

# ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous) - Affiliated to Osmania University

Re-accredited by NAAC (3<sup>rd</sup> Cycle)

Basheerbagh, King Koti Road, Hyderabad – 29

**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME STRUCTURE**

**BBA I YEAR**

**SEMESTER-I**

S. No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
1	ENG-1-EN-22T	CC	English I	4	1	0	5	3	40	60	100
2	AR-1-SL-24T FR-1-SL-24T HI-1-SL-24T SK-1-SL-24T TL-1-SL-24T	CC	<b>Second Language</b> Arabic-1 French-1 Hindi-1 Sanskrit-1 Telugu-1	4		0	4	3	40	60	100
3	BCS-1-CS-22T	AECC	Basic Computer Skills	1	0	2	2	2	20	30	50
4	PMB-1-BM-22T	DSC	Principles of Management & Organization Behavior	4	1	0	5	3	40	60	100
5	FBE-1-BM-22T	DSC	Fundamentals of Business Economics	4	1	0	5	3	40	60	100
6	EIT-1-CS-22T	DSC	Elements of Information Technology (T+P)	4	0	2	5	3	40	60	100
<b>Total</b>				<b>21</b>	<b>3</b>	<b>4</b>	<b>26</b>		<b>220</b>	<b>330</b>	<b>550</b>
<b>No.of hours per week</b>				<b>28</b>							

**Dr. V. SUDHA**  
**PROFESSOR**

Dept. of Business Management

Osmania University, Hyderabad-07.

Chairman  
BoS, Dept. Of . Management

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King Koti, Hyderabad -29

16/05/2024-25

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**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME STRUCTURE**

**BBA I YEAR**


**SEMESTER – II**


S. No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
1	ENG-2-EN-22T	CC	English II	4	1	-	5	3	40	60	100
2	AR-2-SL-24T FR-2-SL-24T HI-2-SL-24T SK-2-SL-24T TL-2-SL-24T	CC	<b>Second Language</b> Arabic-2 French-2 Hindi-2 Sanskrit-2 Telugu-2	4	-	-	4	3	40	60	100
3	EVS-2-EN-24T	AECC	Environmental Studies	1	1	-	2	2	20	30	50
4	POM-2-BM-22T	DSC	Principles of Marketing	4	1	-	5	3	40	60	100
5	FOA-2-BM-24TP	DSC	Fundamentals of Accounting(T+P)	4	-	2	5	3	40	60	100
6	EB-2-BM-22T	DSC	E-Business	4	1	-	5	3	40	60	100
<b>Total</b>				<b>21</b>	<b>4</b>	<b>2</b>	<b>26</b>		<b>220</b>	<b>330</b>	<b>550</b>
No. of hours per week				27							
		<b>* Non CGPA</b>	<b>Co- curricular : Value Added Course (within Sem II)</b>	-			<b>*2</b>				


**TOTAL CREDITS AT THE END OF FIRST YEAR: 26+26=52 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

17/11/2024  
  
 Chairman  
 BoS, Dept. Of Management  
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**PROGRAMME STRUCTURE**

**BBA II YEAR**

**SEMESTER – III**

S. No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
1	ENG-3-EN-22T	CC	English III	4	1	0	5	3	40	60	100
2	AR-3-SL-22T FR-3-SL-22T HI-3-SL-22T SK-3-SL-22T TL-3-SL-22T	CC	<b>Second Language</b> Arabic-3 French-3 Hindi-3 Sanskrit-3 Telugu-3	4	1	0	5	3	40	60	100
3	UHVGS-3-EN-22T	SEC	<b>UGC Specified Course:</b> (a) Universal Human Values & Gender Sensitization	1	1	0	2	2	20	30	50
	LMS-3-BM-22T		(b) Leadership and Management Skills								
4	HRM-3-BM-22T	DSC	Principles of Human Resource Management	4	1	0	5	3	40	60	100
5	CMA-3-BM-22T	DSC	Cost & Management Accounting	4	1	0	5	3	40	60	100
6	BS-3-BM-22TP	DSC	Business Statistics Using SPSS (T+P)	4	0	2	5	3	40	60	100
<b>Total</b>				<b>21</b>	<b>5</b>	<b>2</b>	<b>5</b>		<b>220</b>	<b>330</b>	<b>550</b>
<b>No. of Hours per week</b>				<b>28</b>							

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**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME STRUCTURE**

