

DR. MGR-JANAKI COLLEGE OF ARTS & SCIENCE FOR WOMEN

BBA - PAPERS OFFERED

I SEMESTER	
LANGUAGE	LANGUAGE - 1
ENGLISH	ENGLISH - 1
MAJOR	FINANCIAL ACCOUNTING
MAJOR	PRINCIPLES OF MANAGEMENT
ALLIED	MANAGERIAL ECONOMICS
NON-MAJOR ELECTIVE	BASICS OF RETAIL MARKETING / BASICS OF COMPUTER / AN OVERVIEW OF ISO / BASICS OF HEALTH CARE MANAGEMENT / BASIC TAMIL - 1/ ADVANCE TAMIL - 1
SOFTSKILL	PERSONALITY ENRICHMENT - 1

II SEMESTER	
LANGUAGE	LANGUAGE - 2
ENGLISH	ENGLISH - 2
MAJOR	BUSINESS COMMUNICATION
MAJOR	MANAGEMENT ACCOUNTING
ALLIED	INTERNATIONAL TRADE
NON-MAJOR ELECTIVE	BASICS OF CYBER LAW / FUNDAMENTALS OF DISASTER MANAGEMENT / CONCEPTS OF SELF HELP GROUPS /BASICS OF BUSINESS INSURANCE / BASIC TAMIL - 2 / ADVANCE TAMIL - 2
SOFTSKILL	ESSENTIALS OF LANGUAGE AND COMMUNICATION SKILL

- LANGUAGE – TAMIL /HINDI /SANSKRIT /FRENCH /ARABIC

III SEMESTER	
MAJOR	FINANCIAL MANAGEMENT
MAJOR	ORGANISATIONAL BEHAVIOUR
MAJOR	COMPUTER APPLICATION IN BUSINESS
MAJOR	MARKETING MANAGEMENT
ALLIED	BUSINESS MATHEMATICS AND STATISTICS
SOFTSKILL	QUANTITATIVE APTITUDE

IV SEMESTER	
MAJOR	HUMAN RESOURCE MANAGEMENT
MAJOR	BUSINESS REGULATORY FRAME WORK
MAJOR	FINANCIAL SERVICES
MAJOR	MANAGEMENT INFORMATION SYSTEM
ALLIED	OPERATIONS RESEARCH
SOFTSKILL	COMPUTING SKILLS - 1
ENVIRONMENTAL SCIENCE	

V SEMESTER	
MAJOR	ADVERTISING MANAGEMENT AND SALES PROMOTION
MAJOR	RESEARCH METHODOLOGY
MAJOR	OPERATIONS MANAGEMENT
MAJOR	MATERIALS MANAGEMENT
ALLIED	ENTREPRENEURIAL DEVELOPMENT / VISUAL PROGRAMMING
VALUE EDUCATION	

VI SEMESTER	
MAJOR	BUSINESS ENVIRONMENT
MAJOR	SERVICES MARKETING
MAJOR	BUSINESS TAXATION
ELECTIVE	CUSTOMER RELATIONSHIP MANAGEMENT / VISUAL BASIC PRACTICAL
PROJECT	GROUP PROJECT
EXTENSION SERVICE	