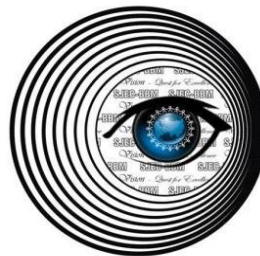




St. Joseph's Evening College

Bangalore, Autonomous & Accredited



Vision
Quest for Excellence

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
VI – Semester

Scheme of Examination with Continuous Internal Assessment (CIA)

	Title of the Paper	Lecture Hrs. per Week	Marks		Total marks
			CIA	ESE	
6.1	Portfolio Management	04	30	70	100
6.2	Income Tax	04	30	70	100
6.3	Consumer Behaviour	04	30	70	100
6.4	Labor Laws	04	30	70	100
6.5	Business Research Methodology	04	30	70	100
6.6	Project Report, Viva Voce and Research Paper Presentation	04 Hrs Project Report – 50 Viva Voce – 30 Paper Presentation - 20			100
	TOTAL	24	180	420	600



PAPER 6.1: PORTFOLIO MANAGEMENT

UNITS	CHAPTER NAME	TOPICS
1.	Introduction to Investment Management (12 Hours)	Meaning of investment; selection of investment; classification of securities; risk and uncertainty; types of risks; risk and expected return; measurement of portfolio risk; benefits of diversification; investments strategies; types of companies and stocks; matrix approach in investment decision; investments avenues.
2.	Security Analysis (10 Hours)	Introduction; fundamental analysis; economic analysis; industry analysis; company analysis, technical analysis; Dow theory; advanced declined theory; Chartism assumptions of technical analysis.
3.	Modern Portfolio Theory (08 Hours)	Introduction ;mean; variance model; capital market line; market portfolio; capital asset pricing models; security market line; beta factor; alpha and beta coefficient; arbitrage pricing model. (Simple Problems).
4.	Portfolio Management (10 Hours)	Markowitz model; sharp model ;Jensen and Treynor model (Including basic Problems)
5.	Global Markets (08 Hours)	Global investments benefits; introduction to ADRS,GDRS, FCCB's, foreign bonds, global mutual funds; relationship between trends in global market and domestic market.
Skill Development		1) Select any debentures of noted in any Stock Exchange and compute YTM. 2) Examine the investment opportunities available to an employee. 3) Understand the procedure involved in buying and selling shares and debentures through a line and De-mat schemes.
Books for Reference		1. Kevin, investment and portfolio management 2. Prasanna Chandra investment analysis and portfolio management, Mcgraw;Hill 3. Ficher and Jordan, security analysis and portfolio management. 4. Avadhani, investment analysis and portfolio management, 5. A P dash security analysis and portfolio management. 6. PunithvathyPandian; security analysis and portfolio management. 7. Preeti Singh; security analysis and portfolio management. 8. SudhindraBhat; security analysis and portfolio management. 9. Rohini Singh; security analysis and portfolio management.



PAPER 6.2: INCOME TAX

V Semester			
	Course Title	Credits	Hours
	INCOME TAX	3	50
Objective			
☞ To expose the students to the various provision of Income Tax Act relating to computation of Income of individual assessee only.			
Course Contents			
Unit 1	Introduction to Income Tax	10 Hours	
Meaning and Classification of taxes, Brief history of Income Tax, legal frame work, cannons of taxation; Finance Bill; Scheme of income tax; Definitions - Assessee, person, assessment year, previous year; Income, gross total income, total income, agricultural income, exempted incomes u/s 10 (restricted to individual assessee).			
Unit 2	Residential Status and Tax Incidence	10 Hours	
Concept of Residential status, residential status of individual assessee - resident and ordinarily resident, resident but not ordinarily resident, non-resident; Residential status and incidence of tax – Indian and foreign income, incidence of tax for different tax payers, meaning of receipt of income, receipt vs. remittance, actual receipt vs. deemed receipt.			
Unit 3	Income from Salary - I	10 Hours	
Concept of salary income, basis of charge, incomes forming part of salary, retirement benefits-computation of Gratuity, Pension, Leave encashment and Provident Fund.			
Unit 4	Income from Salary - II	15 Hours	
Computation of basic salary in grade system, types of employee commissions, concept of allowances, various income tax provisions for computing taxable value of allowances, concept of perquisites, classification of perquisites for their tax treatment, valuation of perquisites, computation of income from salary after deductions u/s 16.			
Unit 5	Other Heads & Assessment of Individual	05 Hours	
Income house property, Profits and gains from business and profession, Income from capital gains and Income from other sources (Theory – Meaning and Basis of Charge only). Computation of total income and tax liability of Individual assessee, problems - In case of Income from other heads except salary (Computed income shall be given). Preparation of return of income: Manually - On-line filing of returns of income & TDS.			
Suggested readings:			
<ul style="list-style-type: none"> ▪ Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi. ▪ Dr. Mehrotra and Dr. Goyal. Direct Taxes Law and Practice. SahityaBhavan Publication. ▪ Gaur & Narang. Income Tax. Kalyani Publishers. ▪ Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi. 			