**BBA II YEAR**

**SEMESTER -IV**

S. No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
1	ENG-4- EN-22T	CC	English IV	4	1	-	5	3	40	60	100
2	AR-4-SL-22T	CC	<b>Second Language</b>	4	1	-	5	3	40	60	100
	FR-4-SL-22T		Arabic-4								
	HI-4-SL-22T		French-4								
	SK-4-SL-22T		Hindi-4								
	TL-4-SL-22T		Sanskrit-4								
			Telugu-4								
3	EE-4-EN-22T	SEC	<b>UGC Specified Course: (a)</b> English for Employability	1	1	-	2	2	20	30	50
	EE-4-EN-22T		(b) Business English								
4	RM-4-BM-22T	DSC	Research Methodology	4	1	-	5	3	40	60	100
5	FFM-4-BM-22T	DSC	Fundamentals of Financial Management	4	1	-	5	3	40	60	100
6	MS-4-BM-22T	DSC	Management Science	4	1	-	5	3	40	60	100
			<b>Total</b>	<b>21</b>	<b>6</b>		<b>25</b>		<b>220</b>	<b>330</b>	<b>550</b>
			<b>No. of Hours per week</b>	<b>27</b>							

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**DEPARTMENT OF BUSINESS MANAGEMENT**

**BBA III YEAR**

**SEMESTER-V**

S. No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
1	EM-5-BM-22T	SEC	Department Specific: Event Management	2	0	0	2	2	20	30	50
	EI-5-BM-22T		Emotional Intelligence								
2	__ - 5 - 22T	GE	Inter Disciplinary	4	0	0	4	3	40	60	100
3	BPS-5-BM-22T	DSC	Business Policy & Strategic Management	4	1	-	5	3	40	60	100
<b>Any one of the following MARKETING ELECTIVE</b>											
4	ASP-5-BM-22T	DSE	1. Advertising & Sales Promotion	4	1	0	5	3	40	60	100
	DSM-5-BM-22T		2. Distribution & Supply Chain Management								
	MOS-5-BM-22T		3. Marketing of Services								
<b>Any one of the following FINANCE ELECTIVE</b>											
5	FSI-5-BM-22T	DSE	1. Financial System and Institutions	4	1	-	5	3	40	60	100
	IF-5-BM-22T		2. International Finance								
	IM-5-BM-22T		3. Investment Management								
<b>Any one of the following HR ELECTIVE</b>											
6	HRD-5-BM-22T	DSE	1. HRD: Systems & Strategies	4	1	-	5	3	40	60	100
	TD-5-BM-22T		2. Training & Development								
	MIR-5-BM-22T		3. Management of Industrial Relations								
<b>Total</b>				<b>18</b>	<b>3</b>	<b>0</b>	<b>26</b>		<b>220</b>	<b>330</b>	<b>550</b>
<b>No. of Hours per week</b>				<b>21</b>							

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**PROGRAMME STRUCTURE**

**BBA III YEAR**

**SEMESTER – VI**

S.No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
1	IDM-6-CS-22T	SEC	Introduction to Digital Marketing (T+P)	2	-	-	2	2	20	30	50
	GST-6-BM-22T		Fundamentals of GST								
2	RM-6-BM-22T	DSC	Retail Management	4	1		4	3	40	60	100
			<b>Any one of the following</b>				<b>MARKETING ELECTIVE</b>				
3	CRM-6-BM-22T	DSE	1. Customer Relationship Management								
	CB-6-BM-22T		2. Consumer Behaviour	4	1	-	5	3	40	60	100
	IM-6-BM-22T		3. International Marketing								
			<b>Any one of the following</b>				<b>FINANCE ELECTIVE</b>				
4	FS-6-BM-22T	DSE	1. Financial Services								
	IFM-6-BM-22T		2. International Financial Management	4	1	-	5	3	40	60	100
	SAP-6-BM-22T		3. Security Analysis & Portfolio Management								
			<b>Any one of the following</b>				<b>HR ELECTIVE</b>				
5	LD-6-BM-22T	DSE	1. Leadership Development								
	CHM-6-BM-22T		2. Management of Change	4	1	0	5	3	40	60	100
	COM-6-BM-22T		3. Compensation Management								
6	PR	DSE	Project Report & Viva	0	0	0	4	3			

22 | BBA - w.e.f 2024-25. BATCH – (2022-25) & (2023-26)

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			<b>Total</b>	<b>18</b>	<b>4</b>	<b>0</b>	<b>26</b>		<b>180</b>	<b>270</b>	<b>450</b>
	<b>No. of Hours per week</b>			<b>22</b>							

**CREDITS AT THE END OF THIRD YEAR = 26+26=52**

**MARKS AT THE END OF THIRD YEAR: 900**

**TOTAL CREDITS AT THE END OF THIRD YEAR = 54+54+52 = 160 CREDITS**


**TOTAL MARKS AT THE END OF THIRD YEAR: 3100**

SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; T: Theory; P: Practical; I: Internal Exam E: End Semester Exam; PR: Project Report; VV: Viva-Voce Examination.

AECC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; GE: Generic Elective; T: Theory; P: Practical; I: Internal Exam E: End Semester Exam; PR: Project Report; VV: Viva-Voce Examination

  
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