

## **B.B.A. (RETAIL)**

### **Eligibility**

A pass in the Higher Secondary Examination (+2), conducted by the Government of Tamil Nadu or any other examination as equivalent thereto.

### **Course Duration:**

3 Years – (Non-Semester System)

<b>COURSE : B. B. A. (Retail)</b>			
<b>MEDIUM : English</b>			
<b>COURSE CODE : 5014</b>			
<b>Year</b>	<b>S.NO</b>	<b>PAPER NAME</b>	<b>EXAMINATION CODE</b>
<b>I</b>	1	Principles of Management	<b>UBBR01</b>
	2	Managerial Economics	<b>UBBR02</b>
	3	Accounting and Financial Management	<b>UBBR03</b>
	4	Introduction to Retailing	<b>UBBR04</b>
	5	Anthropology and Demography	<b>UBBR05</b>
<b>II</b>	1	Business Statistics and Mathematics	<b>UBBR06</b>
	2	Business Communication	<b>UBBR07</b>
	3	Retail Marketing Management	<b>UBBR08</b>
	4	Store Operations Management	<b>UBBR09</b>
	5	Organizational Behaviour and Personality Development	<b>UBBR10</b>
	6	Part IV – General Knowledge	<b>UKGL01</b>
<b>III</b>	1	Human Resource Management in Retail	<b>UBBR11</b>
	2	Supply Chain Management	<b>UBBR12</b>

	3	Retail Selling and Customer Service	<b>UBBR13</b>
	4	Retail Buying and Merchandising	<b>UBBR14</b>
	5	Information Technology in Retail	<b>UBBR15</b>
	6	Part V – Environmental Studies	<b>UENS01</b>

#### **Part IV – General Knowledge [UGKL01]**

This is a compulsory paper common for all U.G. Courses. Students have to write Examination on this paper at the end of the Second Year

#### **Part V – Environmental Studies [UENS01]**

This is a compulsory paper common for all U.G. Courses. Students have to write Examination on this paper at the end of the Third Year.

#### **Scheme of Examination**

Duration: 3 Hrs. Maximum: - 100 Marks Passing Min.: - 35 Marks