

Thiruthangal Nadar College

BBA - Courses Offered

Year	Subject Name	Core Main	Core Allied / Elective
I	✓		
	Accounting for Manager - I	✓	
	Principles of Management		
	Managerial Economics		✓
	Second Semester		
	Accounting for Manager - Ii	✓	
	Marketing Management	✓	
	International Business		✓
II	Third Semester		
	Organisational Behaviours	✓	
	Financial Management	✓	
	Business Statistics		✓
	Fourth Semester		
	Business Enviornment	✓	
	Business Regulatory Frame work	✓	
	Operation Research		✓
III	Fifth Semester		
	Advertising Management and Sales Promotion	✓	
	Research Methodology	✓	
	Operation Management	✓	
	Materials Management	✓	
	Entreprenurial Development		✓
	Sixth Semester		
	Business Enviornment	✓	
	Services Marketing	✓	
	Business Taxation	✓	
	Customer Relationship Management	✓	
	Project Work		✓