

ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous) - Affiliated to Osmania University

Re-accredited by NAAC (3rd Cycle)

Basheerbagh, King Koti Road, Hyderabad – 29


DEPARTMENT OF BUSINESS MANAGEMENT

PROGRAMME STRUCTURE

BBA(E) I YEAR

SEMESTER-I


S. No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
1	FEN-1-EN-22T	CC	Functional English-I	4	1	-	5	3	40	60	100
2	BCS-1-CS-22T	AECC	Basic Computer Skills	1	-	2	2	2	20	30	50
3	PMB-1-BM-22T	DSC	Principles of Management & Organizational Behavior	4	1		5	3	40	60	100
4	FBE-1-BM-22T	DSC	Fundamental of Business Economics	4	1	-	5	3	40	60	100
5	EIT-1-CS-22T	DSC	Elements of Information Technology(T+P)	4		2	5	3	40	60	100
6	ET-1-BM-22T	DSC	Entrepreneurship Theory	4	1	-	5	3	40	60	100
Total				21	4	4	27		220	330	550
No.of hours per week				29							


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 St. Joseph's Degree & PG College
 King Koti, Hyderabad -29


Dr. V. SUDHA
 PROFESSOR

18 | BBAE w.e.f. AY 2024-25. BATCH – (2024-2027)


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DEPARTMENT OF BUSINESS MANAGEMENT

PROGRAMME STRUCTURE

BBA(E) I YEAR

SEMESTER – II

S. No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
1	FEN-2-EN-22T	CC	Functional English-II	4	1	-	5	3	40	60	100
2	EVS-2-EN-22T	AECC	Environmental Studies	1	1	-	2	2	20	30	50
3	POM-2-BM-22T	DSC	Principles of Marketing	4	1	-	5	3	40	60	100
4	FOA-2-BM-22T	DSC	Fundamentals of Accounting (T+P)	4	-	2	5	3	40	60	100
5	EB-2-BM-22T	DSC	E-Business	4	1	-	5	3	40	60	100
6	ED-2-BM-22T	DSC	Entrepreneurship Development	4	1	-	5	3	40	60	100
Total				21	5	2	27		220	330	550
No. of hours per week				28							
		* Non CGPA	Co-curricular : Value Added Course (within Sem II)	-			*2				


TOTAL CREDITS AT THE END OF FIRST YEAR: 27+27=54 CREDITS

TOTAL MARKS AT THE END OF FIRST YEAR: 1100

CC: Compulsory Course ; AECC: Ability Enhancement Compulsory Course; DSC: Discipline Specific Course; T: Theory; P: Practical; I: Internal Exam E: End Semester Exam HI - Hindi; AR - Arabic; SK - Sanskrit; FR - French; TL - Telugu


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19 | B B A (E) I Y E A R A T 2 0 2 4 - 2 5 . BATCH – (2024-2027)


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DEPARTMENT OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (ENTREPRENEURSHIP)

ACADEMIC YEAR 2023-2024

COURSE STRUCTURE

Second Year

SEMESTER-III

S.No	COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
				L	T	P		Int	Ext		
1	UHVGS-3-EN-22T LMS-3-BM-22T	SEC	UGC Specific a) Universal Human Values and Gender Sensitization. b) Leadership and management Skills	1	1		2	20	30	50	2
2	OM-3-BM-22T	DSC	Operations Management	4	1		5	40	60	100	3
3	CI-3-BM-22T	DSC	Creativity and Innovation	4	1		5	40	60	100	3
4	MA-3-BM-22T	DSC	Management Accounting	4	1		5	40	60	100	3
5	EBL-3-BM-22T	DSC	Elements of Business Laws	4	1		5	40	60	100	3
6	BE-3-BM-22T	DSC	Business Environment	4	1		5	40	60	100	3
Total				21	6		27	220	330	550	
				27 hrs			27 Credits				

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ACADEMIC YEAR 2023-2024


COURSE STRUCTURE


SEMESTER-IV

S.No	COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
				L	T	P		Int	Ext		
1	EE-4-EN-22T BEN-4-EN-22T	SEC	UGC Specific a)English for Employability / b)Business English	1	1		2	20	30	50	2
2	AE-4-CS-22T	DSC	Advanced Excel (T+P)	4		2	5	40	60	100	3
3	RMM-4-BM-22T	DSC	Research Methodology for Managers	4	1		5	40	60	100	3
4	FFM-4-BM-22T	DSC	Fundamentals of Financial Management	4	1		5	40	60	100	3
5	WE-4-BM-22T	DSC	Women Entrepreneurship	4	1		5	40	60	100	3
6	OR-4-BM-22T	DSC	Operations Research	4	1		5	40	60	100	3
		*Non-CGPA	Internship								
			Co-curricular (Moocs / Extra curricular)	1	1		2				
			Total	21	5	2	27	220	330	550	
				30 hrs			27 Credits				

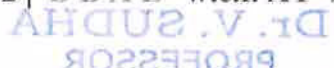
CREDITS AT THE END OF SECOND YEAR: 27+27 = 54 credits

