



SYLLABUS

DEPARTMENT OF B.B.A

BUSINESS ADMINISTRATION

DR.M.G.R.JANAKI COLLEGE FOR WOMEN

EXCELLENCE THROUGH DILIGENCE

"Sathyabama MGR Maligai", 11&13, Durgabai Deshmuk Road, Chennai - 600028,
Tamilnadu. Phone:044 2493 7382 , E-mail: info@mgrjanaki.ac.in ,

Web: www.mgrjanaki.ac.in

SEMESTER I

PART I
PART II
MAJOR I
MAJOR II
ALLIED I

ENGLISH I PART II
LANGUAGE I
FINANCIAL ACCOUNTING
PRINCIPLES OF MANAGEMENT
MANAGERIAL ECONOMICS

NON MAJOR ELECTIVE

1.BASICS OF COMPUTER
2.BASICS OF RETAIL
MARKETING
3.AN OVERVIEW OF ISO
4.BASICS OF HEALTH CARE
MANAGEMENT

SOFT SKILL

SEMESTER II

PART I
PART II
MAJOR I
MAJOR II
ALLIED II

ENGLISH II
LANGUAGE I
MANAGEMENT ACCOUNTING
BUSINESS COMMUNICATION
INTERNATIONAL TRADE

NON MAJOR ELECTIVE

1.BASICS OF CYBER LAW
2.BASICS IF BUSINESS
INSURANCE
3.FUNDAMENTALS OF
DISASTER MANAGEMENT
4.CONCEPTS OF SELF HELP
GROUP

SOFT SKILL

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SEMESTER III

MAJOR V
MAJOR VI
MAJOR VII

FINANCIAL MANAGEMENT
ORGANIZATIONAL BEHAVIOUR
COMPUTER APPLICATION IN
BUSINESS

MAJOR VIII

MARKETING MANAGEMENT

ALLIED III

BUSINESS STATISTICS

SOFT SKILL
ENVIRONMENTAL STUDIES

SEMESTER IV

MAJOR IX
MAJOR X

FINANCIAL SERVICES
BUSINESS REGULATORY
FRAMEWORK

MAJOR XI

BUSINESS TAXATION

MAJOR XII

MANAGEMENT INFORMATION
SYSTEM

ALLIED IV

OPERATIONS RESEARCH

SOFT SKILL
ENVIRONMENTAL STUDIES

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SEMESTER V

MAJOR XIII
MAJOR XIV

BUSINESS ETHICS AND VALUES
MARKETING RESEARCH

MAJOR XV

PRODUCTION MANAGEMENT

MAJOR XVI

MATERIAL MANAGEMENT

ELECTIVE-I

ENTREPRENEURIAL
DEVELOPMENT
OR
VISUAL BASICS PROGRAMMING

VALUE EDUCATION

SEMESTER VI

MAJOR XVII
MAJOR XVIII
MAJOR XIX

BUSINESS ENVIRONMENT
SERVICE MARKETING
HUMAN RESOURCE
MANAGEMENT
CUSTOMER RELATIONSHIP
MANAGEMENT
OR
VISUAL BASICS-PRACTICAL

ELECTIVE-II

PROJECT
VALUE EDUCATION
EXTENSION ACTIVITIES

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