



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
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

III – Semester

Scheme of Examination with Continuous Internal Assessment (CIA)

Sl. No.	Title of the Paper	Lecture Hrs. per Week	Marks		Total marks
			CIA	ESE	
3.1	International Business	04	30	70	100
3.2	Marketing Management	04	30	70	100
3.3	Corporate Accounting	04	30	70	100
3.4	Organizational Behaviour	04	30	70	100
3.5	Banking Operations	04	30	70	100
3.6	Business Statistics	04	30	70	100
3.7	Communicative Kannada and English (Level One*CBCS)	04	30	70	100
	TOTAL	28	210	490	700



PAPER 3.1: INTERNATIONAL BUSINESS

UNITS	CHAPTER NAME	TOPICS
1.	International Business (08 Hours)	International Business; Competitive advantages; Evolution; Nature of International business; Reasons and Stages of Internationalization; Approaches and theories of International Business; Comparative cost advantage and problems of International Business.
2.	Modes of Entering International Business (16 Hours)	International Business Analysis; modes of Entry - Exporting - Licensing – Franchising – Contract manufacturing – turn Key Projects – Foreign Direct investment – Mergers and Acquisitions and Joint Ventures; Comparisons of Different modes of Entry; Globalisation-Stages – Stages of Markets Production – Investment and Technology Globalisation – Advantages and Disadvantages methods and Essential conditions for Globalisation; Globalisation and India.
3.	MNCs and International Business (06 Hours)	Definitions; Distinction among Indian Companies; MNC, Global Companies and TNC; Organisational Transformations; Merits and Demerits; MNCs in India.
4.	International Marketing Intelligence (06 Hours)	Information required; Sources of Information International Marketing Information System and Marketing Research.
5.	EXIM Trade (14 Hours)	Process; Documents; Regulations regarding imports and exports and Financing techniques; Imports and exports; Banks- Other financial institutions focusing on exports WTO; Formation, Objectives, function, GATT.
Skill Development		1) List at least 3 MNC's operating in India along with the products / services they offer 2) List latest news affecting India through WTO, World Bank, IMF etc. collect and paste. 3) Any two documents used in export trade 4) Collect and paste any two documents used in import trade 5) Chart in different currencies of different countries 6) Tabulate one month data of foreign exchange rate of atleast 2 currencies 7) Chart the features of any two schemes of Export Promotion Councils



PAPER 3.2: MARKETING MANAGEMENT

UNITS	CHAPTER NAME	TOPICS
1.	Introduction to Marketing Management (8 Hours)	Definition, Meaning, Nature, Importance, Goals and Scope of Marketing, Evaluation of Marketing Approach, Functions of Marketing
2.	Marketing environment (8 hours)	Concept of Market Environment, Analyzing the needs and Trends in the Market Environment, Components of Marketing Environment (Micro and Macro). Market Segmentation, Bases of Market Segmentation, Requisites of sound marketing segmentation
3.	Product, pricing, physical and promotion (20 hours)	Meaning – elements – PRODUCT – product mix, product line – product life cycle – product planning – new product development – branding - packing and packaging. PRICING – factors influencing pricing, methods of pricing (only Meaning), and pricing policy - PHYSICAL DISTRIBUTION, Meaning, factors affecting channels, types of marketing channels, PROMOTION –Meaning and significance of promotion – personal selling and advertising.
4.	Customer relationship management (6 hours)	Introduction, Features of CRM, E-CRM, Need and Objectives of Consumer Relationship Management, Importance and Benefits of Consumer Relationship Management, Scope and Contents of Consumer Relationship Management, Steps in CRM implementation
5.	Recent Trends in Marketing (6 Hours)	Introduction, E-Business, Tele-Marketing, M-Business, Social networked marketing, Viral Marketing, Interactive television, Green Marketing, Retail Marketing, Relationship Marketing, Search Engine Marketing (SEM)
Skill Development		1) Analyse consumer behaviour by interacting with some select consumers. 2) Take any advertisement released by a company in a newspaper and analyse the same keeping in view the essential ingredients of advertising. 3) Develop an Advertisement copy for any product of your choice 4) Draw a chart of product life cycle of one durable and non-durable product.



