



COURSE INFORMATION BOOKLET - 2019

**ST. JOSEPH'S DEGREE & PG COLLEGE
(EXTENDED CAMPUS)**

www.sjchyd.co.in

ST.JOSEPH'S DEGREE & PG COLLEGE

(EXTENDED CAMPUS)

Autonomous & Re-accredited by NAAC with ' A ' Grade

Affiliated to Osmania University, Managed by HAES

DEPARTMENT OF BUSINESS MANAGEMENT

COURSE INFORMATION BOOKLET



UNDER GRADUATE & POST GRADUATE COURSES

2019-2020



Estd: 1997

VISION OF ST. JOSEPH'S COLLEGE

To create a distinct environment of excellence in education
with humane values and social commitment

VISION OF DEPARTMENT OF BUSINESS MANAGEMENT

To create inspired business leaders for contemporary
technology enabled organizations

**THE DEPARTMENT OF BUSINESS MANAGEMENT
(Estd.in 2001)**

COURSES OFFERED

UNDER GRADUATE COURSES (2019 – 2020)

| S.NO. | COURSE | PAGE NO. |
|-------|---|----------|
| 1. | BBA (Bachelor of Business Administration) (Introduced in the academic year 2011) | 1 - 4 |
| 2. | BBA (Information Technology) (Introduced in the academic year 2015) | 5 - 8 |
| 3. | BBA (Business Analytics) in collaboration with IBM (Introduced in the academic year 2017) | 9 - 13 |
| 4. | BBA (Financial Markets) (New course introduced from this academic year 2019-2020) | 14 - 17 |
| 5. | BBA (Honours) (New course introduced from this academic year 2019-2020) | 18 - 21 |

SECOND LANGUAGES: Telugu | Hindi | Sanskrit | French | Arabic

Note:

*All the courses are three year full time courses with six semesters

**Second Languages are given only for BBA course

***All the courses are in CBCS system

****Final Degree will be given by OU

POST GRADUATE COURSES (2019-2020)

| S.NO. | COURSE | PAGE NO. |
|-------|--|----------|
| 1. | MBA (Master of Business Administration) (Introduced in the academic year 2001) | 23 - 26 |



- ❖ **BBA course was started in 2011 under Autonomy**

WHY BBA COURSE?

- ❖ BBA is the basic platform for pursuing MBA programme
- ❖ Provides fundamental education in Business and Management Principles
- ❖ Students specialize in Marketing, Human Resource Management and Finance areas
- ❖ Develops and enhances the employability skills, managerial skills and entrepreneurial skills of the students
- ❖ Develops decision making ability, critical thinking and analytical skills in students to tackle business problems in different sectors
- ❖ Unable to develop business policies and management and administration of the same
- ❖ Develop viable alternatives and make effective decisions in an international business setting
- ❖ The program will equip students with communication skills, teamwork and leadership skills
- ❖ Unable to prepare and deliver effective oral business presentations using a variety of appropriate technologies

FEATURES OF BBA COURSE

- ☞ Usage of innovative Teaching methodologies using ICT and case studies
- ☞ Students Learn Application of Tally in Financial Accounting
- ☞ Learn Application of SPSS software in Business Statistics for doing research
- ☞ Research orientation through Research Methodology paper
- ☞ Develop Event management skills and social media marketing skills
- ☞ Gain knowledge on personal taxation
- ☞ Undertake internship/ project in the area of specialization
- ☞ Learn specialized areas of their choice in Finance, Marketing and HRM
- ☞ Learn business ethics and social responsibility
- ☞ Enhances personality and equip with Hard and Soft skills
- ☞ Regular conduct of student development activities like Workshops, International Guest Lectures, Industrial Visits/Field Trips, Internships, Research Oriented Projects etc..
- ☞ Exposure to organizing various events/seminars – Management fest, inter – collegiate events like business quiz, HR event, finance event, marketing events, sports and games, international/national conferences/guest lectures
- ☞ Completion of two mandatory certificate courses in the industry relevant areas like advanced excel, Digital marketing, artificial intelligence etc..
- ☞ Exposure to MOOCs

