



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
Sivakasi**

(Affiliated to Madurai Kamaraj University, Reaccredited with "A" Grade by NAAC,  
College with Potential for Excellence by UGC & Mentor Institution under UGC PARAMARSH)

**NAAC SSR Cycle IV (2015-2020)**

**1.1. CURRICULUM DESIGN AND DEVELOPMENT**

**1.1.2. REVISION OF SYLLABUS**

**PERCENTAGE OF SYLLABUS REVISION  
2020 AND LATER**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2020 AND LATER**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI.

DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA PROGRAMME - BDBU


(For those who have joined in June 2020 and later)


S.No.	Components	Number of courses having changes
1.	Part I	1
2.	Part II	-
3.	Part III	8
4.	Part IV	4
Total		13

Total Number of Courses having changes : 13

Total Number of Courses : 46

Percentage of Revision : 28%

  
Signature of the HOD

  
Signature of Principal  
Dr. T. Palaneeswari  
PRINCIPAL  
The Standard Firework  
Rajaratnam College  
for Women,  
SIVAKASI.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2020 AND LATER**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI.  
DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA PROGRAMME - BDBU  
(For those who have joined in June 2020 and later)**

S.NO.	Course Code	Course Title
1.	BDBLA11	வணிகதொடர்பியல்
2.	BDBU11	Principles of Management
3.	BDBU31	Marketing Management
4.	BDBU33	Business Statistics
5.	BDBU34	Organisational Behaviour
6.	BDBU3A	Computer Applications in Business – Theory
7.	BDBU3AL	Computer Applications in Business Lab
8.	BDBU42	Entrepreneurship
9.	BDBU61	Operations Research for Management

*M.s. J. R.*  
signature of HOD

*T. Palaneeswari*  
Signature of Principal  
**Dr. T. Palaneeswari**  
**PRINCIPAL**  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2020 AND LATER**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, SIVAKASI  
BBA– Allotment of Hours & Credits  
(For those who have joined in June 2020 and later)**

Courses			Semester						Total No. of Credits
			I	II	III	IV	V	VI	
<b>Language Courses</b>									
Part I – Tamil			6(3)	6(3)	-	-	-	-	6
Part II - English Language Course			6(3)	6(3)	-	-	-	-	6
<b>Part III – Major, Major elective and Allied Courses</b>									
Major	Theory	Course I	5(4)	4(3)	6(5)	5(4)	6(4)	6(4)	
		Course II	6(4)	5(4)	6(5)	5(4)	5(4)	6(4)	
		Course III	-	-	6(4)	6(4)	4(3)	4(3)	
		Course IV	-	-	6(4)	5(4)	-	-	
		Course V	-	-	-	-	-	-	
		Internship/On-The-Job Training Project	-	-	-	-	(1)	-	
Major Elective	Theory	Course I	-	-	-	-	5(5)	5(5)	
		Course II	-	-	-	-	5(4)	-	
Allied	Theory		5(5)	5(5)	3(3)	5(5)	-	-	
	Practical		-	-	3(2)	-	-	-	
<b>Total No. of Credits</b>			<b>13</b>	<b>12</b>	<b>23</b>	<b>21</b>	<b>21</b>	<b>19</b>	<b>109</b>
<b>Part-IV Ability Enhancement Courses</b>									
<b>Value Added Courses</b>									
1) Environmental Studies			2(2)	-	-	-	-	-	
2) Value Education & Gender studies			-	2(2)	-	-	-	-	
<b>Non Major Elective Courses</b>									
1) NME I			-	-	-	2(2)	-	-	
2) NME II			-	-	-	-	2(2)	-	
<b>Skill Based Courses</b>									
1) Computer Literacy			-	2(2)	-	-	-	-	
2) Discipline Specific Course			-	-	-	2(2)	-	-	
3) Career Guidance			-	-	-	-	2(2)	-	
4) Self Employment / Job Oriented Courses – Theory			-	-	-	-	-	2(2)	
5) Self Employment/ Job Oriented Courses – Practical / Project			-	-	-	-	-	2(2)	
Library and Information Science			-	-	-	-	1(*)	1(*)	
<b>Total</b>			<b>2</b>	<b>4</b>	<b>-</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>18</b>
<b>Part-V: Social Awareness Programme and Physical Education</b>									
SocialServiceLeague/YouthRedCross/RedRibbonClub/Environment Club/Citizen Consumer Club/ExtensionActivities Cell/ PhysicalEducation /NationalCadetCorps/ NationalServiceScheme			1(*)	1(1)	-	-	-	-	1
<b>Total Credits</b>									<b>140</b>

