

ANNAI VELANKANNI COLLEGE, THOLAYAVATTOM

DEPARTMENT OF BUSINESS ADMINISTRATION

Subjects Allocated For Business Administration:

Major Papers	Optional Papers	Allied Papers
<ul style="list-style-type: none">• Business Communication and Report writing• Business statistics• Environment of Business• Business Mathematics• Principles of Management• Law of Contract• Financial Accounting• Human Resource Management• Labour Law• Cost Accounting• Case Analysis• Marketing Management• Financial Management• Production and Operations Management	<ul style="list-style-type: none">• Management Information System• Marketing Research• Consumer Behaviour• International Marketing	<ul style="list-style-type: none">• Advertising and Salesmanship• Tourism