FUTURE SCOPE OF THE COURSE / JOB ROLES / CAREER

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Master of Business Administration/Any post graduate degree ▪ Opt for higher studies in India or abroad in Management field ▪ Entrepreneur ▪ Tax Associate ▪ Customer Service Associate ▪ Graduate Trainee – Analyst ▪ Graduate Management Associate ▪ Trainee Process Consultant ▪ Executive Trainee ▪ Associate Analyst I ▪ Management/ Business Consultant | <ul style="list-style-type: none"> ▪ Business Administration Researcher/ Research and Development Manager ▪ Management Accountant ▪ Marketing Manager ▪ Executive trainee or management trainee with any of the sectors mentioned below: <ul style="list-style-type: none"> ○ Advertising Agencies ○ Banking ○ Finance ○ Consultancy ○ Consumer Durable Companies ○ FMCG |
|--|---|

ELIGIBILITY CRITERIA

- ❖ Candidates should have passed CBSE/ICSE/10+2/Intermediate or equivalent Examination with CEC / MEC / MPC / BiPC with **65% and above in the optional subjects**. Students of Vocational Courses with Commerce/Computers subject are also eligible.
- ❖ Merit of the students (Intermediate Marks percentage)
- ❖ Qualify in the entrance test conducted (Basics in English Grammar and Accountancy/Economics)
- ❖ Selected in the interview and Group Discussion conducted

BBA - COURSE STRUCTURE

| SEMESTER I | | SEMESTER II | |
|------------|---------------------------------------|-------------|--|
| 1. | Human Values and Gender Sensitization | 1. | Environmental Studies |
| 2. | English-I | 2. | English-II |
| 3. | Second Language | 3. | Second Language |
| 4. | Principles of Management | 4. | Principles of Marketing |
| 5. | Fundamentals of Accounting (T+P) | 5. | Advanced Financial Accounting |
| 6. | Fundamentals of Business Economics | 6. | Principles of Organizational Behavior |
| | | 7. | Business Ethics & Corporate Governance |

| SEMESTER III | | SEMESTER IV | |
|--------------|---|-------------|--|
| 1. | Personality Development & Managerial Skills | 1. | Introduction to Information Technology |
| 2. | English-III | 2. | English-IV |
| 3. | Principles of Human Resource Management | 3. | Research Methodology |
| 4. | Management Accounting | 4. | Fundamentals of Financial Management |
| 5. | Legal Aspects of Business | 5. | Management Science |
| 6. | Business Statistics Using SPSS (T+P) | 6. | E-Business |

BBA - COURSE STRUCTURE

| SEMESTER V | | SEMESTER VI | |
|---------------------------|--|---------------------------|--|
| 1. | Event Management | 1. | Social Media Marketing |
| 2. | Entrepreneurial Development | 2. | Personal Taxation |
| 3. | Business Policy & Strategy | 3. | International Business |
| 4. | Cost Accounting | | |
| MARKETING ELECTIVE | | MARKETING ELECTIVE | |
| 1. | Advertising & Brand Management | 1. | Customer Relationship Management |
| 2. | Distribution & Supply Chain Management | 2. | Consumer Behaviour |
| 3. | Marketing of Services | 3. | International Marketing |
| FINANCE ELECTIVE | | FINANCE ELECTIVE | |
| 1. | _Financial system and institutions | 1. | Financial Services |
| 2. | International Finance | 2. | International Financial Management |
| 3. | Investment Management | 3. | Security Analysis & Portfolio Management |
| HR ELECTIVE | | HR ELECTIVE | |
| 1. | HRD:Systems & Strategies | 1. | Leadership Development |
| 2. | Training & Development | 2. | Management of Change |
| 3. | Management of Industrial Relations | 3. | Compensation Management |
| | | 4. | Project Report & Viva |





- ❖ **BBA(IT) course was started in 2015 under Autonomy**

WHY BBA (IT) COURSE?