PAPER 6.3 CONSUMER BEHAVIOUR

UNITS	CHAPTER NAME	TOPICS
1.	Introduction (08 Hours)	Introduction to Consumer Behaviour; A managerial & consumer perspective; Need to study Consumer Behaviour; Applications of consumer behaviour knowledge; current trends in Consumer Behaviour; Market segmentation & consumer behaviour.
2.	Individual Determinants of Consumer Behaviour (10 Hours)	Consumer needs & motivation; personality and self-concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change.
3.	Environmental Determinants of Consumer Behaviour (12 Hours)	Family influences; Influence of culture; subculture & cross cultural influences; group dynamics and consumer reference groups; social class & consumer behaviour.
4.	Consumer's Decision Making Process (08 Hours)	Problem recognition; Search & Evaluation; Purchase processes; Post-purchase behaviour; personal influence & opinion leadership process; Diffusion of innovations; Models of Consumer Behaviour; Researching Consumer behaviour; Consumer research process.
5.	Consumer Satisfaction & Consumerism (12 Hours)	Concept of Consumer Satisfaction; Working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint. Concept of consumerism; consumerism in India; The Indian consumer; Reasons for growth of consumerism in India; Consumer protection Act 1986.
Skill Development		<ol style="list-style-type: none"> 1. Make a study of the training and development given to expatriates in an MNC. 2. Study the performance appraisal of an international employee as compared to the host country national. 3. Report on the process of recruitment and selection in an international firm. 4. Study the activities undertaken by at least two firms to fulfill their responsibilities.
Books for Reference		<ol style="list-style-type: none"> 1. Leon. G. Schiffman & Leslie Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000. 2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003. 3. Blackwell; Consumer Behaviour, 2nd Edition 4. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003. 5. Batra/Kazmi; Consumer Behaviour.



PAPER 6.4: LABOUR LAWS

UNITS	CHAPTER NAME	TOPICS
1.	Payment of wages Act – 1936 (6 Hrs)	Short title & Extent; Definitions; Responsibility for payment of wages; fixation of Wage period; Time of Payment of Wages; Mode of Payment; Deductions from wages for absence from duty, damage or loss, for services rendered, recovery of advances & loans; Maintenance of registers and records; Penalty for offences; Payment of undisbursed wages incase of death.
2.	Payment of Bonus Act – 1965 (6 Hrs)	Short title & Extent; Definitions, eligibility for bonus, payment of minimum and maximum bonus, disqualification for bonus, set on and set off allocable surplus, time limit for payment of bonus
3.	Equal remuneration Act –1976 (6 Hrs)	Short title & Extent; Definitions, duty of employer to pay equal remuneration to men and women workers for same work or work of similar nature, No discrimination to be made while recruiting men and women workers, duty of employers to maintain registers.
4.	ESI Act – 1948 (8 Hrs)	Short title & Extent; Definitions. Contributions:- who is to be insured, principle employer to pay contribution in the first instance ,general provisions as to payment of contributions, method of payment. Benefits: - Sickness benefit, maternity benefit, disablement benefit, presumptions as to accidents arising in course of employment, dependants benefit, medical benefits. Penalties: - Punishment for false statement, punishment for failure to pay contributions and prosecutions.
5	Maternity benefit Act- 1961 (4 Hrs)	Short title & application, Definitions, employment of, or work by, women prohibited during certain period, right to payment of maternity benefit, continuance of payment of maternity benefit in certain cases, Leave for miscarriage, leave for illness arising out of pregnancy/ delivery/ premature birth of child etc, nursing breaks.
6.	Payment of Gratuity Act- 1972 (2 Hrs)	Short title & Extent; Definitions, continuous service, payment of gratuity, compulsory insurance, nomination, determination of the amount of gratuity.
7	Factories Act- 1948 (6 Hrs)	Short title & Extent; Definitions. Health: - cleanliness, disposal of waste, ventilation, dust and fume, artificial humidification, over-crowding, lighting, drinking water, toilets, spittoons. Safety: - Fencing of machinery, work on or near machinery in motion, employment of young persons on dangerous machines, Safety



