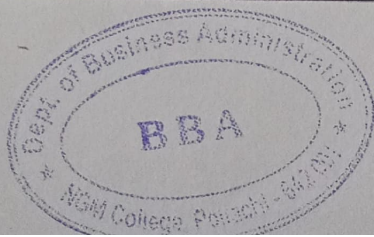


BBA						
Programme : BBA -Business Administration					Batch	
					2019 Batch – V and VI Semester	
					2018 Batch- III and IV Semester	
					2017 Batch – I and II Semester	
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
17 UBM513	Core-: XIII: Entrepreneurs hip & Project Management		✓			To execute entrepreneurial skills and knowledge in project identification and its selection process
17UBM514	Core-: XIV: Research Methods for Management				✓	To apply the knowledge's of the research through various tests
17 UBMS15	Core-: XV: Insurance Principles & Practices		✓			To know the various kinds of insurance plans
17UBM516	Core-: XVI: International Business & Export Management		✓			Toi analyze the issues and challenges in the global trade
17UBM517	Major Elective- I: PC Software(MS Office) Theory				✓	To know the various applications of MS Office
17UBM518	Major Elective- II: PC Software (MS Office) Practical				✓	To execute and know the various applicationsd of
17UBM5SI/	SBE: (Major Services Marketing/		✓			To recognize the statergies for managing and marketing of service
17 UBM5S2	Concepts of Rural Marketing Management		✓			To analyze the marketing statergies that are unique to rural India
17 UBM619	Core-XVII: Investment and Portfolio Management				✓	To impart the know about functioning and importance of Portfolio Management
17UBM620	Core-XVIII: Consumer Behaviour		✓			To Excecute the Knowledge obtained to innovate the product
17 UBM621	Core-XIX: Advertising and Sales Promotion		✓			To evoke idea about adverising and sales Promotion



17UBM622	Core-XX: Business Environment				✓	To analyze difference between Business and Government
17 UBM623	Core-XXI: Project Work and Viva-Voce					
17 UBM624	Major Elective- III: Internet and E- Commerce & Information Security				✓	To recognize applications and significanze of E- business
17 UBM6254	Major Elective- IV: HTML Practical	✓				To excecute Markup language in markup design
17 UBM6S3/	SBE: (Major)Logistic s Management/				✓	To apprehend the logistics method storage systems and material Handling
17UBM6S4	Agricultural Marketing Management			✓		To evaluate the knowledge of Students In agricultural Marketing, Role of Credit Agenices in India
18 UBM 305	Core-V: Taxation		✓			To Get Knowledge about Direct, Indirect Taxes and Various Sources of Income
18 UBM 306	Core-VI: Financial Management				✓	To analyze and make decsions regarding cash inflows amd outflows in Business
18 UBM 307	Core-VII: Marketing Management				✓	To Imapart the Knowledge to Students to recollect various Concepts of Marketing
18 UBM 308	Core-VIII: Mercantile Law		✓			To Understand the ethical and Professional Framework of Business and Company Law
18 UBM 3A3	Allied III: Mathematical Techniques - II				✓	To Forumulate Complex Mathematical Decision making in business
18 UBM 3NI/	NME: Intellectual Property Rights		✓			To recognize Patents,Trademarks, copyrights, Industrial Design Rights.
18 UBM 3N2	Rural Consumer Behaviour		✓			To Understand Consumer Profile and pattern of buying
18 UBM409	Core-IX: Personnel Management & Industrial Relations		✓			To study the concepts of Human Resource Management

18 UBM410	Core-X: Production & Materials Management.		✓			To study the various principles and practices involved in Production and Materials Management
18 UBM411	Core-XI: Cost & Management Accounting				✓	To evaluate the concepts of Accounting Systems
18 UBM412	Core-XII: Banking Theory Law & Practice		✓			To learn the legal procedures and policies in banking business transactions
18 UBM4A4	Allied-IV: Management Information system		✓			To study the various social and ethical issues in Management information System
18 UBM4N3/	NME: Retail Management/				✓	To understand retail Trends and challenges
18 UBM4N4	Supply Chain Management				✓	To know the legal aspects in Supply Chain Management
19 UBM 101	CORE-I: Principles of Business Management and & Business Organization				✓	To know the different types of business organizations Principles and Procedures
19 UBM 102	CORE-II: Business Communication				✓	To analyze the usage of current technology related to communication field and Communicates Ethically
19 UBM 1A1	ALLIED-I: Mathematical Techniques-1				✓	To analyze Mathematical and Statistical Tools Used in business
19 UBM 203	CORE-III: Organizational Behaviour				✓	To understand the organizational behavior issues in the context principles, concepts, theories and models
19 UBM 204	CORE-IV: Financial Accounting		✓			To impart knowledge to students to prepare various Types of Accounting
19 UBM 2A2	ALLIED-II: Business Economics				✓	To Recognize Economic Behavior Of the society.

PRINCIPAL

**Dr. R. MUTHUKUMARAN,**  
M.A., M.Phil., B.Ed., Ph.D.,  
PRINCIPAL  
N.G.M. College, Pollachi - 642 001  
Coimbatore District