



St. JOSEPH'S DEGREE & PG COLLEGE

(A Catholic Christian Minority **Co-Education** Institution, Managed by HAES)

An **AUTONOMOUS** College - Affiliated to Osmania University

Re-Accredited by NAAC with 'A' Grade with CGPA of 3.49

DEPARTMENT OF MANAGEMENT

Course Structure for BBA (Information Technology)

COURSE OBJECTIVES:

- BBA (IT) is a perfect blend of Commerce, Management and IT courses heading for smart careers in Business Administration with IT flavor.
- BBA (IT) offers opportunity for an early entry into Management cadre, equipped with IT knowledge, to be trained appropriately by the companies for their requirements.

I Year

SEMESTER - I	SEMESTER - II
Human Values and Gender Sensitization	Environmental Studies
Functional English-I	Functional English-II
Principles of Organization Theory & Behavior	Principles of Marketing
Fundamentals of Accounting (T+P)	Advanced Financial Accounting
Fundamentals of Business Economics	C Programming
Elements of Information Technology (T+P)	Digital Marketing
Advanced Excel	

II Year

SEMESTER - III	SEMESTER - IV
Business Statistics	Personality Development and Managerial Skills
Principles of Human Resource Management	Research Methodology
Management Accounting	Fundamentals of Financial Management
Legal Aspect of Business	Management Science
DBMS (T+P)	Web Technologies
Data Analytics Using 'R'	Software Engineering

III Year

SEMESTER - V	SEMESTER - VI
Event Management	Social Media Marketing
Entrepreneurial	Personal Taxation
Development	Data Warehousing & Data Mining
Cost Accounting	
Java Programming	
DISCIPLINE SPECIFIC ELECTIVES	
HR ELECTIVE	HR ELECTIVES
1.HRD:Systems & Strategies	1.Leadership Development
2.Training & Development	2. Management of Change
3.Management of Industrial Relations	3.Compensation Management
MARKETING ELECTIVE	MARKETING ELECTIVE
1. Advertising & Brand Management	1. Customer Relationship Management
2. Distribution & Supply Chain Management	2. Consumer Behavior
3. Marketing of Services	3.International Marketing
FINANCE ELECTIVE	FINANCE ELECTIVE
1. Financial system and institutions	1 Financial Services
2. International Finance	2. International Financial Management
3.Investment Management	3.Security Analysis & Portfolio Management
	Project Report & Viva
IT Elective	IT Elective
1.Cognos Insights	1. .Net Programming
2. Python Programming	2. Enterprise Resource Planning
3. Operating System	3. Computer Network and Information Security

ELIGIBILITY CRITERIA:

- Students must have passed Intermediate or 10+2 equivalent with an aggregate of 65 % of marks.
- Candidates of any Stream (commerce/ Science/ Social Science) are eligible for admission.
- Admission is based on merit list

SCOPE FOR HIGHER STUDIES / CAREER OPTIONS:

- **Higher Studies:** MBA/Law
- **Career Options:** BBA (IT) Graduate can seek jobs as Management Trainee/Project planner/Business Administrator/Production Supervisor in industries like FMGC/Consumer Durable Industry/Marketing Industry/ Financial Institutions/Insurance.