- ❖ BBA (IT) is a perfect blend of Commerce, Management and IT courses heading for smart careers in Business Administration with IT flavor
- ❖ Every business is integrated with administration and computer. So it's combination degree worth a lot
- ❖ It provides fundamental education in Business and Management Principles as well as Applications of Information Technology in Business
- ❖ Students specialize (Mandatory) in Information Technology as well as any two areas of their choice in Marketing, Human Resource Management and Finance
- ❖ Unable to prepare and deliver effective oral business presentations using a variety of appropriate technologies

| FEATURES OF BBA (IT) COURSE | |
|-----------------------------|---|
| ☞ | Equip with Computer skills with Computer practicals in every semester in the areas of Information Technology, digital marketing, DBMS, web technologies etc |
| ☞ | Equip with programming skills in the areas of C Programming, Python Programming etc. |
| ☞ | Learn Application of SPSS software in Business Statistics and Data Analytics using R for doing research |
| ☞ | Learn specialized areas of their choice in IT, finance, marketing and HRM |
| ☞ | English in two semesters and Second languages are not offered |

| FUTURE SCOPE OF THE COURSE / JOB ROLES / CAREER | |
|---|---|
| <ul style="list-style-type: none"> ▪ Master of Business Administration/Any post graduate degree ▪ Opt for higher studies in India or abroad in Management field. ▪ Tax Associate ▪ Customer Service Associate ▪ Graduate Trainee – Analyst ▪ Graduate Management Associate ▪ Trainee Process Consultant ▪ Executive Trainee ▪ Associate Analyst I ▪ Management/ Business Consultant ▪ Business Administration Researcher/ Research and Development Manager ▪ Management Accountant ▪ Marketing Manager ▪ IT Manager ▪ Assistant Manager ▪ System Manager ▪ Database Manager ▪ IT Consultant | <ul style="list-style-type: none"> ● Executive trainee or management trainee with any of the sectors mentioned below: <ul style="list-style-type: none"> ○ Advertising Agencies ○ Banking ○ Finance ○ Consultancy ○ Consumer Durable Companies ○ FMCG ○ IT Companies ○ MNCs ○ Government Departments ○ E-Commerce Firms ○ Digital Media Firms ○ Digital Marketing Firms ○ Software Development Firms |

Though IT companies are the prime recruiters, they are also hired by MNCs, Industries, Government departments and Businesses, which are reliant on IT. Entrepreneurship is also an excellent opportunity available in front of IT managers.

Using their knowledge, IT managers may start their own IT venture. Freelancing and working as an independent IT consultant are also possible.

ELIGIBILITY CRITERIA

- ❖ Candidates should have passed CBSE/ICSE/10+2/Intermediate or equivalent Examination with CEC/MEC/MPC/BiPC with **70% and above in the optional subjects**. Students of Vocational Courses with Commerce/Computers subject are also eligible.
- ❖ Merit of the students (Intermediate Marks percentage)
- ❖ Qualify in the entrance test conducted (Basics in English Grammar, Accountancy/Economics and Computer)
- ❖ Selected in the interview and Group Discussion conducted

BBA (IT) - COURSE STRUCTURE

| SEMESTER I | | SEMESTER II | |
|------------|--|-------------|-------------------------------|
| 1. | Human Values and Gender Sensitization | 1. | Environmental Studies |
| 2. | Functional English-I | 2. | Functional English-II |
| 3. | Principles of Organization Theory & Behavior | 3. | Principles of Marketing |
| 4. | Fundamentals of Accounting (T+P) | 4. | Advanced Financial Accounting |
| 5. | Fundamentals of Business Economics | 5. | 'C' Programming |
| 6. | Elements of Information Technology (T+P) | 6. | Digital Marketing |
| 7. | Advanced Excel | | |

| SEMESTER III | | SEMESTER IV | |
|--------------|---|-------------|--------------------------------------|
| 1. | Personality Development and Managerial Skills | 1. | Public Speaking |
| 2. | Principles of Human Resource Management | 2. | Research Methodology |
| 3. | Legal Aspects of Business | 3. | Fundamentals of Financial Management |
| 4. | Management Accounting | 4. | Management Science |
| 5. | Business Statistics using SPSS (T+P) | 5. | Web Technologies |
| 6. | DBMS (T+P) | 6. | Software Engineering |
| 7. | Data Analytics Using 'R' | | |

