

St Joseph's College of Commerce

(Autonomous)

163, Brigade Road, Bangalore – 560 025

BACHELOR OF BUSINESS MANAGEMENT

Eligibility:

Candidates successful in the two-year Pre University Course of PU Directorate, Government of Karnataka, from any stream, or the equivalent recognized by the Bangalore University may apply.

Academic Programme:

With Autonomy, the College will have the freedom to determine its own courses of study and syllabi, prescribe rules of admission, evolve methods of evaluation and conduct examinations. The Bangalore University will award the Degrees with the name of the College mentioned in its certificates.

Curricular Programme:

The BBM Course is divided into 6 semesters. Each semester comprises of 18 weeks including the period of preparation for the semester examination. Right through the semester the student will be evaluated on a continuous basis. The Continuous Internal Assessment (CIA) will carry a weightage of 50% of the marks on which the student is evaluated. The End Semester Exam (ESE) constitutes the other 50%. There is an exception in the case of languages where the ratio between the continuous internal assessment and end semester exam is 30:70.

Core Subjects:

In each semester, core subjects are offered with stipulated credits for each paper. A credit is a yardstick to measure the weightage given to a subject. The number of lecture hours per week is indicative of the credits attached to each subject.

In the fifth and sixth semester, students are given a choice of three electives. They may choose to specialise in either Finance, Marketing or Human Resource. Each elective will have four papers, two in the fifth semester and two in the sixth semesters.

All students joining the sixth semester are required to undertake Internship and Project as part of their academic requirement, for which 4 credits are awarded. Internship and Project work enables students to get a practical exposure to the working of the industry. It would also help them to substantiate their classroom learning with practical experience.

A student is required to take up a minimum of 144 credits (including language and foundation courses) in order to qualify for the BBM degree.

Language Course:

In semester I & II the study of English is compulsory for all. In addition the student may opt for any of the following languages: Kannada, Hindi or Additional English. (Additional English is offered only to those who have not studied any Indian language at the +2 level).

Foundation Course:

In order to be eligible to obtain the degree a student should also complete the papers in the Foundation Course offered in Semesters I, II, III & IV. A student is expected to participate in Extension and Extra curricular activities organised by the college such as NSS, NCC, AICUF, Sports and Games, Cultural and other allied programmes.

Cumulative Grade Points System of Evaluation:

In keeping with the suggestions of the UGC & NAAC, the College has adopted the Cumulative Grade Point Average System for evaluation and grading. The modalities and operational details of the credit system are follows.

- Papers are marked in the conventional way for 100 marks.
- The Percentage obtained by a student is multiplied by the standard grade to obtain the Product.
- The Total of the Products of all the subjects is divided by the total of all the Grades. This gives the Average Grade Point.
- For the sake of more common understanding the Average Grade Point is then converted into Grades of *Outstanding*, *Excellent*, *Good*, *Average* and *Satisfactory*.

The following Grading Table is to be adopted:

Percentage	Grade	Interpretation	Standard Grades
80 and above	O	Outstanding	5
70 to 79	A	Excellent	4
60 to 69	B	Good	3
50 to 59	C	Average	2
40 to 49	D	Satisfactory	1

The Cumulative Grade Point Average system permits greater weightage to be given in terms of teaching hours, course content and grades to the core commerce subjects.

SEMESTER SCHEME OF EXAMINATION

BBM COURSE STRUCTURE FROM JUNE 2008 ONWARDS

LANGUAGES COURSE STRUCTURE

Sem. No	Subject Code	Title of the Paper	Lecture Hrs per week	CIA	ESE	Total Marks
I	KAN101	Kannada	03	30	70	100
	HIN101	Hindi	03	30	70	100
	ADE101	Additional English	03	30	70	100
	ENG102	English	03	50	50	100
		Total		06	80	120
II	KAN201	Kannada	03	30	70	100
	HIN201	Hindi	03	30	70	100
	ADE201	Additional English	03	30	70	100
	EBC202	English	03	50	50	100
		Total		06	80	120

FOUNDATION COURSE STRUCTURE

Sem. No	Subject Code	Title of the Paper	Lecture Hrs per week	Total Marks
I	FC107	Holistic Development (Life Skills)	01	100
II	FC207	Holistic Development (Understanding Religions)	01	100
III	FC307	Environmental Studies	01	100
IV	FC407	Indian Constitution	01	100
Total			04	400

CORE SUBJECTS

Sem. No	Subject Code	Title of the Paper	Lecture Hrs per week	Marks		Total Marks
				CIA	ESE	
I	BM103	Fundamentals of Accounting	04	50	50	100
	BM104	Business Mathematics	04	50	50	100
	BM105	Business Management	04	50	50	100
	BM106	Business Economics	04	50	50	100
Total			16	200	200	400
II	BM203	Financial Accounting	04	50	50	100
	BM204	Business Statistics and Research Methodology	04	50	50	100
	BM205	Business Environment	04	50	50	100
	BM206	Banking and Insurance	04	50	50	100
Total			16	200	200	400
III	BM301	Corporate Accounting – I	04	50	50	100
	BM302	Financial Management	04	50	50	100
	BM303	Human Resources Management	04	50	50	100
	BM304	Principles of Marketing	04	50	50	100
	BM305	International Business	04	50	50	100
	BM306	Management Information System	04	50	50	100
Total			24	300	300	600
IV	BM401	Corporate Accounting – II	04	50	50	100
	BM402	Cost Accounts	04	50	50	100
	BM403	Public Relations	04	50	50	100
	BM404	Service Management	04	50	50	100
	BM406	Financial Services	04	50	50	100
	BM406	Retail Management	04	50	50	100
Total			24	300	300	600

Sem. No	Subject Code	Title of the Paper	Lecture Hrs per week	Marks /		Total Marks
				CIA	ESE	
V	BM501	Management Accounts	04	50	50	100
	BM502	Income Tax – I	04	50	50	100
	BM503	Strategic Management	04	50	50	100
	BM504	Operations Research	04	50	50	100
	BM505	Elective – Paper I	04	50	50	100
	BM506	Elective – Paper II	04	50	50	100
			Total	24	300	300
VI	BM601	Income Tax – II	04	50	50	100
	BM602	Business Law	04	50	50	100
	BM603	Entrepreneurship Development Programme	04	50	50	100
	BM604	Project and Viva	04	50	50	100
	BM605	Elective – Paper III	04	50	50	100
	BM606	Elective – Paper IV	04	50	50	100
			Total	24	300	300

CIA – Continuous Internal Assessment

ESE – End Semester Exam

GROUP OF ELECTIVES – BBM

ELECTIVE - I: FINANCE

International Finance (FIN 505)

Advanced Financial Management (FIN 506)

Security Analysis and Portfolio Management (FIN 605)

Tax Planning for Financial Business Decisions (FIN 606)

ELECTIVE – II: MARKETING MANAGEMENT

Creative Advertising and Media Management (MKT 505)

Consumer Behaviour (MKT 506)

International Marketing (MKT 605)

Retail and Logistics Management (MKT 606)

ELECTIVE – III: HUMAN RESOURCE MANAGEMENT

Industrial Relations (HRM 505)

Labour Welfare Legislations & Social Security (HRM 506)

Human Resources Development (HRM 605)

Industrial Psychology (HRM 606)