St. Joseph's College of Commerce

(Autonomous)

163, Brigade Road, Bengaluru – 560 025

Accredited with 'A++' Grade (4th Cycle) by the National Assessment and Accreditation Council (NAAC)

Recognized by the UGC as
"COLLEGE WITH POTENTIAL FOR EXCELLENCE"

Bachelor of Business Administration
(Regular)
Semesters III & IV

Syllabus as per Karnataka State Education Policy 2024
Curriculum Framework w.e.f. 2024-2025

Academic Year 2026 – 2027

Batch 2025 – 2028

ST. JOSEPH'S COLLEGE OF COMMERCE
(Autonomous)
Affiliated to Dr. Manmohan Singh Bengaluru City University

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.

With an objective of imparting quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011, SJCC was recognized as a Research Centre by Bangalore University. The college has been the only institution from Karnataka to make it consistently to the top 100 in the country in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India.

The college offers diverse programmes in Commerce, Business Administration Arts and Science. Under Commerce Studies it offers B.Com, B.Com (Professional- International Accounting and Finance), B.Com (BPM-Industry Integrated), B.Com (Travel and Tourism), B.Com (Analytics), B.Com (Professional - Strategic Finance), B.Com (Accounting and Taxation), M.Com (Finance & Taxation/ Marketing & Analytics), M.Com (International Business) & M.Com (Financial Analysis). Under Business Administration it offers BBA, BBA (Entrepreneurship) and BBA (Professional- Finance and Accountancy).Under Arts it offers BA (English, Communicative English and

Psychology) and Under Science it offers B.Sc (Economics, Mathematics and Data Analytics). The college also offers five one-year Post Graduate Diploma programmes.

THE DEPARTMENT OF BUSINESS ADMINISTRATION

With the world of business constantly changing and a strong base created for technology in the country, it is of utmost importance to augment management talent and resources at all levels. Strategies and goals of any educational institution has to be constantly redefined to keep in pace with the external environment. All this led to the birth of the BBA department at St. Joseph's College of Commerce in the year 2004-2005. Within a short period of time, the department has emerged as a promising center in the field of management studies at the undergraduate level. This department aims at motivating students to take up higher studies in management, so that they may blossom into effective entrepreneurs who would not be afraid of taking risk, or teachers and researchers who would contribute positively towards the betterment of the society or to take up consultation to help business units leverage on management knowledge.

OBJECTIVES OF THE BBA PROGRAMME

- To impart knowledge to students in functional areas of business so that they may pursue careers in management and excel in different fields of management.
- To incorporate extensively – along with theoretical knowledge sharing – various skills (viz., Presentations, rapid reading, geo political awareness, time management) needed for managerial effectiveness.
- To promote knowledge through research – applied and conceptual, relevant to management studies.
- To enhance the decision-making skills and administrative competence of students.
- To motivate students to apply management techniques to new and innovative areas of management.

I. ELIGIBILITY FOR ADMISSION

Candidates who have completed the two-year Pre-University course of Karnataka State or its equivalent are eligible for admission into this Programme.

II. DURATION OF THE PROGRAMME

The duration of the programme is three (03) years of Six Semesters. A candidate shall complete his/her degree within five (5) academic years from the date of his/her admission to the first semester. Students successfully completing three (03) years of the course will be awarded Bachelor's Degree in Business Administration.

III. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English.

IV. ATTENDANCE

a. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses, compulsorily.

b. A student who fails to complete the course in the manner stated above shall not be permitted to take the End Semester Examination.

V. TEACHING AND EVALUATION

M.Com/MBA/MFA/MBS/MTA/MA/M.Sc graduates with B.Com, B.B.A, B.B.S,BA and B.Sc as basic degree from a recognized university are only eligible to teach and to evaluate the courses including part – B courses of I and II semesters except languages, compulsory additional courses and core Information Technology related courses, Skill based, Value Based and Foundation courses, mentioned in this regulation. These courses shall be taught by the Post graduates as recognized by the respective Board of Studies.