*M. S. J.*  
Signature of HoD

*T. Palaneeswari*  
Signature of Principal  
**Dr. T. Palaneeswari**  
PRINCIPAL  
The Standard Firework-  
Rajaratnam College  
for Women,  
SIVAKASI.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2020 AND LATER**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS), SIVAKASI DEPARTMENT OF BUSINESS ADMINISTRATION B.B.A PROGRAMME (For those who have joined in 2020 and later) OUTCOME BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM PROGRAMME CODE – BDBU PROGRAMME SCHEME								
Component	Course Code	Course Title	Teaching Hours Per Week	Credits	Duration of Exam. (Hrs.)	Marks Allotted		
						Internal	External	Total
<b>Semester I</b>								
Part I	BDBLA11	வணிகதொடர்பியல்	6	3	3	40	60	100
Part II	BDGE11	English for Communication I	6	3	3	40	60	100
Part III	BDBU11	Major Courses Principles of Management	5	4	3	40	60	100
	BDBU12	Financial Accounting	6	4	3	40	60	100
	BDBU1A	Allied Courses Business Organisation	5	5	3	40	60	100
Part IV	BDES11	Value Added Course Environmental studies	2	2	2	40	60	100
<b>Total</b>			<b>30</b>	<b>21</b>				<b>600</b>
<b>Field visit mandatory for the course BDBU1A - Business Organisation</b>								
<b>Semester II</b>								
Part I	BDBLA21	அலுவலக மேலாண்மை	6	3	3	40	60	100
Part II	BDGE21	English for Communication II	6	3	3	40	60	100
Part III	BDBU21	Major Courses Environment of Business	4	3	3	40	60	100
	BDBU22	Cost Accounting	5	4	3	40	60	100
	BDBU2A	Allied Courses Economics for Management	5	5	3	40	60	100
Part IV	BDVG21	Value Added Course Value Education & Gender Studies	2	2	2	40	60	100
	BDCL22	Skill Based Course Fundamentals of Computers & Windows	2	2	2	40	60	100
Part V	BDSA2	Social Awareness Programme and Physical Education	-	1	-	-	-	-
<b>Total</b>			<b>30</b>	<b>23</b>				<b>700</b>
<b>Semester III</b>								
Part III	BDBU31	Major Courses Marketing Management	6	5	3	40	60	100
	BDBU32	Business Law	6	5	3	40	60	100
	BDBU33	Business Statistics	6	4	3	40	60	100
	BDBU34	Organisational Behaviour	6	4	3	40	60	100
	BDBU3A	Allied Course Computer Applications in Business – Theory	3	3	3	40	60	100
	BDBU3AL	Computer Applications in Business Lab	3	2	3	50	50	100
<b>Total</b>			<b>30</b>	<b>23</b>				<b>600</b>