PAPER 3.3: CORPORATE ACCOUNTING

UNITS	CHAPTER NAME	TOPICS
1.	Company Final Accounts (10 Hours)	Meaning; Preparation of Trading and Profit and Loss Account; P&L Appropriation Account; Balance Sheet.
2.	Issue of Shares (12 Hours)	Meaning; Kinds of Shares; Problems on Issue and Allotment of Shares; Calls in Arrears and Calls in Advance; Over Subscription and Under Subscription; Issue of Shares at Premium; Discount; Forfeiture of Shares; Reissue of forfeited Shares; Issue of Shares to the Vendors; Issue of Shares to the Promoters.
3.	Issue of Debentures (6 Hours)	Meaning; Types of Debentures; Shares Vs Debentures; Issue of Debentures; Problems on Issue of Debentures; Entries and Accounts.
4.	Amalgamation, and Absorption (20 Hours)	Pooling Method by Nature of Business (Amalgamation) and Business purchase (Absorption and external reconstruction) as per Accounting Standards; Meaning; Difference between Amalgamation and Absorption; Preparation of Purchase Consideration under Different Methods, Settlement of Purchase Consideration; Problems on Amalgamation; Absorption and External Reconstruction
5.	Internal Reconstruction (12 Hours)	Meaning; Forms of Reconstruction; Alteration of Capital and Capital Reduction; Internal Reconstruction Vs Amalgamation; Internal Reconstruction; Internal Reconstruction Vs Absorption Vs External Reconstruction; Scheme for Internal Reconstruction of a Company; Problems.
Skill Development		<ol style="list-style-type: none"> 1. Preparation of final accounts of a company – A brief not on legal requirements to be compiled with together with a numerical example. 2. A brief note on the methods of computing purchase consideration supported by Numerical example involved in Amalgamation and absorption. 3. A brief note on motives behind mergers



PAPER 3.4: ORGANISATIONAL BEHAVIOUR

UNITS	CHAPTER NAME	TOPICS
1.	Introduction to Organizational Behavior (8 Hours)	Organizational Behavior: Definition; Importance; Scope; Contribution of other disciplines towards OB; Important concepts in OB; Emerging Challenges in OB; Organizational behavior models.
2.	Individual Determinants of Organizational Behavior - I (10 Hours)	Personality: Meaning; Determinants of Personality; Biological factors; Cultural actors; family and Social Factors; Situational factors; Personality attributes influencing OB Attitude: Meaning; Characteristics of Attitudes; Components of Attitude; Attitude and Behavior; Attitude formation and Measurement of Attitudes.
3.	Individual Determinants of Organisational Behaviour – II (12 Hours)	Perception: Meaning; Need; Perceptual Process, Perceptual Mechanism; Factors influencing perception-Motivation: Meaning; Nature; Motivation process; Theories of Motivation (Maslow's Need Hierarchy theory, Herzberg's Two Factor Theory, McGregor Theory X & Theory Y)-Learning: Meaning; Components of Learning; Theories of Learning (Classical Conditioning and Operant Conditioning Only); Principles of Learning.
4.	Group Interactions and Organisational Behaviour (10 Hours)	Group: Meaning; Types of Groups; Functions of small groups; Group Size; Status; Managerial Implications; Group Behaviour; Group Norms; Cohesiveness; Teams; Meaning; Importance of Team in Organisation; Types of Teams; Creating Effective Team; Leadership: Meaning; Importance; Difference between Leader and Manager; Leadership Styles
5.	Organisational Change and Development (10 Hours)	Nature of Change; Components of Change Management, Importance; Factors influencing Organisation Change; Resistance to Change; Managerial Implication; Organisational Development: Meaning; Characteristics; Effective OD Programme; Techniques of OD; Managerial Implication
Skill Development		<ol style="list-style-type: none"> 1. List the determinants of Personality 2. Characteristics of attitudes and components of attitudes; a brief explanation 3. Factors influencing perceptions; a brief explanation 4. List the characteristics of various leadership styles. 5. Formation of Group and Team



