

J.J. College of Arts and Science (Autonomous)
PG and Research Department of Business AdministrationUG Programme - BBA
Proposed Course Structure based on UGC - LOCF
(Applicable for the candidates admitted from academic year 2023-2024 onwards)

Sem	Part	Course code	Course Title	Hrs/ Week	Credit	Exam Hours	Marks		Total Marks
							CIA	ESE	
I	I	U1R3TL1/HL1/ FL1	Language Course – I	6	3	3	25	75	100
	II	U1R3EL1	English Language course – I	6	3	3	25	75	100
	III	U1R3BACC1	Principles of Management	5	5	3	25	75	100
		U1R3BACC2	Accounting for managers I	5	5	3	25	75	100
		U1R3BADSE1	Managerial Economics	4	3	3	25	75	100
	IV	U1R3BASEC1 (NME)	Basics of Event Management (Offered to other department)	2	2	3	25	75	100
		U1R3BAFC	Managerial Communication	2	2	3	25	75	100
TOTAL				30	23	-	-	-	700
II	I	U2R3TL2	Language Course – II	6	3	3	25	75	100
	II	U2R3EL2	English Language course – II	6	3	3	25	75	100
	III	U2R3BACC3	Marketing Management	5	5	3	25	75	100
		U2R3BACC4	Accounting for Managers II	4	5	3	25	75	100
		U2R3BADSE2	International Business	4	3	3	25	75	100
	IV	U2R3BASEC2 (NME)	Managerial Skill Development(Offered to other department)	2	2	3	25	75	100
		U2R3BASEC3	Business Etiquette and Corporate Grooming	2	2	3	25	75	100
TOTAL				30	23	-	-	-	700
*NME : Choose any one from other Department									
III	I	U3R3TL3	Language Course – III	6	3	3	25	75	100
	II	U3R3EL3	English Language course – III	6	3	3	25	75	100
	III	U3R3BACC5	Organisational Behaviour	5	5	3	25	75	100
		U3R3BACC6	Financial Management	5	5	3	25	75	100
		U3R3BADSE3:1/ 3:2	3.1Business Statistics (or) 3.2Quantitative Aptitude I	4	3	3	25	75	100
	IV	U3R3VE	Value Education	2	2	3	25	75	100
		U3R3BASEC4:1/ 4:2	4:1Computer Application in Business(or) 4:2 Creative Advertising and Media Management	2	2	3	25	75	100
TOTAL				30	23	-	-	-	700

Sem	Part	Course Code	Course Title	Hrs/ Week	Credit	Exam Hours	Marks		Total Marks
							CIA	ESE	
	I	U4R3TL4	Language Course – IV	6	3	3	25	75	100
	II	U4R3EL4	English Language course – IV	6	3	3	25	75	100
IV	II	U4R3BACC7	Business Environment	5	5	3	25	75	100
		U4R3BACC8	Business Regulatory Frame Work	5	5	3	25	75	100
		U4R3BADSE4:1/ 4:2	4:1 Operations Research (or) 4:2 Quantitative Aptitude II	3	3	3	25	75	100
	IV	U4R2BASEC5:1/ 5:2	5:1 Entrepreneurial Skill New Venture Management(or) 5:2 Insurance and Risk Management	2	2	3	25	75	100
		U4R3BASEC6:1/ 6:2	6:1 Accounting Package (or) 6:2 Digital Banking	2	2	3	40 25	60 75	100
		U4R3ES	Environmental Studies	1	2	3	25	75	100
Total				30	25	-	-	-	800
V	III	U5R3BACC9	Human Resource Management	5	5	3	25	75	100
		U5R3BACC10	Research Methodology	6	4	3	25	75	100
		U5R3BACC11	Business Taxation	6	4	3	25	75	100
		U5R3BACC12	Management Information System	5	4	3	25	75	100
		U5R3BADSE5:1/ 5:2	5:1 Digital Marketing (or) 5:2 Strategic Management	4	3	3	25	75	100
		U5R3BADSE6:1/ 6:2	6:1 Security Analysis and Portfolio Management (or) 6:2 Salesmanship	4	3	3	25	75	100
		U5R3BAINT	Internship	-	2	-	-	-	100
TOTAL				30	25	-	-	-	700
VI	III	U6R3BACC13	Entrepreneurial Development	6	4	3	25	75	100
		U6R3BACC14	Production and Materials Management	6	4	3	25	75	100
		U6R3BACC15PW	Project Work	4	4				100
		U6R3BADSE7:1/ 7:2	7:1 Consumer Behaviour (or) 7:2 Innovation Management	5	3	3	25	75	100
		U6R3BADSE8:1/ 8:2	8:1 Fundamentals of Logistics (or) 8:2 E-Business	5	3	3	25	75	100
	IV	U6R3BASEC7:1/ 7:2	7:1 Intellectual Property Rights(or) 7:2 Introductory Psychology	3	2	3	25	75	100
	V	U6R3GS	Gender Studies	1	1	3	25	75	100
			Extension Activity	-	1	-			
Total				30	22				700
GRAND TOTAL					141				4300

J.J. College of Arts and Science, (Autonomous)
PG and Research Department of Business Administration
PG Programme - M.B.A

Proposed Course Structure Based on UGC-LOCF
(Applicable for the Candidates Admitted from Academic Year 2023- 2024 onwards)