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2020 AND LATER**

Field visit mandatory for the course BDBU34 – Organisational Behaviour									
Semester IV									
Part III	RDBU41	Major Courses Operations Management	5	4	3	40	60	100	
	BDBU42	Entrepreneurship	5	4	3	40	60	100	
	BDBU43	Business Mathematics	6	4	3	40	60	100	
	BDBU44	Human Resource Management	5	4	3	40	60	100	
	BDBU4A	Allied Course International Business Management	5	5	3	40	60	100	
Part IV	BD4N	Non Major Elective Course I	2	2	2	40	60	100	
	BDBU4DS	Skill Based Course Discipline Specific Course Personality Development	2	2	2	40	60	100	
<b>Total</b>			<b>30</b>	<b>25</b>				<b>700</b>	
Semester V									
Part III	BDBU51	Major Courses Management Accounting	6	4	3	40	60	100	
	BDBU52	Marketing Research	5	4	3	40	60	100	
	BDBU53	Industrial Relations Management	4	3	3	40	60	100	
	BDBU5V	Internship/ On –The - Job Training	-	1	-	-	100	100	
	BDBU5E1/ BDBU5E2	Major Elective Courses Principles and Practices of Banking/ Total Quality Management	5	5	3	40	60	100	
	BDBU5E3/ BDBU5E4	Disaster Management/ Strategic Management	5	4	3	40	60	100	
Part IV	BD5N	Non Major Elective Course II	2	2	2	40	60	100	
	BDCG51	Skill Based Course Career Guidance	2	2	2	40	60	100	
	-	Library and Information Science	1	-	-	-	-	-	
<b>Total</b>			<b>30</b>	<b>25</b>				<b>800</b>	
Study tour / Field visit mandatory for the course RDBU53 - Industrial Relations Management									
Semester VI									
Part III	BDBU61	Major Courses Operations Research for Management	6	4	3	40	60	100	
	BDBU62	Financial Management	6	4	3	40	60	100	
	BDBU63	Retail Management	4	3	3	40	60	100	
	BDBU6P	Project & Viva Voce	4	3	-	-	100	100	
	BDBU6E1/ BDBU6E2	Major Elective Course Capital Market / Consumer Behaviour	5	5	3	40	60	100	
Part IV	BDSE/ BDJO	Skill Based Courses Self Employment Course Theory	2	2	2	40	60	100	
	BDSE/ BDJO	Self Employment Course Practical	2	2	3	40	60	100	
	-	Library and Information Science	1	-	-	-	-	-	
	<b>Total</b>			<b>30</b>	<b>23</b>				<b>700</b>
	BDBUEC1	Leadership Development	2	2	3	40	60	100	
BDBUEC2	Individual Development	2	2	3	40	60	100		



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**


**JUNE 2020 AND LATER**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN  
(AUTONOMOUS), SIVAKASI

DEPARTMENT OF BUSINESS ADMINISTRATION  
COURSES OFFERED FOR OTHER MAJOR STUDENTS

Component	Course Code	Course Title	Teaching Hours Per Week	Credits	Duration of Exam. (Hrs.)	Marks Allotted		
						Internal	External	Total
Semester IV								
Part IV	BDBU4N	Non Major Elective Course Elements of Management	2	2	2	40	60	100
Semester V								
Part IV	BDBU5N	Non Major Elective Course Managerial Skills	2	2	2	40	60	100
Semester VI								
Part IV	BDSE62	Skill Based Courses Self Employment Course Beautician Course	2	2	2	40	60	100
	BDSE62L	Beautician Course Lab	2	2	3	50	50	100

  
signature of HOD

  
Signature of Principal  
PRINCIPAL  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
Sivakasi**

(Affiliated to Madurai Kamaraj University, Reaccredited with "A" Grade by NAAC,  
College with Potential for Excellence by UGC & Mentor Institution under UGC PARAMARSH)

**NAAC SSR Cycle IV (2015-2020)**

**1.1. CURRICULUM DESIGN AND DEVELOPMENT**

**1.1.2. REVISION OF SYLLABUS**

**PERCENTAGE OF SYLLABUS REVISION  
2017 AND LATER**





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2017 AND LATER**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS), SIVAKASI.  
DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA PROGRAMME - GLBU  
(For those who have joined in June 2017 and later)**


S.No.	Components	Number of courses having changes
1.	Part I	2
2.	Part II	2
3.	Part III	1
4.	Part IV	3
<b>Total</b>		<b>8</b>

Total Number of Courses having changes : 8

Total Number of Courses : 41

Percentage of Revision : 20%

  
Signature of the HOD

  
Signature of Principal  
**Dr. T. Palaneeswari**  
**PRINCIPAL**  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**


**B.B.A.**

**JUNE 2017 AND LATER**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS), SIVAKASI.  
DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA PROGRAMME - GLBU  
(For those who have joined in June 2017 and later)**