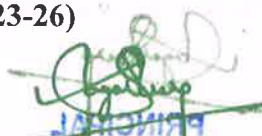
MARKS AT THE END OF SECOND YEAR: 550+550=1100


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ACADEMIC YEAR 2023-2024

COURSE STRUCTURE

SEMESTER-V

S.No	COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
				L	T	P		Int	Ext		
1	EM-5-BM-22T EI-5-BM-22T	SEC	Department Specific	1		2	2	20	30	50	2
			a) Event Management. b) Emotional Intelligence								
2	_5-22T / -5-BM 22T	*GE	Interdisciplinary	4			4	40	50	100	3
3	CA-5-BM-22T	DSC	Cost Accounting	4	1		5	40	60	100	3
4	ASP-5-BM-22T	DSE	a) Advertising & Sales Promotion	4	1		5	40	60	100	3
	b) Distribution & Supply Chain Management										
	c) Marketing of Services										
5	FSI-5-BM-22T	DSE	a) Financial System & Institutions	4	1		5	40	60	100	3
	IF-5-BM-22T		b) International Finance								
	IM-5-BM-22T		c) Investment Management								
6	HRD-5-BM-22T	DSE	a) HRD: Systems & Strategies	4	1		5	40	60	100	3
	TD-5-BM-22T		b) Training & Development								
	MIR-5-BM-22T		c) Management of Industrial Relations								
7	SUM-5-BM-22T	DSE	a) Start – Up Management	4	1		5	40	60	100	3
	RSP-5-BM-22T		b) Rural Society and Polity								
	FBM-5-BM-22T		c) Family Business Management - I								
				21	4	2					
			Total	27 hrs			26 Credits	220	330	550	

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***Note: Student has to choose any two elective subjects from Marketing, Finance and HR and compulsorily one elective subject from Entrepreneurship Elective.**

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BACHELOR OF BUSINESS ADMINISTRATION (ENTREPRENEURSHIP)

ACADEMIC YEAR 2023-2024

COURSE STRUCTURE

SEMESTER-VI

S.No	COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
				L	T	P		Int	Ext		
1	IDM-6-CS-22T GST-6-BM-22T	SEC	Department Specific	2			2	20	30	50	2
			a) Introduction to Digital Marketing b) Fundamentals of GST								
2	RM-6-BM-22T	DSC	Retail Management	4	1		5	40	60	100	3
3	CRM-6-BM-22T	DSE	a) Customer Relationship Management	4	1		5	40	60	100	3
	CB-6-BM-22T		b) Consumer Behaviour								
	IM-6-BM-22T		c) International Marketing								
4	FSS-6-BM-22T	DSE	a) Financial Services	4	1		5	40	60	100	3
	IFM-6-BM-22T		b) International Financial Management								
	SAP-6-BM-22T		c) Security Analysis & Portfolio management								
5	LD-6-BM-22T	DSE	a) Leadership Development	4	1		5	40	60	100	3
	CHM-6-BM-22T		b) Management of change								
	COM-6-BM-22T		c) Compensation Management								
6	NVC-6-BM-22T	DSE	a) New venture creation	4	1		5	40	60	100	3
	RMM-6-BM-22T		b) Rural marketing Management								
	FBM-6-BM-22T		c) Family Business Management – II								
	PR	PR & VV	Project Report & Viva				4	40	60	100	
				18	4		26 Credits	220	330	550	
			Total	22 hrs			26 Credits	220	330	550	

Note: Student has to choose any two elective subjects from Marketing, Finance and HR and compulsorily one elective subject from Entrepreneurship Elective.

CREDITS AT THE END OF THIRD YEAR: 26+26 = 52 credits


MARKS AT THE END OF THIRD YEAR: 550+550 = 1100

TOTAL CREDITS OF THREE YEARS: 54+54+52 = 160 credits

TOTAL MARKS FOR THREE YEARS : 1100+ 1100 + 1100 = 3300 marks

25 | B B A E w.e.f. AY 2024-25 . BATCH – (2022-25) & (2023-26)


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ACADEMIC YEAR 2023-2024

SUMMARY OF CREDITS

Sl. No.	Course Category	No. of Courses	Credits per Course	Total Credits
1	CC(EL)	2	5	10
2	AECC	2	2	4
3	DSC	20	5	100
4	SEC	4	2	8
5	GE	1	4	4
6	DSE	6	5	30
7	Project	1	4	4
	TOTAL	36		160
	*Non-CGPA	VAC/MOOCs/Extracurricular*Internship		

ABBREVIATIONS: -

1. AECC: ABILITY ENHANCEMENT COMPULSORY COURSE
2. SEC: SKILL ENHANCEMENT COURSE
3. GE: GENERIC ELECTIVE
4. ELS: ENGLISH LANGUAGE SKILL
5. DSC: DISCIPLINE SPECIFIC COURSE
6. DSE: DISCIPLINE SPECIFIC ELECTIVE
7. PR: PROJECT REPORT;
8. VV: VIVA-VOCE EXAMINATION

L = Lecture


T = Tutorial

P = Practical

ONE LECTURE HOUR = 1 CREDIT

ONE TUTORIAL HOUR = 1 CREDIT

TWO PRACTICAL HOURS = 1 CREDIT


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