Sem	Subject Code	COURSE TITLE	Hrs/ Week	Credit	Exam Hrs	Marks		Total
						CIA	ESE	
I	P1R3BACC1	Management Principles Business Ethics	4	4	3	25	75	100
	P1R3BACC2	Quantitative Techniques and Research Methods in Business	4	4	3	25	75	100
	P1R3BACC3	Managing Organizational Behaviour	4	4	3	25	75	100
	P1R3BACC4	Accounting for Managers	5	4	3	25	75	100
	P1R3BACC5	Managerial Economics	4	4	3	25	75	100
	P1R3BACC6	Legal Systems in Business	4	4	3	25	75	100
	P1R3BAEDC1	Entrepreneurship Development	3	3	3	25	75	100
	P1R3BAAECC1	Soft Skill – I Executive Communication	2	2	3	25	75	100
TOTAL			30	29		-	-	800
II	P2R3BACC7	Applied Operations Research	5	4	3	25	75	100
	P2R3BACC8	Human Resource Management	4	4	3	25	75	100
	P2R3BACC9	Marketing Management	4	4	3	25	75	100
	P2R3BACC10	Operation Management	4	4	3	25	75	100
	P2R3BACC11	Financial Management	4	4	3	25	75	100
	P2R3BACC12	Strategic Management	4	4	3	25	75	100
	P2R3BAEDC2	International Business	3	3	3	25	75	100
	P2R3BAAECC2	Soft Skill II Business Etiquette	2	2	3	25	75	100
TOTAL			30	29		-	-	800
III	P3R3BACC13	Information Systems for Business	6	4	3	25	75	100
	P3R3BADSEM1/F I/H1	**Elective Course-I	6	4	3	25	75	100
	P3R3BADSEM1/F I/H1	**Elective Course-II	6	4	3	25	75	100
	P3R3BA DSEM1/F1/H1	**Elective Course-III	5	4	3	25	75	100
	P3R3BAEDC3	Employability Skills	3	3	3	25	75	100
	P3R3BAAECC3	Soft Skill III Computing Skills	2	2	3	25	75	100
	P3R3BAAECC4	Soft Skill IV Leadership and Team Building Skills	2	2	3	25	75	100
	P3R3BAINT	Internship	-	4	-	-	-	100
TOTAL			30	27	-	-	-	800

***Summer Internship will be carried out during the summer vacation after the Second Semester and before the Third Semester. Evaluation is done in the third semester. And Viva Voce will be conducted by the college and marks shall be sent to the University and the same will be included in Third Semester marks Statement.

Sem	Subject Code	COURSE TITLE	Hrs/ Week	Credit	Exam Hrs	Marks		Total
						CIA	ESE	
	P4R3BACC14	Training and Development	5	4	3	25	75	100
IV	P4R3BACC15PW	Project Work	10	10	-	-	-	100
	P4R3BADSEM2/F 2/H2	**Elective Course –IV	5	4	3	25	75	100
	P4R3BADSEM2/F 2/H2	**Elective Course-V	5	4	3	25	75	100
	P4R3BADSEM2/F 2/H2	**Elective Course-VI	5	4	3	25	75	100
	Total		30	26				500
	Grand Total			111				2900

ELECTIVE PAPERS

Sem	Subject Code	COURSE TITLE
III	P3R3BADSEF1:1	Finance: Elective course I Corporate Finance
	P3R3BADSEF1:2	Security Analysis and Portfolio Management
	P3R3BADSEF1:3	Merchant Banking and Financial Services
	P3R3BADSEF1:4	Banking and Insurance
	P3R3BADSEF1:5	Behavioural Finance
IV	P4R3BADSEF2:1	Elective course II Capital Markets and Financial Services
	P4R3BADSEF2:2	Financial Planning and Wealth Management
	P4R3BADSEF2:3	Fixed Income Securities
	P4R3BADSEF2:4	International Financial Management
	P4R3BADSEF2:5	Risk Management Banks
III	P3R3BADSEM1:1	Marketing: Elective course I Advanced Marketing Research and Consumer Behaviour
	P3R3BADSEM1:2	Advertising Management and Sales Promotion
	P3R3BADSEM1:3	Sales and Distribution Management
	P3R3BADSEM1:4	Brand Management
	P3R3BADSEM1:5	Services Marketing
IV	P4R3BADSEM2:1	Elective course II Customer Relations Management
	P4R3BADSEM2:2	Retail Marketing
	P4R3BADSEM2:3	Rural Marketing
	P4R3BADSEM2:4	International Marketing
	P4R3BADSEM2:5	Digital Marketing

Sem	Subject Code	COURSE TITLE
III	P3R3BADSEH1:1	Human Resource Management: Elective course I Human Resources Development
	P3R3BADSEH1:2	Performance Management
	P3R3BADSEH1:3	Organizational Development
	P3R3BADSEH1:4	Industrial and Labour Relations
	P3R3BADSEH1:5	Career Management
IV	P4R3BADSEH2:1	Elective course II Strategic HRM
	P4R3BADSEH2:2	Workplace Counseling
	P4R3BADSEH2:3	Human Resource Information System
	P4R3BADSEH2:4	Stress Management
	P4R3BADSEH2:5	Compensation and Rewards Management

*****Extra Credits for the Online Courses like Swayam, Moocs, etc.,*****