



# 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*

#### **COURSE OBJECTIVES:**

- To impart the students with multi disciplinary knowledge in Business Management, Commerce & Accounting, Economics, IT and legal framework governing modern enterprise and corporate.
- To train students to have competitive advantage in terms of both horizontal and vertical mobility in their career path and growth.
- To equip students to become successful in getting placement in corporate as junior managers, professional certifications and higher education.

#### **I Year**

<b>SEMESTER - I</b>	<b>SEMESTER - II</b>
Human Values and Gender Sensitisation	Environmental Studies
English-I	English-II
Second Language	Second Language
Principles of Management	Principles of Marketing
Fundamentals of Accounting	Advanced Financial Accounting
(T+P)	Principles of Organizational Behavior
Fundamentals of Business Economics	Business Ethics & Corporate Governance

#### **II Year**

<b>SEMESTER - III</b>	<b>SEMESTER - IV</b>
Business Statistics	Introduction to Information Technology
English-III	English-IV
Principles of Human Resource Management	Research Methodology
Management Accounting	Fundamentals of Financial Management
	Management Science
Legal Aspects of Business	E-Business
Business Environment	

### III Year

SEMESTER - V	SEMESTER - VI
Event Management	Social Media Marketing
Entrepreneurial	Personal Taxation
Development	International Business
Business Policy & Strategy	
Cost Accounting	
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

#### 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 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.