BBA (IT) - COURSE STRUCTURE

| SEMESTER V | SEMESTER VI |
|---|--|
| 1. Event Management | 1. Social Media Marketing |
| 2. Entrepreneurial Development | 2. Personal Taxation |
| 3. Cost Accounting | 3. Data Warehousing & Data Mining |
| 4. Java Programming | |
| MARKETING ELECTIVE | MARKETING ELECTIVE |
| 1. Advertising & Brand Management | 1. Customer Relationship Management |
| 2. Distribution & Supply Chain Management | 2. Consumer Behaviour |
| 3. Marketing of Services | 3. International Marketing |
| FINANCE ELECTIVE | FINANCE ELECTIVE |
| 1. Financial system and institutions | 1. Financial Services |
| 2. International Finance | 2. International Financial Management |
| 3. Investment Management | 3. Security Analysis & Portfolio Management |
| HR ELECTIVE | HR ELECTIVE |
| 1. HRD: Systems & Strategies | 1. Leadership Development |
| 2. Training & Development | 2. Management of Change |
| 3. Management of Industrial Relations | 3. Compensation Management |
| IT ELECTIVE (COMPULSORY) | IT ELECTIVE (COMPULSORY) |
| 1. Cognos Insights | 1. . Net Programming |
| 2. Python Programming | 2. Enterprise Resource Planning |
| 3. Operating System | 3. Computer Network and Information Security |
| | 4. Project Report & Viva (with IT component) |





BBA BUSINESS ANALYTICS

First college in Telangana to offer BBA (BA) in collaboration with IBM

- ❖ **BBA (BA) course in collaboration with IBM was started in 2017 under Autonomy**

WHY BBA (BA) COURSE?

- ❖ BBA (BA) Course in collaboration with International Business Machines (IBM) helps students with conceptual knowledge in the multiple disciplines like mathematics, statistics, commerce, information technology & Management and analytics
- ❖ It provides fundamental education in Business and Management Principles as well as application of Analytics in Business
- ❖ Business Analytics deals with the study, analysis and interpretation of big data of organizations and businesses. It is an important part of management science
- ❖ Students specialize (Mandatory) in Analytics as well as any two areas of their choice in Marketing, Human Resource Management and Finance
- ❖ Ability to apply analytics techniques to analyze and interpret the data
- ❖ Have necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career

USAGE OF ANALYTICS

- ❖ Private banks are using data mining and analytics to compete successfully
- ❖ Credit Card companies use analytics to predict customer risk profile and identify profitable segments
- ❖ Insurance companies use analytics for risk estimation
- ❖ Data analytics is going to be the next big wave that will sweep across the world — and India is going to be right at the forefront of it”, says Manoj Singh, global managing director (operations) at Deloitte Touche Tohmatsu

FEATURES OF BBA (IT) COURSE

- ☞ Equip with Computer and analytic skills with LAB in every semester in the areas of Information Technology and analytics
- ☞ Will learn the application of tools such as Microsoft Excel, SPSS, R, IBM Cognos, Watson Analysis and Hadoop to solve business analytics problem
- ☞ Will learn to work with structured, semi structured and unstructured data
- ☞ Will learn to perform descriptive, predictive and prescriptive analytics
- ☞ Will Learn the Application of SPSS software in Business Statistics and Data Analytics using R for doing research
- ☞ Learn specialized areas of their choice in Analytics, finance, marketing and HRM

FUTURE SCOPE OF THE COURSE / JOB ROLES / CAREER

By the end of the course students should develop the following skills to get well placed in reputed organizations:

1. Inquisitiveness - To work on huge datasets
2. Interpretation skills - Experience and domain knowledge will help you in interpreting the results and form strategies, products based on interpretation of the results
3. Understanding tools and methods - Excel, IBM tools
4. Detail Oriented - This skill is important as often while keeping the big picture in mind, people lose track of small details.
5. Quantitative Skills - Business analytics

- Management Accountant
- Business analyst
- Business strategist
- Data analyst- Business Intelligence
- Junior Data Scientist
- Project manager
- Data mining specialist
- Data warehousing specialist
- Marketing Manager
- Assistant Manager
- Brand Media Analyst
- Content Writer
- Senior Software Engineer - Big Data/ Hadoop/ Java
- Executive trainee or management

| | |
|---|---|
| <p>requires you to work with figures. You need to be comfortable with mathematical formulas.</p> <ul style="list-style-type: none"> ▪ Master of Business Administration/Any post graduate degree ▪ Opt for higher studies in India or abroad in Management field ▪ Entrepreneur ▪ Tax Associate ▪ Customer Service Associate ▪ Graduate Trainee – Analyst ▪ Graduate Management Associate ▪ Trainee Process Consultant ▪ Executive Trainee ▪ Associate Analyst I ▪ Management/ Business Consultant ▪ Business Administration Researcher/ Research and Development Manager | <p>trainee with any of the sectors mentioned below:</p> <ul style="list-style-type: none"> ○ Advertising Agencies ○ Banking ○ Finance ○ Consultancy ○ Consumer Durable Companies ○ FMCG ○ IT Companies ○ MNCs ○ Retailers ○ Manufacturers ○ Telecom companies ○ E-Commerce firms ○ Consultancies ○ Business Analytics and Intelligence firms ○ Research Agencies |
|---|---|

ELIGIBILITY CRITERIA

- ❖ Candidates should have passed CBSE/ICSE/10+2/Intermediate or equivalent Examination with CEC/MEC/MPC/BiPC with **70% and above in the optional subjects**. Students of Vocational Courses with Commerce/Computers subject are also eligible. Knowledge of Mathematics if preferred.
- ❖ Merit of the students (Intermediate Marks percentage)
- ❖ Qualify in the entrance test conducted (Basics in English Grammar, Accountancy/Economics and Mathematics)

BBA (BA) - COURSE STRUCTURE

| SEMESTER I | | SEMESTER II | |
|-------------------|---|--------------------|-------------------------------|
| 1. | Human Values and Gender Sensitization | 1. | Environmental Studies |
| 2. | Functional English-I | 2. | Functional English- II |
| 3. | Principles of Organization Theory and Behavior | 3. | Principles of Marketing |
| 4. | Fundamentals of Accounting (T+P) | 4. | Advanced Financial Accounting |
| 5. | Fundamentals of Business Economics | 5. | Business Mathematics |
| 6. | Information Technology (T+P) | 6. | RDBMS with DB2(T+P) |
| 7. | Business Analytics using IBM Cognos Insight (T+P) | | |

| SEMESTER III | | SEMESTER IV | |
|---------------------|---|--------------------|--|
| 1. | R Programming | 1. | Public Speaking |
| 2. | Principles of Human Resource Management | 2. | Research Methodology |
| 3. | Management Accounting | 3. | Fundamentals of Financial Management |
| 4. | Business Statistics with Predictive Analytics I(T+P) | 4. | Management Science |
| 5. | Descriptive Analytics using Cognitive BI | 5. | Business Statistics with Predictive Analytics II (T+P) |
| 6. | Foundation in Hadoop & Big Data using IBM Infosphere Big Insights (T+P) | 6. | Data Visualisation (T+P) |
| 7. | R Programming | | |

BBA (BA) - COURSE STRUCTURE

| SEMESTER V | | SEMESTER VI | |
|---|--|---|--|
| 1. Event Management | | 1. Social Media Marketing | |
| 2. Entrepreneurial Development | | 2. Personal Taxation | |
| 3. Business Policy & Strategy | | 3. International Business | |
| 4. Cost Accounting | | | |
| MARKETING ELECTIVE | | MARKETING ELECTIVE | |
| 1. Advertising & Brand Management | | 1. Customer Relationship Management | |
| 2. Distribution & Supply Chain Management | | 2. Consumer Behaviour | |
| 3. Marketing of Services | | 3. International Marketing | |
| FINANCE ELECTIVE | | FINANCE ELECTIVE | |
| 1. Financial system and institutions | | 1. Financial Services | |
| 2. International Finance | | 2. International Financial Management | |
| 3. Investment Management | | 3. Security Analysis & Portfolio Management | |
| HRM ELECTIVE | | HRM ELECTIVE | |
| 1. HRD:Systems & Strategies | | 1. Leadership Development | |
| 2. Training & Development | | 2. Management of Change | |
| 3. Management of Industrial Relations | | 3. Compensation Management | |
| ANALYTICS ELECTIVE(COMPULSORY) | | ANALYTICS ELECTIVE(COMPULSORY) | |
| 1. Marketing Analytics I (T+P) | | 1. Marketing Analytics II (T+P) | |
| 2. HR Analytics I (T+P) | | 2. HR Analytics II (T+P) | |
| 3. Financial Analytics I (T+P) | | 3. Financial Analytics II (T+P) | |
| | | 4. Project Report & Viva | |





Second College in Telangana and Fifteenth College in the Country to offer this Course in Collaboration with NSE India Ltd.

- ❖ **BBA (FM) course in collaboration with NATIONAL STOCK EXCHANGE INDIA LTD. is introduced in the Academic year 2019-20.**

WHY BBA (FM) COURSE?

- ❖ BBA (FM) is well-knit to give holistic picture of business accounts, management blending financial accounting and business-centred subjects
- ❖ Students get 6 certifications from NSE along with the BBA (FM) degree
- ❖ Students also need to pass college conducted examinations in NSE subjects
- ❖ In addition to core curricula, course offers subjects like Personality development and managerial skills, Business Statistics using SPSS to develop soft and analytical skills respectively to enhance personality and employability
- ❖ It provides students with an edge over a general BBA as demand is for graduates who are industry ready
- ❖ Step by Step Approach to develop market skills and direct Entry to Financial Market
- ❖ Students get trained in all the basic functions of stock and share market trading
- ❖ Have necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career

FEATURES OF BBA (FM) COURSE

- ☞ It is a gateway to a career in the Banking, Financial Services & Insurance (BSFI) segment.
- ☞ Curriculum designed by financial market experts to deliver industry relevant skills
- ☞ Real-time Trading Experience and Special faculty/ market professionals as resource persons for the program
- ☞ Provides comprehensive training in the field of Financial Market by way of projects, presentations, industrial visits, practical training etc.
- ☞ Learn specialized areas of their choice in finance, marketing and HRM
- ☞ The certifications of NSE are widely accepted and recognized in the industry for expertise in financial market

FUTURE SCOPE OF THE COURSE / JOB ROLES / CAREER

Due to the rapid growth of the financial sector in India, there are plenty of opportunities in this area now.

- Master of Business Administration/Any post graduate degree
- Opt for higher studies in India or abroad in Management field
- Entrepreneur
- Tax Associate
- Customer Service Associate
- Graduate Trainee – Analyst
- Graduate Management Associate
- Trainee Process Consultant
- Executive Trainee
- Associate Analyst I
- Management/ Business Consultant
- Financial analysts or personal investment advisers
- Business Administration Researcher/ Research and Development Manager
- Management Accountant

- Marketing Manager
- Assistant Manager
- Executive trainee or management trainee with any of the sectors mentioned below:

- Banking
- Asset Management
- Corporate Finance
- Fund Management
- Investment Banking
- Trading
- Insurance
- Retailing
- Sales

Some of the Recruiters: Franklin Templeton, Invesco, Karvy, L & T financial services, Mahindra Finance, Capital First, Bajaj Capital.

ELIGIBILITY CRITERIA

- ❖ Candidates should have passed CBSE/ICSE/10+2/Intermediate or equivalent Examination with CEC/MEC/MPC/BiPC with **65% and above in the optional subjects**. Students of Vocational Courses with Commerce/Computers subject are also eligible.
- ❖ Merit of the students (Intermediate Marks percentage)
- ❖ Qualify in the entrance test conducted (Basics in English Grammar and Accountancy/Economics)
- ❖ Selected in the interview and Group Discussion conducted

BBA (FM) - COURSE STRUCTURE

| SEMESTER I | SEMESTER II |
|---|---|
| 1. Human Values and Gender Sensitization | 1. Environmental Studies |
| 2. Functional English-I | 2. Functional English-II |
| 3. Principles of Organization Theory & Behavior | 3. Principles of Marketing |
| 4. Fundamentals of Accounting (T+P) | 4. Advanced Financial Accounting |
| 5. Fundamentals of Business Economics | 5. Business Ethics & Corporate Governance |
| 6. Elements of Information Technology (T+P) | 6. Introduction to Mutual Funds |
| 7. Introduction to Financial Markets | |

| SEMESTER III | | SEMESTER IV | |
|--------------|---|-------------|--------------------------------------|
| 1. | Personality Development and Managerial Skills | 1. | Public Speaking |
| 2. | Principles of Human Resource Management | 2. | Research Methodology |
| 3. | Management Accounting | 3. | Fundamentals of Financial Management |
| 4. | Legal Aspect of Business | 4. | Management Science |
| 5. | Business Statistics using SPSS | 5. | E-Business |
| 6. | Capital Markets operations | 6. | Derivatives Market operations |