PAPER 3.5: BANKING REGULATIONS & OPERATIONS

UNITS	CHAPTER NAME	TOPICS
1.	COMMERCIAL BANKS (8 Hours)	Introduction -Role of Commercial Banks –Functions of Commercial Banks –Primary Functions and Secondary Functions –Credit Creation of Commercial Banks –Investment Policy of Commercial Banks –Profitability of Commercial Banks. Regulation and Control of Commercial Banks by RBI
2.	BANKER AND CUSTOMER RELATIONSHIP (20 Hours)	Banker and Customer: Meaning of Banker and Customer–Banking Company – General and Special Relationships between Banker and Customer.Types of Customers and Account holders: Procedure and Practice in opening and conducting the accounts of customers particularly individuals including minors-Joint Account Holders. Partnership Firms -Joint Stock companies with limited liability-Executors and Trustees-Clubs and Associations-Joint Hindu Family
3.	NEGOTIABLE INSTRUMENTS (08 Hours)	Introduction –Meaning & Definition –Features –Kinds of Negotiable Instruments (Meanings only) –Cheques –Meaning & Definition –Features -Parties –Crossing of cheques –types of crossing. Endorsements – Meaning –Essentials –Kinds of Endorsement.
4.	PAYING BANKER AND COLLECTING BANKER (10 Hours)	Paying Banker–Meaning –Precautions –Statutory Protection to the Paying Banker –Dishonor of Cheques –Grounds of Dishonor – Consequences of wrongful dishonor of Cheque. Collecting Banker– Meaning –Duties & Responsibilities of Collecting Banker –Statutory Protection to Collecting Banker
5.	PRINCIPLES OF BANK LENDING (10 Hours)	Different kinds of borrowing facilities granted by banks -Loans, Cash Credit, Overdraft, Bills Purchased, Bills Discounted, Letters of Credit -Types of Securities –NPA (Meaning only).Sound principles of Bank Lending.
Skill Development		Collect and fill account opening form of SB A/c or Current A/c - Collect and fill pay in slip of SB A/c or Current A/c. - Draw specimen of Demand Draft - Draw different types of endorsement of cheques - Past specimen of Travelers Cheques / Gift Cheques / Credit Cheques - List customer services offered by atleast 2 banks of your choice.
BOOKS FOR REFERENCE		1.Gordon & Natrajan: Banking Theory Law and Practice, HPH. 2.Maheshwari. S.N.: Banking Law and Practice, Kalyani Publishers 3.Gagendra Naidu, S. K. Poddar , Law and Practice of Banking, VBH. 4.M. Prakash –Banking Regulation & Operations, VBH. 5.P.SubbaRao ; Bank Management, HPH. 6.Kothari N. M: Law and Practice of Banking.



PAPER 3.6: BUSINESS STATISTICS

UNITS	CHAPTER NAME	TOPICS
1.	Introduction to Statistics (08 Hours)	Basic concepts: Classification and Tabulation of Data, Introduction – Definition of Statistics – Functions – Scope – Limitations.
2.	Measures of Central Tendency (14 Hours)	Introduction – Types of averages – Arithmetic Mean (Simple and Weighted) – Median – Mode – Graphs – Histogram and Ogive Curves
3.	Measures of Dispersion (12 Hours)	Meaning & Definition – Methods of dispersion - Range – Quartile Deviation – Mean Deviation – Standard Deviation and Coefficient of Variation.
4.	Correlation and Regression Analysis (12 Hours)	Correlation – Meaning & Definition - Uses – Types – Probable error – Karl Pearson’s & Spearman’s Rank Correlation (Excluding bivariate and Multi correlation).Regression – Meaning and Definition, Regression Equations – Problems
5.	Index Numbers (12 Hours)	Meaning & Definition – uses – Classification – Construction of Index Numbers – Methods of constructing Index Numbers – Simple Aggregative Method – Simple Average of Price Relative Method – Weighted index method – Fisher’s Ideal method including Time and Factor Reversibility tests – Consumer Price Index – Problems
Skill Development		<ol style="list-style-type: none"> 1. Collect the age statistics of 10 married couples and compute correlation co-efficient 2. Collect the age statistics of 10 newly married couples and compute regression equations 3. Select 10 items of daily consumption and collect base year quantity, base year price and current year price. Calculate the cost of living index. 4. Collect the turnover of a company for 7 years and predict the sales of the 8th year by using the Least Square Method.

