



St. Joseph's Evening College

Bangalore, Autonomous & Accredited



DEPARTMENT OF BUSINESS ADMINISTRATION

**SEMESTER SCHEME OF EXAMINATION WITH
CONTINUOUS INTERNAL ASSESSMENT
SYLLABUS W. E. F. 2018 BATCH**

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St. Joseph's Evening College

St. Joseph's Evening College, affiliated to Bangalore University, was established as Independent College in the year 1972 and it is managed by the Bangalore Jesuit Educational Society. The College draws its inspiration from St. Ignatius of Loyola the founder of the Society of Jesus which is popularly known as the 'Jesuit order'. The Society of Jesus at present manages and administers more than 2000 educational institutions across the world. St. Joseph's Evening College is one such institution established with the mission of providing opportunities for the socio-economically weaker students to have access to quality, cost effective and flexible higher education. The College aims at a holistic and integral formation of its students, fostering in them a spirit of academic excellence, social concern and character formation. Thus, shaping them to become "men and women" for the service of others especially the poor, the oppressed and marginalized. At present, more than 1300 students are pursuing various UG, PG and Diploma courses. The courses offered are B.Com. B.A. (HEP, JPS, EJP), BBA and BCA Degree courses and a two year Post-Graduation courses in Commerce and English. Over 46 years, the College has established a name and fame of its own through its equity, academic excellence, quality and inclusive educational services. The College places high premium on regularity, punctuality and discipline. It is recognized under Section 2(f) and 12B of the UGC Act. It became an autonomous institution in October 2004. It also has a rare distinction of being the only independent Evening College in the country to be conferred Autonomous status by University Grants Commission. The College in the year 2016 was re-accredited by NAAC with B++ (Good) rating with 2.89 CGPA in III Cycle accreditation.

Department Of Business Administration

Department of Business Administration was started in the year 2009 with the objective of providing opportunity and exposure to young men and women especially from the marginalized and cross section of society to become effective managers, administrators and entrepreneurs. BBA is a three year professional course recognized, approved and affiliated by Bangalore University and UGC. The nature of the course is such it provides wonderful opportunity for students to learn and earn simultaneously giving professional impetus to learner to acquire and integrate multiple skills in shorter span. Over 9 year's department has taken manifold strides to inculcate and nurture managerial excellence. Our passed out students credentials hold true testimony to our accomplishments. The Unique Selling Proposition of the department is to provide exposure to students in the form of guest lecturers, academic mentoring, organize workshops, seminars, conferences, presentations, skill development programs, presentation and publication of research papers, industrial visits, preparation of research projects etc. This plethora of activities gives scope and impetus for holistic experience and making students prepared to serve the stakeholders.



DEPARTMENT OF BUSINESS ADMINISTRATION



VISION: Pursuit to provide quality and professional learning environment for all the learners who aspire to become managers, business learners and entrepreneurs

MISSION: Inculcating managerial skills and professionalism by providing quality management education and exposure within and beyond curriculum to further enhance enrich, enable and empower the learners to gain competitive advantage

OBJECTIVES:

- To provide conducive and quality learning environment for marginalized men and women who intend to pursue quality, flexible and inclusive management education.
- To familiarize and strengthen the basic theories and concepts of business administration and empower the learners to manifest during any given situation
- To inculcate effective managerial skills, positive attitude to become dynamic and efficient managers, administrators and entrepreneurs

FEATURES OF THE COURSE AT SJEC

- Quality, Experienced and Committed faculty
- Option to earn and learn simultaneously
- Skill based curricular, co-curricular and extra-curricular activities
- Quality class room-teaching learning process
- Exposure to research activities



REGULATIONS OF BBA DEGREE SEMESTER SCHEME:

The main objective of the BBA Programme is to motivate Young Students to take up challenges in lower level and middle level executive positions in business and industry, in the context of the globalization process going on in the economy. It is also envisaged to equip them with decision making skills, computing skills, communication skills, organizing skills, team building, analytical skills, entrepreneurial skills and so on.