S.NO.	Course Code	Course Title
1.	GLBLA11	VanikaKadidhangal
2.	GLBLA21	AluvalgaMelanmai
3.	GLCL22	Fundamentals of Computer and Windows
4.	GLBU53	Promotion Management

  
Signature of HOD

  
Signature of Principal  
**Dr. T. Palaneeswari**  
**PRINCIPAL**  
The Standard Fireworks  
Rajaratnam College  
for Women,  
**SIVAKASI.**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2017 AND LATER**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, SIVAKASI  
DEPARTMENT OF BUSINESS ADMINISTRATION  
B.B.A. - Allotment of Hours and Credits  
(For those who joined in June 2017 and later)**

Subjects		Semester						Total Credits	
		I	II	III	IV	V	VI		
Part-I: Tamil Language / Alternate Course		6(3)	6(3)	-	-	-	-	6	
Part-II: English Language Course		6(3)	6(3)	-	-	-	-	6	
<b>Part-III Major and Allied Courses:</b>									
Major	Theory	Course I	5(4)	4(3)	5(4)	5(4)	6(4)	6(4)	
		Course II	6(4)	5(4)	5(4)	5(4)	5(4)	6(4)	
		Course III	-	-	6(4)	6(4)	4(3)	4(3)	
		Course IV	-	-	6(4)	5(4)	5(5)	5(5)	
		Course V	-	-	-	-	5(5)	-	
	Project						4(3)		
Allied	Theory	5(5)	5(5)	3(3)	5(5)	-	-		
	Practical	-	-	3(2)	-	-	-		
<b>Total No. of Credits</b>		<b>13</b>	<b>12</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>19</b>	<b>107</b>	
<b>Part-IV Value Added / Non-Major / Skill based Courses</b>									
<b>Value Added Courses</b>									
Peace Education		2(2)	-	-	-	-	-		
Environmental Studies		-	2(2)	-	-	-	-		
<b>Non-Major Courses</b>									
i) NME I		-	-	2(2)	-	-	-		
ii) NME II		-	-	-	2(2)	-	-		
<b>Skill based Courses</b>									
1) Computer Literacy		-	2(2)	-	-	-	-		
2) Discipline Specific Course		-	-	-	2(2)	-	-		
3) Career Guidance and Subject Viva		-	-	-	-	2(2)	-		
4) Women Studies		-	-	-	-	2(2)	-		
5) Self Employment / Job Oriented Course – Theory		-	-	-	-	-	2(2)		
6) Self Employment/ Job Oriented Course – Practical / Project		-	-	-	-	-	2(2)		
Library and Information Science		-	-	-	-	1(*)	1(*)		
<b>Total No. of Credits</b>		<b>2</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>20</b>	
<b>Part-V: Extension Activities – Physical Education &amp; Social Awareness Programme</b>									
NSS/NCC/Physical Education/ Extension Activities/Youth Red Cross/ Social Service League/Red Ribbon Club/Citizen Consumer Club/Environmental Club		(*)	(1)	-	-	-	-	1	
<b>Total</b>								<b>140</b>	

M.S. J  
Signature of HOD

T. Palaneeswari  
Signature of Principal  
Dr. T. Palaneeswari  
PRINCIPAL  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION  
B.B.A.  
JUNE 2017 AND LATER**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS), SIVAKASI DEPARTMENT OF BUSINESS ADMINISTRATION B.B.A PROGRAMME (For those who have joined in 2017 and later) CHOICE BASED CREDIT SYSTEM PROGRAMME CODE – GLBU PROGRAMME SCHEME								
Component	Course Code	Course Title	Teaching Hours Per Week	Credits	Duration of Exam. (Hrs.)	Marks Allotted		
						Internal	External	Total
<b>Semester I</b>								
Part I	GLBLA11	VanikaKadidhngal	6	3	3	25	75	100
Part II	GLEN11	Communicative English-I	6	3	3	25	75	100
Part III	GLBU11	Principles of Management	5	4	3	25	75	100
	GLBU12	Financial Accounting	6	4	3	25	75	100
	GLBU1A	Business Organisation	5	5	3	25	75	100
Part IV	GLPE11	Peace Education	2	2	2	25	75	100
<b>Total</b>			<b>30</b>					
<b>Semester II</b>								
Part I	GLBLA21	AluvalgaMelanmai	6	3	3	25	75	100
Part II	GLEN21	Communicative English-II	6	3	3	25	75	100
Part III	GLBU21	Environment of Business	4	3	3	25	75	100
	GLBU22	Cost Accounting	5	4	3	25	75	100
	GLBU2A	Economics for Management	5	5	3	25	75	100
Part IV	GLES21	Value Added Course Environmentalstudies	2	2	2	25	75	100
	GLCL22	Value Added Course Fundamentals of Computer and Windows	2	2	2	25	75	100
Part V	-	Extension Activities – Physical Education and Social Awareness Programme		1				100
<b>Total</b>			<b>30</b>					
<b>Semester III</b>								
Part III	GLBU31	Marketing Management	5	4	3	25	75	100
	GLBU32	Business Law	5	4	3	25	75	100
	GLBU33	Business Statistics	6	4	3	25	75	100
	GLBU34	OrganisationalBehaviour	6	4	3	25	75	100





