


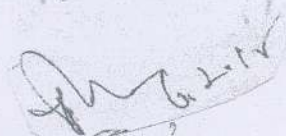
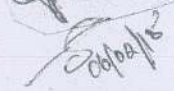

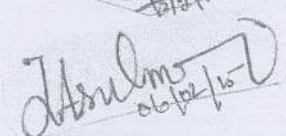
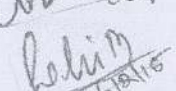
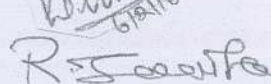


**NEHRU MEMORIAL COLLEGE**  
**(Autonomous)**  
**PUTHANAMPATTI**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

Minutes of the Board of Studies Meeting for BBA., Degree held on 06/02/2015 at 2.30 pm in the Department of Business Administration.

		Signature
<b>Chairman: Dr. S. MURUGESAN</b>	<b>Assistant Professor</b>	
<b>Members Present:</b>		
<b>Dr. S. RAJKUMAR</b>	<b>University Nominee</b>	
<b>Mr. RAJARAM</b>	<b>FCA – Subject Expert</b>	
<b>Dr. T. JAYAPRAKASAM</b>	<b>Principal</b>	
<b>S. ALPHONSA</b>	<b>Assistant Professor</b>	
<b>Mrs. S. KANCHIDEVI</b>	<b>Assistant Professor</b>	
<b>Dr. J. ARULMANI</b>	<b>Assistant Professor</b>	
<b>Mrs. R. SELVAKUMARI</b>	<b>Assistant Professor</b>	
<b>R. JEEVITHA</b>	<b>Alumni</b>	

The proposed course structure under CBCS pattern was approved unanimously by all Board members for the candidates admitted from the Academic year 2015 – 2016 onwards.

**NEHRU MEMORIAL COLLEGE (AUTONOMOUS), PUTHANAMPATTI**  
**BBA PROGRAMME**

**COURSE STRUCTURE UNDER CBCS PATTERN**  
**(for the candidates admitted from the year 2015 – 2016 onwards)**

Sem	Course Code	Course	Title of the Paper	Ins. Hrs	Credits	CIA	EXT	Total
<b>I</b>	15T101	LC-I	Tamil	6	3	25	75	100
	15H101	ELC-I	English	6	3	25	75	100
	15B101	CC-I	Principles of Accounting	6	4	25	75	100
	15B102	CC-II	Principles of Management	5	4	25	75	100
	15B103A	AC-I	Managerial Economics	5	4	25	75	100
	15VED	VE	Value Education	2	1	-	100	100
<b>Total Hours and Credits (Semester - I)</b>				<b>30</b>	<b>19</b>	-	-	-
<b>II</b>	15T202	LC-II	Tamil	6	3	25	75	100
	15H202	ELC-II	English	6	3	25	75	100
	15B204	CC-III	Marketing Management	5	4	25	75	100
	15B205A	AC-II	Business Mathematics & Statistics	5	4	25	75	100
	15B206A	AC-III	Business Environment	4	4	25	75	100
	15XB21a	<b>SKBC- I</b>	Banking Theory Law and Practice	2	2	-	100	100
	15XB21b		Computer Application in Management					
	15EVS	<b>EVS</b>	Environmental Studies	2	1	-	100	100
<b>Total Hours and Credits (Semester - II)</b>				<b>30</b>	<b>21</b>	-	-	-
<b>III</b>	15T303	LC-III	Tamil	6	3	25	75	100
	15H303	ELC-III	English	6	3	25	75	100
	15B307	CC-IV	Managerial Communication	6	4	25	75	100
	15B308	CC-V	Management Information system	5	4	25	75	100
	15B309A	AC-IV	Business Laws	5	4	25	75	100
	15XB32a	<b>SKBC-II</b>	Personality Development	2	2	-	100	100
	15XB32b		Retail Marketing Management					
	15GS	<b>GS</b>	Gender Studies	-	1	-	-	-
<b>Total Hours and Credits (Semester - III)</b>				<b>30</b>	<b>21</b>	-	-	-