VI. SCHEME OF EXAMINATION

Academic Evaluation under State Education Policy (SEP) **(Effective from Academic Year 2024-2025):**

The academic evaluation of both undergraduate (UG) and postgraduate (PG) programmes consists of two components: Continuous Internal Assessment (Formative Assessment) and End-Semester Examination (Summative Assessment).

Assessment for UG Students under SEP will be as follows:

Type of Assessment	Assessment Component	Allotted Marks
Continuous Internal Assessment / Formative Assessment	CIA I (Test)	10 Marks
	CIA II (Skill-based Assessment)	10 Marks
	Mid-Term Exam	20 Marks
Total	**40 marks (scaled down to 20 marks)**	
End-Semester Examination / Summative Assessment	End-Semester Examination (For three hours duration)	80 Marks
TOTAL		**100 Marks**

A. Additional Details

- **Mid-Term Exam**: The mid-term exam covers at least 40-50% of the

syllabus and has duration of one hour.

- **Continuous Internal Assessment (CIA) Activities**: CIA activities are designed with clear objectives, modalities, assessment rubrics, and outcomes.

B. CIA Improvement

There is **no provision for enhancing CIA marks** for UG students once the semester ends.

Attendance requirement for taking ESE

- The University Grants Commission (UGC) mandates a minimum of 75% attendance in each course to be eligible to write the End Semester Examinations (ESE).
- There is no provision for condonation of attendance under the UGC Act.

VII. Minimum for a Pass

- **Minimum Pass Marks in Final Examination**: A minimum of 40 percent is required in each course in the End Semester Exams. The student must score at least 32 marks out of 80 in the End Semester Examination (ESE).
- **Overall Pass Requirement**: The aggregate of Continuous Internal Assessment (CIA) and End Semester Examination (ESE) should also be a minimum of 40 percent. Out of 100 marks, a student must secure at least 40 marks in each course to qualify as passed inclusive of minimum 32 marks out of 80 in End Semester Exam.

VIII. GRADING SYSTEM FOR CHOICE BASED CREDIT SYSTEM (CBCS)

The modalities and operational details are given below:

- **Grade Points**: The College adopts a ten-point grading system. The papers are marked in a conventional way for 100 marks. The marks obtained are converted to grade point according to the following table. If a student is absent for the paper the grade point assigned is 0.

% Marks	95 - 100	90 - 94	85 - 89	80 - 84	75 - 79	70 - 74	65 - 69	60 - 64	55 - 59	50 - 54	45 - 49	40 - 44	Below 40
Grade Point	10	9.5	9	8.5	8	7.5	7	6.5	6	5.5	5	4.5	0

- **Credits**: Credits are assigned to courses based on the following broad classification:

Courses Category	Instruction Hours/week	Credits
Languages	3 Hours	3

Major Core	4 Hours	4
Skill Enhancement Courses	1-4 Hours	1-4
Compulsory Courses	1-2 Hours	1-2

- **Grade Point Calculation**

  - **emester Grade Point Average (SGPA):** The SGPA is calculated as the sum of the product of the credits and the grade points scored in all courses, divided by the total credits.

SGPA = Total of (Credits Earned X Grade Points) ÷ Total of Corresponding Credits

  - Minimum SGPA required for a pass is 4.5.
  - If a student has not passed in all courses or is absent, the SGPA is not assigned.
  - Cumulative Grade Point Average (CGPA): The CGPA is the weighted average of all the courses taken by a student across all semesters of a programme.

- **Cumulative Grade Point Average (CGPA):** The CGPA is the weighted average of all the courses taken by a student across all six semesters of a programme.

CGPA = ∑Total Credits in the Semester × SGPA ÷ Total Credits of the Courses

Note: SGPA and CGPA will be rounded off to two decimal places.