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2017 AND LATER**

	GLBU3A	Computer Applications in Business	3	3	3	25	75	100
	GLBU3AL	Computer Applications in Business Lab	3	2	3	40	60	100
Part IV	GLNM	Non Major Elective I	2	2	2	25	75	100
<b>Total</b>			<b>30</b>					
<b>Semester IV</b>								
Part III	GLBU41	Operations Management	5	4	3	25	75	100
	GLBU42	Entrepreneurship	5	4	3	25	75	100
	GLBU43	Business Mathematics	6	4	3	25	75	100
	GLBU44	Human Resource Management	5	4	3	25	75	100
	GLBU4A	International Business Management	5	5	3	25	75	100
Part IV	GLNM	Non Major Elective II	2	2	2	25	75	100
	GLBU4DS	Skill Based Course Discipline Specific Course Personality Development	2	2	2	25	75	100
<b>Total</b>			<b>30</b>					
<b>Semester V</b>								
Part III	GLBU51	Management Accounting	6	4	3	25	75	100
	GLBU52	Marketing Research	5	4	3	25	75	100
	GLBU53	Promotion Management	4	3	3	25	75	100
	GLBU5EA	Elective I	5	5	3	25	75	100
	GLBU5EB	Elective II	5	5	3	25	75	100
Part IV	GLGV51	Value Added Course Career Guidance and Subject Viva	2	2	2	25	75	100
	GLWS51	Value Added Course Women Studies	2	2	2	25	75	100
<b>Total</b>			<b>29</b>					
<b>Semester VI</b>								
Part III	GLBU61	Operations Research for Management	6	4	3	25	75	100
	GLBU62	Financial Management	6	4	3	25	75	100
	GLBU63	Retail Management	4	3	3	25	75	100
	GLBU6P	Project & Viva Voce	4	3	-	50	50	100
	GLBU6EC	Elective III	5	5	3	25	75	100



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),**

**SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2017 AND LATER**

<b>Part IV</b>	<b>GLSE/ GLJO</b>	<b>Skill Based Courses (Open to all) Self Employment/ Job Oriented courses - Theory</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
	<b>GLSE/ GLJO</b>	<b>Self-Employment/ Job Oriented courses - Practical</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>Total</b>			<b>29</b>					



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2017 AND LATER**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN  
(AUTONOMOUS), SIVAKASI DEPARTMENT OF BUSINESS ADMINISTRATION

**COURSES OFFERED FOR OTHER MAJOR STUDENTS**

Component	Course Code	Course Title	Teaching Hours PerWeek	Credits	Duration of Exam. (Hrs.)	Marks Allotted		
						Internal	External	Total
<b>Semester III</b>								
Part IV	GLBU3N	Non Major Elective Course Elements of Management	2	2	2	25	75	100
<b>Semester IV</b>								
Part IV	GLBU4N	Non Major Elective Course Managerial Skills	2	2	2	25	75	100
<b>Semester VI</b>								
Part IV	GLSE62	Skill Based Courses Self Employment Courses / JOC Beautician Course	2	2	2	25	75	100
	GLSE62L	Beautician Course Lab	2	2	3	40	60	100