Sem	Course Code	Course	Title of the Paper	Ins. Hrs	Credits	CIA	EXT	Total
IV	15T404	LC-IV	Tamil	6	3	25	75	100
	15H404	ELC-IV	English	6	3	25	75	100
	15B410	CC-VI	Cost Accounting	6	4	25	75	100
	15B411A	AC-V	Operations Research	6	4	25	75	100
	15B412A	AC-VI	Organizational Behaviour	6	4	25	75	100
	15SSC	SSC	Soft Skill Course	-	2	-	100	100
<b>Total Hours and Credits (Semester - I)</b>				<b>30</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>-</b>
V	15B513	CC-VII	Human Resource Management	5	5	25	75	100
	15B514	CC-VIII	Production & Material Management	5	5	25	75	100
	15B515	CC-IX	Management Accounting	5	5	25	75	100
	15B516	CC - X	International Business	6	5	25	75	100
	15B517	EC - I	Services Marketing	5	5	25	75	100
	15B5Na	NMEC	Banking	4	4	-	100	100
	15B5Nb		Business Communication Techniques					
<b>Total Hours and Credits (Semester - II)</b>				<b>30</b>	<b>29</b>	<b>-</b>	<b>-</b>	<b>-</b>
VI	15B618	CC-XI	Business Taxation	6	5	25	75	100
	15B619	CC-XII	Financial Management	6	5	25	75	100
	15B620	CC-XIII	Entrepreneurial Development	6	5	25	75	100
	15B621	CC-XIV	Strategic Management	6	5	25	75	100
	15B622	EC-II	Stock Exchange Practices	6	5	25	75	100
	15BC	CC1-CC14	Comprehensive Course	-	4	-	100	100
	15EA	EA	Extension Activities	-	1	-	-	-
<b>Total Hours and Credits (Semester - III)</b>				<b>30</b>	<b>30</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>GRAND TOTAL(SIX SEMESTERS)</b>				<b>180</b>	<b>140</b>	<b>750</b>	<b>3050</b>	<b>3800</b>

PROGRAMME	CIA	EXTERNAL
UG	25	75

**COURSE STRUCTURE FOR UG PROGRAMME (2015-2016)**

	<b>Course</b>	<b>Total No. of Courses</b>	<b>Total No. of Ins. Hrs</b>	<b>Total No. of Credits</b>	
Part – I	Tamil	4 Courses	24 Hrs	12 Credits	
Part – II	English	4 Courses	24 Hrs	12 Credits	
Part – III	Major/Course Courses	14 Courses	78 Hrs	64 Credits	
Part – III	Elective	2 Courses	11 Hrs	10 Credits	
Part – III	Allied – I Year	3 Courses	14 Hrs	12 Credits	
	Allied – II Year	3 Courses	17 Hrs	12 Credits	
Part - IV	VE	1 Course	2 Hrs	1 Credit	
	EVS	1 Course	2 Hrs	1 Credit	
	SKBC	2 Courses	4 Hrs	4 Credits	
	Gender Studies	1 Course	-	1 Credit	
	Soft Skill	1 Course	-	2 Credits	
	NMEC	1 Course	4 Hrs	4 Credits	
	CC – (Comprehensive Course)	1 Course	-	4 Credits	
	Extension. Activities	1 Course	-	1 Credit	
		<b>Total</b>	<b>39 Courses</b>	<b>180 Hrs</b>	<b>140 Credits</b>

**QUESTION PATTERN FOR SKBC & NMEC -2015-2016**

<p><b>NEHRU MEMORIAL COLLEGE [AUTONOMOUS]</b>  <b>PUTHANAMPATTI- 621007</b>  <b>B.B.A., DEGREE EXAMINATIONS – MONTH &amp; YEAR</b>  <b>(For Candidates to be admitted from 2015- 2016 onwards)</b></p>
<p><b>Pattern of the Question Paper for Skill Based Course &amp; Non Major Elective Course</b></p>
<p><b><u>Five pair Essay Questions out of TEN pair</u> (5x20=100)</b></p>
<p>(It is mandatory to choose four question from each unit)            (It is mandatory to choose ANY pair Questions)            (Word limit for each Essay is 350 words)</p>