- 1) Eligibility:** *Students who have completed two – year Pre- University Course of Karnataka State or Equivalent there to are eligible to seek admission to BBA degree course.*
- 2) Duration of the Course:** *The course of study for the BBA Degree shall extend over a period of three academic years. Each academic year comprising of two semesters, and each semester comprising of sixteen weeks of class work, Provided that the candidate shall complete his/her Degree within six years from the date of admission to the First Semester of BBA Degree Course (As per the Autonomous guide lines).*
- 3) Medium of Instruction:** *The medium of instruction and examination shall be in English.*
- 4) Subjects of Study:** *A candidate for the BBA degree course shall seek to study subjects shown under the course structure*
- 5) Attendance:**
 - i) Each semester shall be taken as a unit for the purpose of calculating attendance.*
 - ii) A student shall be considered to have satisfied the requirement if attendance for the semester, if he has attended not less than 75% of the number of working periods in each of the subjects.*
 - iii) Students who fail to complete the course in the manner stated above shall not be allowed to take the end semester examinations.*

6. Project Report

- a) The Project Report (50 marks), Viva Voce (30 marks) and Research Paper (20 marks) combined is carried by the students in the sixth semester which carries 100 marks which shall be the part of sixth semester examinations. There shall be double evaluation of Project Report. First evaluation shall be done by the concern guide and the second evaluation by one/two of the examiners from the Panel of Examiners. The Chairman of the BOE/HOD in Business Administration (UG) shall arrange for the second evaluation of the Project Report at the Valuation Centre.**



- b) Candidate shall obtain a minimum of 40 % marks in the subject (Project Report) failing which he/she shall revise and resubmit before commencement of the next examination. However, no student shall be allowed to resubmit the Project Report after three consecutive chances.
- c) The student who fails to submit/Present the Project Report, Research Paper and Viva Voce shall not be permitted to take the end semester examination.
- d) Rules and Regulations pertaining to the project Report preparation are mentioned in the project manual which should be strictly followed by the students.

7. Scheme of Examination: There shall be an end semester examination at the end of each semester. The maximum marks for the end semester examination will be 100.

8. Appearance for the Examination

- a) A candidate shall apply for all the parts in each examination when he/she appear for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees and fulfils other formalities mentioned under the autonomous guidelines.
- b) A candidate who has passed any language under Part I shall be eligible to claim exemption from the study of the language if he/she studies and passed that language in the corresponding level.

9. Minimum for a Pass: Candidates who have obtained at least 40% of marks in aggregate in each subject shall be eligible for a pass or exemption in that subject.

10. Results of Successful Candidates:

The result of the degree course as a whole shall be declared on the basis of the aggregate marks obtained by the candidate in the commerce subjects of the First, Second and Third year degree course put together as follows:

- a) **Distinction:** Those who obtain above 80% and above of the aggregate in the management subjects of the First, Second and Third year course.
- b) **First Class:** Those who obtain 60% and above of the aggregate in the management subjects of the First, Second and Third year course.
- c) **Second Class:** Those who obtain 50% and above but less than 60% of the aggregate in the management subjects of the First, Second and Third year course.
- d) **Pass Class:** Rest of the successful candidates who obtain 40% and above but less than 50% of marks aggregate in the management subjects of the First, Second and Third year course.



Class and Ranks shall be declared on the basis of the aggregate marks obtained by the candidates in the commerce subjects of the First to Six semesters of degree course as a whole. However, only those candidates who have passed each end semester examination in the first attempt shall be eligible for the award of ranks.

11. Pattern of Question Paper: *Examination in each of theory question paper shall be for three hours duration. The question paper shall ordinarily consist of two/three sections.*

The model question paper shall be as follows:

I. SECTION – A: (0 3x10 = 30)

This section carries 30 marks. It shall contain objective type question designed to test conceptual knowledge of students.