**Extra Credit Course**

Semester	Course Code	Course Title	Total Contact Hours	Credits	Duration of Exam (Hours)	Marks Allotted		
						Internal	External	Total
V	GLBUEC1	Leadership Development	2	2	3	25	75	100
VI	GLBUEC2	Individual Development	2	2	3	25	75	100

*M. S. Y.*  
Signature of HOD

*T. Palaneeswari*  
Signature of Principal  
**Dr. T. Palaneeswari**  
**PRINCIPAL**  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
Sivakasi**

(Affiliated to Madurai Kamaraj University, Reaccredited with "A" Grade by NAAC,  
College with Potential for Excellence by UGC & Mentor Institution under UGC PARAMARSH)

**NAAC SSR Cycle IV (2015-2020)**

**1.1. CURRICULUM DESIGN AND DEVELOPMENT**

**1.1.2. REVISION OF SYLLABUS**

**PERCENTAGE OF SYLLABUS REVISION  
2014 AND LATER**





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2014 AND LATER**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN(AUTONOMOUS),  
SIVAKASI.**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA PROGRAMME – 14UBU**

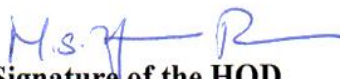
(For those who have joined in June 2014 and later)

S.No.	Components	Number of courses having changes
1.	Part I	-
2.	Part II	2
3.	Part III	1
4.	Part IV	2
<b>Total</b>		<b>5</b>

Total Number of Courses having changes : 5

Total Number of Courses : 45

Percentage of Revision : 11%

  
Signature of the HOD

  
Signature of the Principal

**PRINCIPAL**  
**The Standard Fireworks Rajaratnam**  
**College for Women,**  
**SIVAKASI.**




**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**


(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION  
B.B.A.  
JUNE 2014 AND LATER**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, (AUTONOMOUS),  
SIVAKASI  
DEPARTMENT OF BUSINESS ADMINISTRATION  
B.B.A – Bachelor of Business Administration  
Allotment of Hours and Credits  
(For those who joined in June 2014 and later)

S.NO.	Course Code	Course Title
1.	14UBU41	Business Mathematics

  
Signature of the HOD

  
Signature of the Principal  
**Dr. T. Palaneeswari**  
**PRINCIPAL**  
The Standard Firework  
Rajaratnam College  
for Women,  
SIVAKASI.





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2014 AND LATER**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS), SIVAKASI DEPARTMENT OF BUSINESS ADMINISTRATION B.B.A PROGRAMME (For those who have joined in 2014 and later) PROGRAMME CODE -14UBU PROGRAMME SCHEME								
Component	Course Code	Course Title	Teaching Hours Per Week	Credits	Duration of Exam. (Hrs.)	Marks Allotted		
						Internal	External	Total
<b>Semester I</b>								
Part I	14UBLA11	Office Management	6	3	3	25	75	100
Part II	14UGE11	Communicative English-I	6	3	3	25	75	100
	14UBLA12	Communication Skills	6	3	3	25	75	100
Part III	14UBU11	Principles of Management	5	4	3	25	75	100
	14UBU12	Financial Accounting	6	4	3	25	75	100
	14UBU1A	Fundamentals of Business Organisation	5	5	3	25	75	100
Part IV	14UPE11	Peace Education	2	2	2	25	75	100
			<b>Total</b>	<b>30</b>				
<b>Semester II</b>								
Part I	14UBLA21	Economics for Management	6	3	3	25	75	100
Part II	14UGE21	Communicative English-II	6	3	3	25	75	100
	14UBLA22	Business Communication	6	3	3	25	75	100
Part III	14UBU21	Environment of Business	4	3	3	25	75	100
	14UBU22	Cost Accounting	5	4	3	25	75	100
	14UBU2A	Banking Theory and Practice	5	5	3	25	75	100
Part IV	14UES21	Value Added Course Environmental studies	2	2	2	25	75	100
	14UCL22	Value Added Course Fundamental of Computer and Windows	2	2	2	25	75	100
Part V	-	Extension Activities – Physical Education and Social Awareness Programme		1				100
			<b>Total</b>	<b>30</b>				