- **Interpretation of SGPA/CGPA and Classification of Final Result**

Grade Points	% of Marks	Grade	Result/Class Description
9.00-10.00	85 - 100	O	Outstanding
8.00-8.99	75 - 85	A+	First Class Exemplary
7.00-7.99	65 - 75	A	First Class Distinction
6.00-6.99	55 – 65	B+	First Class
5.50-5.99	50 -55	B	High Second Class
5.00-5.49	45 - 50	C	Second Class

4.50 -4.99	40 - 45	P	Pass Class
Below 4.5	Below 40	RA	To Re-Appear

IX. PATTERN OF ESE QUESTION PAPER UNDER SEP

The End Semester Examination (ESE) question paper under SEP will include questions that assess both Lower Order Thinking Skills (LOTS) and Higher Order Thinking Skills (HOTS). The difficulty level of the question paper will be distributed as follows: 40% easy, 30% difficult, and 30% very challenging.

- **Duration**: 3 Hours
- **Maximum Marks**: 80

The question paper pattern will be as follows:

Sections	**Marks per Question**	**Number of Questions**	**Total Marks**
Section A	2 marks	5 questions (out of 7)	10 Marks
Section B	5 marks	4 questions (out of 6)	20 Marks
Section C	12 marks	3 questions (out of 5)	36 Marks
Section D	14 marks	1 question (Case Study)	14 Marks
Total			**80 Marks**

X. **REVALUATION AND RETOTALING**

Requests for **revaluation**, **retotaling**, and **photocopies of the answer book** for the End-Semester Examination (ESE) must be submitted to the Controller of Examination along with the prescribed fee within two weeks from the declaration of results.

XI. ABSENCE DURING END SEMESTER EXAMINATION

If a student misses the End Semester Examination, they will be marked as "Absent" and will be required to take the supplementary examination for that course during the next available opportunity only.

XII. MALPRACTICE

Students will be dealt severally in case if they are found guilty of any malpractices during examination. The college has zero tolerance towards any kind of unethical means adopted to secure marks in the exams.

OUTCOME BASED EDUCATION (OBE)

Our BBA programme graduates will be capable of the following:

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PE O1 **Develop** professional competence to become successful managers and entrepreneurs in the academia, industry or government.

PE O2 **Adapt** to a rapidly changing environment with newly learnt and applied skills and competencies, become socially responsible and value driven citizens, committed to sustainable development

PE O3 **Act** with conscience of global, ethical, societal, ecological and commercial awareness with sustainable values as is expected of practicing management professionals contributing to the country

PE O4 **Able** to continue their professional development by obtaining advanced degrees in Management or other professional fields

PROGRAMME OUTCOMES (POs)

PO 1 **Disciplinary and Inter-disciplinary Knowledge**
Demonstrate the understanding of relevant business, management and organization knowledge, both academic and professional, in line with industry standards.

PO 2 **Decision Making Skill**
Apply underlying concepts, principles, and techniques of analysis, both within and outside the discipline to generate all the possible solutions and pick one that shows their understanding of the problem and the outcomes.

PO 3 **Integrated Problem-Solving and Research**
Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation.

PO 4 **Critical Thinking Skill**
Evaluate evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems.

PO 5 **Creative Thinking Skill**
Develops, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work.

PO 6 Usage of Modern Technology and Tools

Use tools and technologies of digital nature, communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy.

PO 7 Leadership and Team Work

Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.

PO 8 Ethical Conduct

Act responsibly and sustainably at local, national, and global levels.

PO 9 Collaboration

Work collaboratively and respectfully as members and leaders of diverse teams.

PO 10 Self-Directed and Life–Long Learning

Create goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect the attainment of the goals.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PO 11 Entrepreneurial Perspectives

Develop, organize and manage a business venture along with any of its risks. (Sustainable Business Models)

PO 12 Global Perspectives and Multicultural

Create effective and appropriate interaction and Teamwork with people of different nationalities and cultures, demonstrating respect for social, cultural and linguistic diversity at the local, national and international levels.

BBA (REGULAR) – Batch 2025							
PROGRAMME MATRIX AS PER STATE EDUCATION POLICY (SEP)							
Category/ Semester	**I**	**II**	**III**	**IV**	**V**	**VI**	**Total Credits**
PART A: LANGUAGES							
Languages 3 Hrs - 3 Crs	Lang I	Lang I	Lang I	Lang I	-	-	
	Lang II	Lang II	Lang II	Lang II	-	-	
Part A Credits	**6**	**6**	**6**	**6**	**-**	**-**	**24**
PART B: CORE COURSES							
Major Core Courses 4 Hrs - 4 Crs	Perspectives in Management	Organisational Behaviour	Production and Operations Management	Project Management	Strategic Management	Operations Research	
	Managerial Economics	Marketing Management	Human Resource Management	Entrepreneurship Development	Income Tax I	Income Tax II	
	Business Environment	Fundamentals of Accounting	Business & Company Law	Financial Management	Supply Chain Management	Goods & Services Tax	
	Business Mathematics & Statistics	Indian Financial System	Cost Accounting and Techniques	Research Methodology	Management Accounting	Business Ethics & Corporate Governance	
Elective Courses 4 Hrs - 4 Crs	**-**	**-**	**-**	**-**	Elective I	Elective II	
Part B Credits	**16**	**16**	**16**	**16**	**20**	**20**	**104**
PART C: SKILL ENHANCEMENT COURSES/ACTIVITIES							
Skill Based Courses/ Activities	-	Certificate Course 2 Cr	Introduction to Spreadsheet 2 Crs	Data Visualization 2 Crs	Skill Based Elective 3 Crs	Capstone LEAP Project 2 Crs	
						Corporate Internship 2 Crs	
Value Based Courses/ Activities		Extra-Curricular Activities 1 Cr	-	Extension Activities 1 Cr	Social Internship 1 Cr	Extension Activities 1 Cr	
Part C Credits	-	**2**	**2**	**4**	**4**	**5**	**17**
PART D: FOUNDATION/COMPULSORY COURSES							
Foundation/ Compulsory Courses	Constitutional Values I 2 Crs	Constitutional Values II 2 Crs	Environmental Studies 2 Crs	**-**	**-**	**-**	
	Psychological Wellbeing 1 Cr						
Part D Credits	**3**	**2**	**2**	-	-	-	**7**
Total Credits	**25**	**27**	**26**	**25**	**24**	**25**	**152**

BBA (Regular)

Semester Structure as per SEP

SEMESTER III

Course Code	Title of the Course	Category of Course	Lecture Hours Per Week	CIA	ESE	Total Marks	Credits
M 25 GE 301	General English	Language I	3	20	80	100	3
M 25 KN 301	Kannada	Language II	3	20	80	100	3
M 25 HN 301	Hindi						
M 25 AE 301	Additional English						
M1 24 MC 301	Production and Operations Management	Major Core	4	20	80	100	4
M1 24 MC 302	Human Resource Management	Major Core	4	20	80	100	4
M1 24 MC 303	Business and Company Law	Major Core	4	20	80	100	4
M1 24 MC 304	Cost Accounting and Techniques	Major Core	4	20	80	100	4
UG 24 SB 301	Introduction to Spreadsheet	Skill Based Course	2	10	40	50	2
UG 24 CC 301	Environmental Studies	Compulsory Course	2	10	40	50	2
Total				**140**	**560**	**700**	**26**

BBA (Regular)
Semester Structure as per SEP
SEMESTER IV

Course Code	Title of the Course	Category of Course	Lecture Hours Per Week	CIA	ESE	Total Marks	Credits
M 25 GE 401	General English	Language I	3	20	80	100	3
M 25 KN 401	Kannada	Language II	3	20	80	100	3
M 25 HN 401	Hindi						
M 25 AE 401	Additional English						
M1 24 MC 401	Project Management	Major Core	4	20	80	100	4
M1 24 MC 402	Entrepreneurship Development	Major Core	4	20	80	100	4
M1 24 MC 403	Financial Management	Major Core	4	20	80	100	4
M1 24 MC 404	Research Methodology	Major Core	4	20	80	100	4
UG 24 SB 401	Data Visualization	Skill Based Course	2	10	40	50	2
UG 24 VB XXX	Extension Activities	Value Based Activities	-	25	-	25	1
Total				**155**	**520**	**675**	**25**