II. SECTION – B: (05x04 = 20)

This section carries 40 marks. It shall contain questions designed to test the analytical ability of students.

III. SECTION – C: (10x02 =20)

This section carried 30 marks. It shall contain essay type questions designed to test the comprehension and application skills of students.



BACHELOR OF BUSINESS ADMINISTRATION SYLLABUS W.E.F., 2018-19 ACADEMIC YEAR

Sem.	Paper No.	Title of Paper	Lecture Hrs. per Week	Marks		Credits	Total Marks
				CIA*	ESE*		
Semester I	1.1	Language(Kannada/Tamil/Additional English/Hindi)	04	30	70	3	100
	1.2	English	04	30	70	3	100
	1.3	Business Organization and Environment	04	30	70	3	100
	1.4	Fundamentals of Accounting	04	30	70	3	100
	1.5	Management Process	04	30	70	3	100
	1.6	Computer fundamentals & Applications in Business	04	30	70	3	100
	1.7	Foundation Course – Indian Constitution	02	30	70	1	100
	1.8	Foundation Course – Environmental Studies	02	30	70	1	100
	Total			28	240	560	20
Semester II	2.1	Language(Kannada/Tamil/Additional English/Hindi)	04	30	70	3	100
	2.2	English	04	30	70	3	100
	2.3	Human Resource Management	04	30	70	3	100
	2.4	Financial Accounting	04	30	70	3	100
	2.5	Corporate Administration	04	30	70	3	100
	2.6	Business Communication and Life Skills	04	30	70	3	100
	2.7	Foundation Course – Environmental Studies	02	30	70	1	100
	2.8	Foundation Course – Indian Constitution	02	30	70	1	100
	Total			28	240	560	20
Sem.	Paper No.	Title of Paper	Lecture Hrs. per Week	Marks		Credits	Total Marks
				CIA*	ESE*		
Semester III	3.1	International Business	04	30	70	3	100
	3.2	Marketing Management	04	30	70	3	100
	3.3	Corporate Accounting	04	30	70	3	100
	3.4	Organizational Behavior	04	30	70	3	100
	3.5	Banking Operations	04	30	70	3	100
	3.6	Business Statistics	04	30	70	3	100
	3.7	Communicative Kannada/English – Level 1(CBCS*)*Offered by Kannada and English Dept.	02	30	70	2	100
	Total			27	210	490	20



Semester IV	4.1	Business Economics	04	30	70	3	100
	4.2	Cost Accounting	04	30	70	3	100
	4.3	Services Management	04	30	70	3	100
	4.4	Financial Management	04	30	70	3	100
	4.5	Business Law	04	30	70	3	100
	4.6	Entrepreneurship Development	04	30	70	3	100
	4.7	Personal Financial Planning (CBCS*) Offered only to BBA Students	02	30	70	2	100
	Total			27	210	490	20
Sem.	Paper No.	Title of Paper	Lecture Hrs. per Week	Marks		Credits	Total Marks
				CIA*	ESE*		
Semester V	5.1	Strategic Management	04	30	70	3	100
	5.2	Financial Markets and Services	04	30	70	3	100
	5.3	Retailing Management	04	30	70	3	100
	5.4	Management Accounting	04	30	70	3	100
	5.5	International Financial Management	04	30	70	3	100
	5.6	Event Management	04	30	70	3	100
	5.7	CBCS*(Offered to other streams) 1.Personality Development & Soft Skills 2. Digital marketing	02	30	70	2	100
	Total			24	180	420	20
Semester VI	6.1	Portfolio Management	04	30	70	3	100
	6.2	Income Tax	04	30	70	3	100
	6.3	Consumer Behaviour	04	30	70	3	100
	6.4	Labour Laws	04	30	70	3	100
	6.5	Business Research Methodology	04	30	70	3	100
	6.6	Project Report, Viva Voce & Research Paper	04	50+30+20		3	100
	6.7	CBCS*(Offered to BBA Students Research Skills –Participating/ Presenting paper at State / National / International Conferences	02	30	70	2	100
	Total			24	180	420	18
Grand Total			156	1260	2940	120	4200
Choice Based Subjects offered by BBA within and to the other Departments							
1. Personality Development and Life Skills			V semester (Offered to other streams)				
2. Digital Marketing							