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2014 AND LATER**

Semester III								
Part III	14UBU31	Business Statistics	5	4	3	25	75	100
	14UBU32	Business Law	5	4	3	25	75	100
	14UBU33	Organisational Behaviour	6	4	3	25	75	100
	14UBU34	Marketing Management	6	4	3	25	75	100
	14UBU3A	Computer Applications in Business	3	3	3	25	75	100
	14UBU3AL	Computer Applications in Business Lab	3	2	3	40	60	100
Part IV	14UNM	Non Major Elective I	2	2	2	25	75	100
<b>Total</b>			<b>30</b>					
Semester IV								
Part III	14UBU41	Business Mathematics	5	4	3	25	75	100
	14UBU42	Promotion Management	5	4	3	25	75	100
	14UBU43	Human Resource Management	5	4	3	25	75	100
	14UBU44	Entrepreneurship	5	4	3	25	75	100
	14UBU4A	International Business Management	6	5	3	25	75	100
Part IV	14UNM	Non Major Elective II	2	2	2	25	75	100
	14USK41	Soft Skill Enhancement	2	2	-	40	60	100
<b>Total</b>			<b>30</b>					
Semester V								
Part III	14UBU51	Management Accounting	6	4	3	25	75	100
	14UBU52	Operations Management	5	4	3	25	75	100
	14UBU53	Retail Management	4	3	3	25	75	100
	14UBU5E1/ 14UBU5E3	Company Accounts/ Total Quality Management	5	5	3	25	75	100
	14UBU5E2/ 14UBU5E4/ 14UBU5E5	Marketing Research/ Disaster Management/ Consumer Behaviour	5	5	3	25	75	100
	Part IV	14UGV51/ 15UGV51	Value Added Course Career Guidance and Subject Viva	2	2	2	25	75
14UWS51		Value Added Course Women Studies	2	2	2	25	75	100
<b>Total</b>			<b>29</b>					



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2014 AND LATER**

Semester VI								
Part III	14UBU61	Operations Research for Management	6	4	3	25	75	100
	14UBU62	Financial Management	6	4	3	25	75	100
	14UBU63	Industrial Marketing	4	3	3	25	75	100
	14UBU6P	Project & Viva Voce	4	3	-	-	100	100
	14UBU6EC	Elective III	5	5	3	25	75	100
Part IV	14USE/ 14UJO	Skill Based Courses (Open to all) Self Employment/ Job Oriented courses – Theory	2	2	2	25	75	100
	14USEL/ 14UJOL	Self Employment/ Job Oriented courses – Practical	2	2	3	40	60	100
Total			29					



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
PERCENTAGE OF SYLLABUS REVISION**

**B.B.A.**

**JUNE 2014 AND LATER**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI DEPARTMENT OF BUSINESS ADMINISTRATION  
COURSES OFFERED FOR OTHER MAJOR STUDENTS**

Component	Course Code	Course Title	Teaching Hours Per Week	Credits	Duration of Exam. (Hrs.)	Marks Allotted		
						Internal	External	Total
<b>Semester III</b>								
Part IV	14UBU3N	Non Major Elective Course Elements of Management	2	2	2	25	75	100
<b>Semester IV</b>								
Part IV	14UBU4N	Non Major Elective Course Managerial Skills	2	2	2	25	75	100
<b>Semester VI</b>								
Part IV	14USE62	Skill Based Courses Self Employment Courses / JOC Beautician Course	2	2	2	25	75	100
	14USE62L	Beautician Course Lab	2	2	3	40	60	100

**Extra Credit Course**

Semester	Course Code	Course Title	Total Contact Hours	Credits	Duration of Exam (Hours)	Marks Allotted		
						Internal	External	Total
V	14UBUEC1	Leadership Development	2	2	3	25	75	100
VI	14UBUEC2	Individual Development	2	2	3	25	75	100

*M.S.V.*  
Signature of the HOD

*T. Palaneeswari*  
Signature of the Principal  
**Dr. T. Palaneeswari**  
**PRINCIPAL**  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI.