

DEPARTMENT OF BUSINESS MANAGEMENT



St. Joseph's Degree & PG College
Autonomous – Affiliated to Osmania University

(Accredited by NAAC with "A" Grade with a CGPA of 3.51)



BBA
ANNUAL REPORT
2012-13

DEPARTMENT OF BUSINESS MANAGEMENT

ST.JOSEPH'S DEGREE & PG COLLEGE

VISION:

To create inspired business leaders for contemporary technology enabled organizations.

MISSION:

1. To provide practical, relevant and innovative solutions required for dynamics of various organizations.
2. To build intellectual capital through effective program delivery.
3. To enhance multi-tasking capabilities.
4. To impart knowledge & entrepreneurial skills for successful career.
5. To build life skills through value-based education and service-oriented programs.

The Department of Business Management started in the year 2001. It offers 1) Two-year full time course of Masters in Business Administration, affiliated to Osmania University and approved by All India Council for Technical Education and 2) Three year Full time course in Bachelor of Business Administration started under Autonomy affiliated to Osmania University from Academic year 2011 – 2012.

The admission process for BBA course :

The admission process is mainly based on merit system. Students are admitted based on interview and counseling process. BBA admission for the academic year 2012-13 is 69 which includes 8 Foreign students.

Academic Year for BBA II Yr III Sem commenced on 11th June 2012 and Sem IV on 3rd Dec 2012

Academic Year for BBA I Yr I Sem commenced on 25th June 2012 and Sem II on 3rd Dec 2012

THE COURSE STRUCTURE CONSISTS OF:

COURSE STRUCTURE - BBA I YEAR

FIRST SEMESTER

Course Code	Course	Course Title	Lectures Hours Per Week	Practical Hours Per Week	Internal Assessment test	External examination	Max Marks	Total Credit Hrs
101	Lang	English	4		40	60	100	3
102	Lang	Second Language	4		40	60	100	2
103	Foundation	Value Education	1*	--			50*	1*
104	Core	Principles of Management	5		40	60	100	4
105	Core	Business Economics	5	-	40	60	100	4
106	Core	Principles of Accountancy	5		40	60	100	4
107	Allied	IT for Business	5	-	40	60	100	4
107 A	Allied	IT Practical		2	20	30	50	2
		TOTAL					650	23+1*

SECOND SEMESTER

Course Code	Course	Course Title	Lectures Hours Per Week	Practical Hours Per Week	Internal Assessment test	External examination	Max Marks	Total Credit Hrs
201	Lang	English	4		40	60	100	3
202	Lang	Second Language	4		40	60	100	2
203	Foundation	Indian Heritage & Culture	1*				50*	1*
204	Core	Organizational Behavior	5		40	60	100	4
205	Core	Financial Accounting	5		40	60	100	4
206	Allied	Business Mathematics	5		40	60	100	4
207	Allied	Business Environment	5		40	60	100	4
		TOTAL					600	21+1*

Note: Second Language: Sanskrit /French/Arabic/Hindi /Telugu

Total Marks in first year = 1250 Total Credits = 44 + 2*

COURSE STRUCTURE - BBA II YEAR

THIRD SEMESTER

Course Code	Course	Course Title	Lectures Hours Per Week	Practical Hours Per Week	Internal Assessment test	External examination	Max Marks	Total Credit Hrs
301	Foundati on	Environmental Studies	1			100	100*	1*
302	Allied	Inter Disciplinary Subject I Money. Currency and Banking	5		40	60	100	4
303	Core	Human Resource Management	5	--	40	60	100	4
304	Core	Business Law	5		40	60	100	4
305	Core	Financial Management	5	-	40	60	100	4
306	Allied	Business Statistics	5		40	60	100	4
307	Allied	Management Information System	5	-	40	60	100	4
307 A	Allied	MIS Practical	--	2	20	30	50	2
		TOTAL					650	26 +1*

FOURTH SEMESTER

Course Code	Course	Course Title	Lectures Hours Per Week	Practical Hours Per Week	Internal Assessment test	External examination	Max Marks	Total Credit Hrs
401	Foundati on	Science and Civilization	1*				50*	1*
402	Allied	Inter Disciplinary Subject II Public Relations	5		40	60	100	4
403	Core	Cost and Management Accounting	5	--	40	60	100	4
404	Core	Principles of Marketing	5		40	60	100	4
405	Core	Management Science	5	-	40	60	100	4
406	Allied	Research methodology and Report Writing	5		40	60	100	4
407	Allied	E-Commerce	5	-	40	60	100	4
407 A	Allied	E-Commerce Practical	-	2	20	30	50	2
		TOTAL					650	26+1*

Total Marks in second year = 1400 Total Credits = 52 + 2*

COURSE STRUCTURE - BBA III YEAR

FIFTH SEMESTER

Course Code	Course	Course Title	Lecture Hours Per Week	Practical Hours Per Week	Internal Assessment test	External Examination	Max Marks	Total Credit Hrs
501	Allied	Personality Development & Managerial Skills	3	2	40	60	100	4
502	Core	Strategic management	5	--	40	60	100	4
503	Core	Operations Management	5	--	40	60	100	4
504	Core	Specialization I Compensation management and Performance Appraisal (HR)	5	--	40	60	100	4
505	Core	Specialization II Financial Services (Fin)	5	-	40	60	100	4
506	Core	Specialization III Advertisement & Sales Management (Mkt)	5	--	40	60	100	4
TOTAL							600	24

SIXTH SEMESTER

Course Code	Course	Course Title	Lecture Hours Per Week	Practical Hours Per Week	Internal Assessment test	External examination	Max Marks	Total Credit Hrs
601	Core	Entrepreneurial Development	5		40	60	100	4
602	Core	Supply Chain Management	5		40	60	100	4
603	Allied	Event Management	4	1	40	60	100	4
604	Core	International Business	5		40	60	100	4
605 A	Core	Project report & Viva		1			Grade	4
605 B	Allied	Internship		2 weeks in an org.		50	50	2
TOTAL							450	22

Total Marks in third year = 1050 Credits: 46

Total Marks at the end of third year = 3700 Total credits = 142 + 4*

TEACHING METHODOLOGIES FOLLOWED TO TEACH BBA STUDENTS:

The faculties use the following teaching – learning practices in the classrooms.

- Lecture/Discussion method
- Quiz on subject topics
- Assignments
- Role play
- Unit planners for delivery of content effectively
- Videos
- Power point presentations
- Student presentations
- Mini projects
- Guest Lecture

EXAMINATION PERFORMANCE REPORT:

Performance of BBA students in Semesters I, II, III, IV are as below.

BBA I YR	BBA II YR
SEM I	Sem III
No of Students Appeared =66	No of Students Appeared = 47
Pass % = 67	Pass % = 83%
No of Students got Centum in External = 1 in SL	No of Students got Centum in External = 5 in BL = 1 in BS
SEM II	Sem IV
No of Students Appeared =65	No of Students Appeared=46
Pass % = 58	Pass %=85

HIGHLIGHTS OF MAJOR Events conducted in the Department of Business Manangement:

A host of activities were conducted by department to impart quality exposure and conducive growth to the students. Seminars, lectures and talks by eminent speakers, Management fest were a step in this direction.

- Orientation progamme for BBA I year students on June 27th 2012. Key Note address by Prof. Narendranath, IPE.
 - Organised college “Interface Day 2012” in Bharthiya Vidya Bhavan on July 7th 2012. The resource persons for the day were
 - 1) Prof .P. Jayaprakash Rao, Chairman, APSCHE.
 - 2) Prof.P.L.Vishveswara Rao, Retd.
- 40 Students participated in the Programme.
- International Guest lecture on “Management Skill” was conducted and the resource person was Dr.Ravi Seethamraju, Professor, university of Sydney on 3rd August 2012.

- Anmol Jain, Aneesh Gupta, Rishi Agarwal & Tejas Mahajan of BBA participated as Volunteers in 24th AIMS Convention held at Satyam Mahindra on 25-27th August 2012
- Seminar on **“Workplace English”** by Mr.Joshua Gnanakkan, Consultant, **University of Cambridge**, ESOL Exam, Chennai on 8th August 2012.
- Seminar on **“Challenges of Growing up”** by Dr.Vasundra on 13th August 2012 for BBA 1 Yr- 18 girls participated.
- Lecture on **“Health Issues”** by Dr.Balamba, Former HOD, Dept of Gynecology, Osmania Medical College on 18th August 2012. 32 students participated.
- 15 BBA I & II year students participated in a management meet **“Profeola’ 13”** organised by Pragathi Mahavidyalaya on 5th Jan 2013.
- Students participated in campaign to brand college fest held in the month of December.
- Industrial visit for BBA II Year students to **Hartex Rubber Private Limited** Bollaram, Medak District on 23rd January 2013.
- Guest Lecture on **“Corporate communication and Interpersonal Relations”** by Mrs.Smita Rao, Leads Training and Development at Indus Bank.
- BBA I & II Year students attended a **one day outbound training program** on attitude building and corporate expectation from management students at Satyodhayam Learning Centre on 18th & 19th Feb 2013.
- Guest Lecture on **“Internship”** by Ms.Dawn Epting via Skype on 21st Feb 2013 for BBA II year students.
- **BBA I & II Year** students participated in various formal & informal events like L ‘Esprit d’enterprise – Corporate Minds, Collage making – “ Imagine”, Skit/Drama – “ Abhinay” at management meet organized by the college **“Josephiesta-Culmination of Talents”**.