***NOTE:** *CIA: Continuous Internal Assessment* *ESE: End Semester Examination*





St. Joseph's Evening College (Autonomous)

Department of Business Administration

I – Semester

Scheme of Examination with Continuous Internal Assessment (CIA)

Sl. No.	Title of the Paper	Lecture Hrs. per Week	Marks		Total marks
			CIA	ESE	
1.1	Language (Hindi/Kannada/Tamil/ Additional English)	04	30	70	100
1.2	English	04	30	70	100
1.3	Business Organization and Environment	04	30	70	100
1.4	Fundamentals of Accounting	04	30	70	100
1.5	Management Process	04	30	70	100
1.6	Computer Fundamentals and Application in Business	04	30	70	100
1.7	*Foundation Course – Indian Constitution	02	30	70	100
1.8	*Foundation Course – French	02	30	70	100
	TOTAL	28	240	560	800



PAPER 1.3: BUSINESS ORGANISATION AND ENVIRONMENT

UNITS	CHAPTER NAME	TOPICS
1.	Introduction to Business Organisation (12 Hours)	Meaning of business; Classification of Business; industry; types of industry; commerce; trade; aids to trade; meaning; advantages and disadvantages.
2.	Forms of Business Organisation (12 Hours)	Forms of Business: sole proprietary concerns; meaning; characteristics; advantages and disadvantages; Partnership firms; meaning; characteristics; advantages and disadvantages; types of partners; Co-operative Society; meaning; characteristics; advantages and disadvantages;
3.	Joint Stock Company (08 Hours)	Meaning; definition; features- types of companies; formation of company.
4.	Business Environment (14 Hours)	Meaning, importance and dimensions of business environment; political; economic; social; legal; natural and technological environment.
5.	Contemporary trends in Business Environment (12 Hours)	Government and Business–Meaning and importance; Impact of government policy on business. Liberalisation, Privatisation and Globalisation–Meaning, importance, challenges and implications.
Skill Development		<ol style="list-style-type: none"> 1. Draw a business tree 2. Prepare a partnership deed 3. Prepare Memorandum and Article of Association of any company 4. Study the impact of Globalisation on Indian business and industry 5. State the impact of technology on Indian business



PAPER 1.4: FUNDAMENTALS OF ACCOUNTING

UNITS	CHAPTER NAME	TOPICS
1.	Introduction to accounting and accounting systems (12 hours)	Meaning – Need for Accounting – Internal and External Uses of Accounting Information – Accounting Concepts and Conventions – Accounting Practices – Generally Accepted Accounting Principles (concept only); nature of Accounting; Systems of Accounting(single and double entry); process of accounting transactions; journal entries and posting to the ledger
2.	Subsidiary books (16 hours)	All Subsidiary Books (Sales Book, Sales Returns Book, Purchases Book, Purchases Returns Book, Bills Receivable Book, Bills Payable Book, Cash Book of Single Column, Double Column and Triple Column Types, Petty Cash Book and Journal Proper Bank Reconciliation Statements – Need for Reconciliation and Preparation of Bank Reconciliation Statements
3.	Rectification of errors (8 hours)	Types of accounting errors and methods of rectification of errors; when suspense account is required and when suspense account is not required.
4.	Final Accounts (12 Hours)	Preparation of Trading and Profit and Loss Account – Preparation of Balance Sheet (including adjustments for sole proprietary concern)
5.	Single Entry System of Book Keeping (8 Hours)	Single Entry system: meaning; features; types; merits; demerits; differences; preparation of opening statement of affairs; closing statement of affairs; computation of profit/ loss and revised statement of affairs.
Skill Development		<ol style="list-style-type: none"> 1. List out the accounting concepts and conventions 2. List out any ten errors disclosed by trial balance 3. Collect the final accounts of a proprietary concern and present it in vertical form. 4. Prepare a bank reconciliation statement with imaginary figures.



