

NEHRU MEMORIAL COLLEGE

(AUTONOMOUS)

NATIONALLY ACCREDITED WITH "A" GRADE BY NAAC

PUTHANAMPATTI, TRICHY – 621007



Business Administration

1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs

Name of the Programme	Course code	Title of Course	Need	Description
B.B.A.	19B101	Principles of Accounting	National	It gives the students broad underlying concepts which guide accountants when preparing financial statements.
B.B.A.	19B102	Principles of Management	Global	It explains the principles of management that will help the students excel as a manager in any organization.
B.B.A.	19B103A	Managerial Economics	Global	It presents the amalgamation of economic theory with business practices so as to ease decision-making
B.B.A.	19B204	Marketing Management	National	The course makes the students competent in marketing are and to work in any organization at national level
B.B.A.	19B205	Business Mathematics & Statistics	National	The course provides the tools one needs to study and manage essential records of business
B.B.A.	19B206A	Business Environment	Global	The course explains factors and forces that affect a firm's ability to build and maintain successful relationships in internal and external environment
B.B.A.	19XB21A	Banking Theory Law and Practice	National	The course details about the practices followed by banks in India
B.B.A.	19XB21B	E-Commerce	Global	It makes the students learn e-methods of doing business
B.B.A.	19B307	Business Communication	National	It prepares the students in training themselves to communicate effectively inside and outside the organization

B.B.A.	19B308	Cost Accounting	National	The course describes systematic set of procedures for recording and measuring of the cost of manufacturing of a concern
B.B.A.	19B309A	Business Legislation	National	The course gives details about laws that govern the dealings between people and commercial matters.
B.B.A.	19XB32A	Personality Development	Global	The course helps the students to understand themselves and develop in such a way they can shine as a good personality in working place
B.B.A.	19XB32B	Soft skills for Managers	Global	The course deals with personality traits, attitudes, habits, and behaviors needed for an employee in an organization
B.B.A.	19B410	Computer Application in Business	Global	The course explains how an information system can be useful in decision-making, coordinating of a multi-national organization's activities
B.B.A.	19B411	Retail Management	Local	The course details about the methods and range of activities a retailer can do to create awareness about his/her products or services
B.B.A.	19B412A	Operations Research	National	It explains about the methods in application of advanced analytical methods to help make better decisions in a business platform
B.B.A.	19B413A	Organizational Behavior	National	The course presents the students with important concepts of organizational behavior which a manager should know and practice

B.B.A.	19B4NA	Banking	National	The course details about the practices followed by banks in India
B.B.A.	19B4NB	Human Resource Development	National	It explains details about how development of human resource in an organization can be undertaken
B.B.A.	19B514	Human Resource Management	National	The course supplies knowledge to students how human resources can be effectively managed in an organization
B.B.A.	19B515	Production & Operation Management	Global	The course elaborates all those activities concerned with production and process requirements of an organization
B.B.A.	19B516	Management Accounting	National	The course gives methods of preparing reports about business operations that help managers make short-term and long-term decisions.
B.B.A.	19B517	International Business	Global	The course engrosses cross-border transactions of goods and services between two or more nations.
B.B.A.	19B518A	Advertising and Sales Promotion	Global	It makes the students think about various methods for advertising and promoting sales of a product/service
B.B.A.	19B518B	Total Quality Management	Global	it helps the students making a formalized system for achieving quality policies and objectives
B.B.A.	19B621	Entrepreneurship Development	Local	The course encourages students to know about various business opportunities in and around their area

B.B.A.	19B5NB	Organizational Behavior and Psychology	Global	The course presents the students with important concepts of organizational behavior which a manager should know and practice
B.B.A.	19B619	Taxation for Managers	National	It explicates taxes that businesses must pay as a normal part of business operations to its country
B.B.A.	19B620	Financial Management	National	It elucidates applying management principles to the financial assets of an organization
B.B.A.	19B621	Entrepreneurial Development	Local	The course encourages students to develop themselves in entrepreneurial path
B.B.A.	19B622	Strategic Management	Global	It explains the ways to explore internal and external environment in business
B.B.A.	19B623B	Investment Management	National	It gives details on how investment can be managed effectively through various investment schemes available in India
B.B.A.	19B623A	Export Management	Global	It educates how students can do overseas business
B.B.A.	19B624A	Industrial Relation	Global	It emphasizes the relationship between employees and employer within the organization
B.B.A.	19B624B	Logistics and Supply Chain Management	Global	Supply Chain Management (SCM) solutions can help drive innovation and turn traditional supply chains into integrated value chains.