DETAILS OF AWARDS WON BY THE STUDENTS (ACADEMICS, FINEARTS AND SPORTS)

1. B.Vineela of BBA I Year Secured **I Prize** at in **Classical Solo Dance** Competition held at **Osmania University NSS** Competition and Secured **III Prize** at **State Level NSS** Competition held at Vishakhapatnam .
2. **Paper presentation by Vishal Agarwal, BBA II year on** Corruption - Roots And Remedies Through Education in Inter College Philosophy Conference organized by Papal Seminary held in Pune on 15th Feb 2013
3. **Paper presentation by Rizwan, BBA II year on** Political Corruption From Its Roots Till Its Remedies in Inter College Philosophy Conference organized by Papal Seminary held in Pune on 15th Feb 2013
4. **Paper presentation by Kajani Hussain, BBA II year on** Media Corruption – The Other Side Of The Coin in Inter College Philosophy Conference organized by Papal Seminary held in Pune on 15th Feb 2013
5. Vishal Agarwal B.B.A II yr- **Mimicry** - Inter collegiate cultural competition held on 10th September 2012 at Osmania University Hyderabad secured **I prize**.
6. B.Vineela B.B.A I yr- **Classical dance** - Inter collegiate cultural competition held on Oct 2012 at Osmania University Hyderabad - **III prize**.
7. **Rizwan of BBA II Year won Ist prize in paper presentation titled “FDI in Retail Sector” at Profeola 13 organsied by Pragathi Mahavidyalaya on 5th Jan 2013.**
8. The Hindu in collaboration with TKR Group of Institutions organized **E PLUS CHALLENGE COMPETITION 2013** at Madbowli Hayatnagar Competition and were held in the following categories. A group of 6 students participated in each category.

Events	Participants	Class
1. Group Discussion	1. Hussain 2. Rizwan	BBA II BBA II
2. Creative Performance	Harsha Malla	BBA I

Our college, St. Joseph's Degree & P.G. College won 1st Prize in Elocution as Individual Team Event. College secured 5th place in overall events.

**DEPARTMENT OF BUSINESS MANAGEMENT
BOARD OF STUDIES – BBA
24.04.2013**

Principal: Rev.Fr.Dr.VK.Swamy
Director: Prof. Dr.K.Malla Reddy

Chair Person

1. Mrs.R.Anita
HoD- Dept. of Business Management, St. Joseph's Degree & P.G. College

Experts from outside the College

Member BOS:

1. Prof. K. Kalidas
Chairman BOS
Dept. of Business Management, Osmania University

Subject expert

1. Prof.A.Vidyadhar Reddy
Professor, Dept. of Business Management
Osmania University

Expert BOS nominated by VC

1. Prof. Krishna Reddy
Dean, Dept. of Business Management
Osmania University
2. Prof. Selvarani Shankar
Head, Dept. of Business Management
Osmania University

Industry Expert

1. Mr. Ghora
Retd. HR MANAGER IDPL

Faculty Members, St. Joseph's College

1. Mr. V.S.Praveen Kumar
2. Mrs. Danam Tressa
3. Mr. Srinivas
4. Mr. Ganesh Anand
5. Mrs. Mary Francina
6. Mr. Manoj De Clarence
7. Mrs. Rani
8. Ms. Catherine

AGENDA

BOS of Business Management

Date: 24.04.2013

- ❖ Welcoming by Director, Prof. K. Malla Reddy
- ❖ Minutes of meeting of previous year 2012 – 2013
- ❖ To approve the syllabus of the V & VI semester papers and syllabus by the BOS members
- ❖ To approve change of the Financial Accounting practical paper in Tally in Semester II and MIS practical syllabus of Semester III
- ❖ To approve the change of Syllabus of Organisational Behaviour
- ❖ To approve all the semester papers and syllabus.
- ❖ To approve interdisciplinary paper, Entrepreneurial Development for B.Sc Course
- ❖ Any other matter with the permission of Principal/Director

Prepared by - Mrs. S.Rani
Department of Business Management

HOD