PAPER 1.5: MANAGEMENT PROCESS

UNITS	CHAPTER NAME	TOPICS
1.	Introduction to Management (10 Hours)	Meaning, nature and characteristics of Management; Scope and functional areas of management; Management as a science, art or profession; Management & Administration; Principles of management; Social responsibility of management and Ethics.
2.	Management Thoughts (08 Hours)	Stages in Management Thoughts: The Classical Theory of Management Bureaucratic Model – Max Webber, Scientific Management – FW Taylor, Process Management – Henry Fayol (contributions towards business management)
3.	Planning (06 Hours)	Importance and purpose of planning; Planning process; Objectives; Types of plans (Meaning only); Decision making; importance & steps.
4.	Organising (12 Hours)	Nature and purpose of Organisation, Principles of Organisation, Types of Organisation; Departmentation; Committees; Centralisation Vs Decentralisation of authority and responsibility; Span of Control; MBO and MBE (Meaning only)
5.	Directing (10 Hours)	Meaning and nature of directing; Leadership styles; Motivation; Communication - Meaning and importance; Coordination- meaning and importance and Techniques of Co-ordination.
6.	Controlling (8 Hours)	Meaning and steps in controlling, Essentials of a sound control system, Methods of establishing control (in brief).
Skill Development		<ol style="list-style-type: none"> 1. Prepare different types of organization charts 2. Chart on staffing 3. Graphic representation of Maslow’s Theory 4. Chart on media of communication 5. Prepare chart on sources of recruitment. 6. Draft control chart for different industry/ business groups



PAPER 1.6 COMPUTER FUNDAMENTALS AND APPLICATIONS IN BUSINESS

UNITS	CHAPTER NAME	TOPICS
1.	Introduction to Computers (05 Hours Theory 05 Hours practical)	General features of a Computer and its application in business, Computer Organisation. Central processing unit. Computer memory primary memory and secondary memory. Secondary storage devices – magnetic and optical media. Input and output units. OMR, OCR, MICR, scanner, mouse. Modem. Network of computers. Types of networks. LAN, Intranet and Internet. Internet applications. World wide web. E-mail, browsing and searching. Search engines. Multimedia applications.
2.	Information System (06 Hours)	Difference between data and information; Data processing; database; DBMS; Features of information; Types of DBMS; Data warehouse data mart; Data mining, Components of information system; Information system benefits; Information system and business; Information system resources; Types of information system - TPS, OAS, MIS, DSS, ESS
3.	Introduction to E-Commerce (08 Hours)	Internet: concept of e-commerce, E-evolution; Role, elements, classification B2B, B2C etc ; History. E-Commerce framework, EDI, EFT, security firewall, E-commerce applications: B to C, B-to-B
4.	Mobile Commerce (06 Hours)	Meaning, characteristics, advantages and disadvantages; mobile commerce; infrastructure; - wireless; standards; applications
5.	Enterprise Resource Planning (08 Hours)	(ERP) and Customer relationship management (CRM) - meaning, definition, advantages, disadvantages; Customer relationship management (CRM) - Meaning, definition, role of CRM
6.	MS Office (08 Hours theory 08 Hours practical)	Word; Spread Sheet; Excel; Power point; Computerized Accounting
Skill Development		1) Examples on data mining, steps involved in the introduction of DBMS understand by visiting any Organisation the working of ERP, CRM and computerized accounting