		officer. Welfare: - Washing facilities, facilities for storing and drying clothing, facilities for sitting, first aid appliances canteens, shelters and restrooms, crèches. Working hours for adults, annual leave with wages.
8	Industrial Employment (Standing Orders) Act – 1946 (4 Hrs)	Short title & Extent; Definitions, register of standing orders, posting of standing orders, duration and modification of standing orders, Payment of subsistence allowance.
9	Minimum Wage Act – 1948 (6 Hrs)	Short title & Extent; Definitions, fixing of minimum rates of wages, minimum rate of wages, procedure for fixing and revising minimum wages, wages in kind, payment of minimum rates of wages, fixing hours a normal working day, over time.
10	Employment provident fund scheme- 1952 (6 Hrs)	Short title & Extent; Definitions, Employment provident fund scheme, employees pension scheme, employees Deposit linked insurance scheme.
Skill Development		1. Visit any organization and familiarise with various forms and procedures followed under various labour legislation.
Books for Reference		1. AM Sarma, Aspects of Labour Welfare & Social Security 2. MS Pandit&ShobhaPandit, Business Law 3. P.L.Malik, Industrial Law 4. N.D.Kapoor, Industrial Law



PAPER 6.5: BUSINESS RESEARCH METHODOLOGY

UNITS.	CHAPTER NAME	TOPICS
1.	Introduction to Research (10 Hours)	Meaning, Objectives; Types of Research; Research Approaches; Research Methods V/s Research Methodology; Steps in Research. Meaning; Selecting the Problem; Techniques involved in defining the problem.
2.	Research Design (10 Hours)	Meaning, Need, Features; Important concepts relating to Research Design; Types of Research Design, Basic Principles of Experimental Designs; Sampling; Sampling methods (probability and non-probability methods), sample size, sample Unit.
3.	Tools for Collection of Data (10 Hours)	Questionnaire Design; Attitude measurement techniques; Motivational Research Techniques; Selection of Appropriate Statistical Techniques
4.	Statistical Methods (15 hours)	Tabulation of data; Analysis of data; Testing of Hypothesis, Advanced technique; ANOVA, Chi-Square; Discriminant Analysis; Factor analysis, Conjoint analysis; Multidimensional Scaling; Cluster Analysis (Concepts Only).
5	Report Writing (10 Hours)	Types of Reports, Business, Technical and Academic Report writing; Methodology Procedure; Contents; Bibliography
Skill Development		<ol style="list-style-type: none"> 1) Illustrate different types of samples with examples 2) Construct a questionnaire for collection of primary data keeping in mind the topic chosen for research 3) Narrate your experience using observation technique 4) Diagrammatically present the information collected through the questionnaire
Books for Reference		<ol style="list-style-type: none"> 1) O.R. Krishna Swamy (1993). Research Methodology. New Delhi: Himalaya Publishing House. 2) CR. Kothari (2004). Research Methodology (2nd Edition). VishwaPrakasham 3) Wilkinson T. S., P.L. Bhandarkar (2003). Methodology and Techniques of Social Research. New Delhi: Himalaya Publishing House. 4) Sadhu A.N. & Singh Amarjit (1983). Research Methodology in Social Science. New Delhi: Himalaya Publishing House. 5) V.P. Michael (2004). Research Methodology in Management. New Delhi: Himalaya Publishing House. 6) William M.K. Trochim (2003). Research Method. Bizantra, Dreamtech Press.

