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data and viva will be conducted on the basis of the report.

Evaluation Patten

- Each student should carry out his / her investigation separately
- The mode of evaluating the student will consists of two parts. One of the basis of report writing and the other will be through Viva Voce
- The valuation of the Report writing and Oral examination will be by both External Examiner and Internal Examiner
- 80 Marks will be awarded for report writing and 20 Marks for oral examination
- Average of marks can be taken as final

The following are the components for report writing

- Content - 50 Marks
- Layout - 5 Marks
- Methodology - 10 Marks
- Grammar - 5 Marks

Mid Month Review - 10 Marks

Marks for Viva Voce

- Oral Presentation - 10 Marks
 - Question & Answer - 10 Marks
 - Project will be for a period of one month, which will be in the month of May of every academic year
 - Each student should find a reputed industry to carry out his / her investigation with the approval of the department
 - After completing his / her training, the student should get an attendance certificate from the company
-

Paper - XX: Social Responsibility Project

Semester – V

1 Hour

Code: B524J

1 Credit

Objectives:

- The project is to provide exposure to various dimensions of corporate / individual social responsibility and its influence on the long term sustainability of the modern organizations. It emphasizes on the social responsibility of every individual in the society and its role in inclusive growth in the economy. It also focuses on sensitizing students with the life and needs of the downtrodden through village campus.

Course Outcomes:

- The student after completing this project would have understood various social issues in the society and understood his/her role and responsibility in overcoming such social issues and helping in bringing about equality and development in the society.

Village Exposure Camp: Each student is expected to complete the village exposure. The students will be participating in different community activities to get sensitized with different social issues faced by these villages.

NGO Visit: Student should identify an NGO and work and submit a report

Service-Learning Report: The report should be submitted to fulfill the requirements for the award of the Bachelor of Business Administration of Sacred Heart College during fifth semester of the programme. It consists of two parts – first a report on village visit and second part on visit to NGO.

Panel of Examiner

Head of the Department and Course Teacher