



**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**

**1.1.3. COURSES FOCUS ON EMPLOYABILITY /  
ENTREPRENEURSHIP / SKILL DEVELOPMENT**

**COURSES FOCUS ON EMPLOYABILITY /  
ENTREPRENEURSHIP / SKILL  
DEVELOPMENT  
B.B.A – 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**

**B.B.A.**

**COURSES FOCUSING ON EMPLOYABILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT**

**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)  
OUTCOME BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM  
PROGRAMME CODE – BDBU  
COURSES FOCUSING ON EMPLOYABILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT

S. No	Semester	Course Code	Course Title	Focus on employability, entrepreneurship and skill development
1.	I	GLBLA11	Vanika Kadidhantal	Skill Development
2.	I	GLBU11	Principles of Management	Employability
3.	I	GLBU12	Financial Accounting	Employability
4.	I	GLBU1A	Business Organisation	Employability
5.	II	GLBLA21	AluvaMelanmai	Employability
6.	II	GLBU21	Environment of Business	Employability
7.	II	GLBU22	Cost Accounting	Employability
8.	II	GLBU2A	Economics for Management	Employability/ Entrepreneurship
9.	III	GLBU31	Marketing Management	Employability
10.	III	GLBU32	Business Law	Employability
11.	III	GLBU33	Business Statistics	Employability
12.	III	GLBU34	Organisational Behaviour	Skill Development
13.	III	GLBU3A GLBU3AL	Computer Applications in Business – Theory & Lab	Employability / Skill Development
14.	IV	GLBU41	Operations Management	Employability
15.	IV	GLBU42	Entrepreneurship	Entrepreneurship
16.	IV	GLBU43	Business Mathematics	Employability
17.	IV	GLBU44	Human Resource Management	Employability / Skill Development
18.	IV	GLBU4A	International Business Management	Employability / Entrepreneurship
19.		GLBU4N	Elements of Management	Employability / Skill Development
20.	V	GLBU51	Management Accounting	Employability
21.	V	GLBU52	Marketing Research	Employability / Skill Development
22.	V	GLBU53	Promotion Management	Employability
23.	V	GLBU5E1	Banking Law and Practice	Employability



**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)

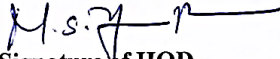
**DEPARTMENT OF BUSINESS ADMINISTRATION**

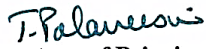
**B.B.A.**

**COURSES FOCUSING ON EMPLOYABILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT**

**2017 AND LATER**

24.	V	GLBU5E2	Total Quality Management	Employability
25.	V	GLBU5E3	Disaster Management	Employability
26.	V	GLBU5E4	Strategic Management	Entrepreneurship
27.	V	GLBU5N	Managerial Skills	Employability / Skill Development
28.	V	GLBU5V	Internship/ On -The - Job Training	Employability / Skill Development
29.	VI	GLBU61	Operations Research for Management	Employability
30.	VI	GLBU62	Financial Management	Employability / Entrepreneurship
31.	VI	GLBU63	Retail Management	Entrepreneurship
32.	VI	GLBU6E1	Capital Market	Employability
33.	VI	GLBU6E2	Consumer Behaviour	Employability
34.	VI	GLBU6P	Project & Viva Voce	Skill Development
35.	VI	GLSE62 & GLSE62L	Beautician Course- Theory & Lab - Practical	Employability / Skill Development

  
Signature of HOD

  
Signature of 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)

**COURSES FOCUS ON EMPLOYABILITY /  
ENTREPRENEURSHIP / SKILL  
DEVELOPMENT  
B.B.A – 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**

**B.B.A.**

**COURSES FOCUS ON EMPLOYABILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT**

**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)  
CHOICE BASED CREDIT SYSTEM PROGRAMME CODE – 14UBU  
COURSES FOCUSING ON EMPLOYABILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT**

S. No	Semester	Course Code	Course Title	Focus on employability, entrepreneurship and skill development
1.	I	14UBLA11	Office Management	Employability
2.	I	14UBLA12	Communication Skills	Employability
3.	I	14UBU11	Principles of Management	Employability
4.	I	14UBU12	Financial Accounting	Employability
5.	I	14UBU1A	Fundamentals of Business Organisation	Employability
6.	II	14UBU22	Cost Accounting	Employability
7.	II	14UBU2A	Banking Theory and Practice	Employability/ Entrepreneurship
8.	III	14UBU31	Business Statistics	Employability
9.	III	14UBU32	Business Law	Employability
10.	III	14UBU33	Organisational Behaviour	Skill Development
11.	III	14UBU34	Marketing Management	Employability
12.	III	14UBU3A 14UBU3AL	Computer Applications in Business – Theory & Lab	Employability / Skill Development
13.	III	14UBU3N	Elements of Management	Employability / Skill Development
14.	IV	14UBU41	Business Mathematics	Employability
15.	IV	14UBU42	Promotion Management	Entrepreneurship
16.	IV	14UBU43	Human Resource Management	Employability
17.	IV	14UBU44	Entrepreneurship	Entrepreneurship
18.	IV	14UBU4A	International Business Management	Employability / Entrepreneurship
19.	IV	14UBU4N	Managerial Skills	Employability / Skill Development
20.	V	14UBU51	Management Accounting	Employability
21.	V	14UBU52	Operations Management	Employability
22.	V	14UBU53	Retail Management	Employability
23.	V	14UBU5E1	Company Accounts	Employability
24.	V	14UBU5E2	Marketing Research	Employability
25.	V	14UBU5E3	Total Quality Management	Employability
26.	V	14UBU5E4	Disaster Management	Employability
27.	V	14UBU5E4	Consumer Behaviour	Employability





**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)

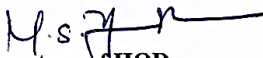
**DEPARTMENT OF BUSINESS ADMINISTRATION**


**B.B.A.**

**COURSES FOCUS ON EMPLOYABILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT**

**2014 AND LATER**

28.	VI	14UBU61	Operations Research for Management	Employability
29.	VI	14UBU62	Financial Management	Employability / Entrepreneurship
30.	VI	14UBU63	Industrial Marketing	Employability
31.	VI	14UBU6E1	Capital Market	Employability
32.	VI	14UBU6E2	Consumer Behaviour	Employability
33.	VI	14UBU6P	Project & Viva Voce	Skill Development
34.	VI	14USE62 & 14USE62L	Beautician Course– Theory & Lab – Practical	Employability / Skill Development

  
Signature of HOD

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