



**Dr M G R**  
**Educational and Research Institute**  
**UNIVERSITY**  
**( Decl. U/S 3 of the UGC Act 1956 )**  
**Adayalampattu-Maduravoyal , Chennai – 600 095**

**CURRICULUM AND SYLLABUS**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(MARKETING)**  
**FULLTIME REGULATION 2018**



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**Faculty of Management Studies**

**2018**

**Program Structure for BBA – Marketing (Full Time)**

**I Semester**

Course Code	Subjects	L	T	P	C
HBTA17001	Part I – Language : Paper I	3	0	0	3
HBEN17001	Part II - English : Paper I	3	0	0	3
BBAM18001	Principles of Management	3	0	0	4
BBAM18002	Financial accounting	3	1	0	4
BBAM18A01	<b>Allied Course I</b> Business Economics-I	3	1	0	4
	<b>TOTAL</b>	<b>15</b>	<b>2</b>	<b>0</b>	<b>18</b>

**II Semester**

Course Code	Subjects	L	T	P	C
HBTA17002	Part I – Language : Paper II	3	0	0	3
HBEN17002	Part II - English : Paper II	3	0	0	3
BBAM17003	Business Communication	3	1	0	4
HBMA17A04	Business Statistics	3	1	0	4
BBAM18A02	<b>Allied Course I</b> Business Economics-II	3	1	0	4
	<b>TOTAL</b>	<b>15</b>	<b>3</b>	<b>0</b>	<b>18</b>

### III Semester

<b>Course Code</b>	<b>Subjects</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
HBMG18G01	Entrepreneurship development	3	0	0	4
HBMG18001	Environmental Studies	3	0	0	4
BBAM18004	Business Law	4	0	0	4
BBAM18005	Marketing Management	4	0	0	4
HBMG17L01	Soft skills –I	1	0	2	2
BBAM18A03	<b>Allied Course II</b> Management Accounting – I	3	1	0	4
	<b>TOTAL</b>	<b>19</b>	<b>0</b>	<b>2</b>	<b>22</b>

### IV Semester

<b>Course Code</b>	<b>Subjects</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BBAM18006	Company Law	4	0	0	4
BBAM18007	Production Management	4	0	0	4
BBAM18008	Business Taxation	4	0	0	4
BBAM18009	Auditing	4	0	0	4
BBAM18A04	<b>Allied Course II</b> Management Accounting – II	3	1	0	4
HBMG17L02	Softskills – II	1	0	2	2
	<b>TOTAL</b>	<b>21</b>	<b>0</b>	<b>2</b>	<b>22</b>

## V Semester

Course Code	Subjects	L	T	P	C
BBAM18010	E-Commerce	4	0	0	4
BBAM18011	Strategic Management	4	0	0	4
BBAM18012	Financial Management	3	1	0	4
BBAM18013	Research Methodology	4	0	0	4
HBAM17L01	Computer Application for Business [Theory]	2	0	0	2
BBAM17L01	Computer Application for Business [Practical]	0	0	4	2
	<b>TOTAL</b>	<b>20</b>	<b>2</b>	<b>4</b>	<b>20</b>

## VI Semester

Course Code	Subjects	L	T	P	C
BBAM18018	Business Environment	4	0	0	4
BBAM18018	International Trade Management	3	0	0	4
	Elective - 1	4	0	0	4
	Elective - 2	4	0	0	4
	Elective - 3	4	0	0	4
	Project (10)	0	0	20	10
	<b>TOTAL</b>	<b>19(10)</b>	<b>0</b>	<b>20</b>	<b>30</b>

**TOTAL CREDITS – 130**