BBA (FM) - COURSE STRUCTURE

| SEMESTER V | | SEMESTER VI | |
|--------------------|--|--------------------|--|
| 1. | Event Management | 1. | Social Media Marketing |
| 2. | Entrepreneurial Development | 2. | Personal Taxation |
| 3. | Cost Accounting | 3. | Fundamentals of Fundamental Analysis |
| 4. | Commodity Market Analysis | | |
| MARKETING ELECTIVE | | MARKETING ELECTIVE | |
| 1. | Advertising & Brand Management | 1. | Customer Relationship Management |
| 2. | Distribution & Supply Chain Management | 2. | Consumer Behaviour |
| 3. | Marketing of Services | 3. | International Marketing |
| FINANCE ELECTIVE | | FINANCE ELECTIVE | |
| 1. | Financial system and institutions | 1. | Financial Services |
| 2. | International Finance | 2. | International Financial Management |
| 3. | Investment Management | 3. | Security Analysis & Portfolio Management |
| HRM ELECTIVE | | HRM ELECTIVE | |
| 1. | HRD:Systems & Strategies | 1. | Leadership Development |
| 2. | Training & Development | 2. | Management of Change |
| 3. | Management of Industrial Relations | 3. | Compensation Management |
| | | 4. | Project Report & Viva |





FIRST COLLEGE IN TELANGANA TO OFFER BBA (HONOURS)

- ❖ BBA (Honours) course is introduced in the year 2019-20.

WHY BBA (HONOURS) COURSE?

- ❖ The course supplements entrepreneurship along with professional education in management and is the current requirement in the market for self employment
- ❖ The core subjects provide a solid/depth management education in the essential areas of business
- ❖ The course has a tie- up with **National Small Industries Corporation Limited** for inculcating entrepreneurial skills
- ❖ Students specialize in Marketing, Human Resource Management and Finance areas.

FEATURES OF BBA (FM) COURSE

- ☞ Exposure to new areas in Management like Cyber Law & Cyber Crimes, Banking & Insurance, Retail Management and Financial Derivatives.
- ☞ Two Entrepreneurship courses delivered by Industry personnel to inculcate entrepreneurship skills
- ☞ Knowledge of Taxation (GST + CUSTOMS)
- ☞ Start their own business

FUTURE SCOPE OF THE COURSE / JOB ROLES / CAREER

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Pursue MBA/any Masters and doctoral research degrees ▪ Opt for higher studies in India or abroad in Management field. ▪ Executives in <ul style="list-style-type: none"> ○ Marketing ○ Sales ○ finance and accounts ○ operations ○ public relations ○ logistics and supply chain management ○ retail management ▪ Entrepreneur ▪ Tax Associate ▪ Customer Service Associate ▪ Graduate Trainee – Analyst ▪ Graduate Management Associate ▪ Trainee Process Consultant ▪ Executive Trainee ▪ Associate Analyst I ▪ Management/ Business Consultant ▪ Administrators in public, private and government organisations ▪ Business administrator | <ul style="list-style-type: none"> ▪ Business development executive ▪ Retail manager ▪ Relationship manager ▪ Assistant Accountant ▪ Business Administration Researcher/ Research and Development Manager ▪ Management Accountant ▪ Marketing Manager ▪ Executive trainee or management trainee with any of the sectors mentioned below: <ul style="list-style-type: none"> ○ Advertising Agencies ○ Banking ○ Finance ○ Consultancy ○ Consumer Durable Companies ○ FMCG |
|--|---|

ELIGIBILITY CRITERIA

- ❖ Candidates should have passed CBSE/ICSE/10+2/Intermediate or equivalent Examination with CEC/MEC/MPC/BiPC with **75% and above in the optional subjects**. Students of Vocational Courses with Commerce/Computers subject are also eligible.
- ❖ Merit of the students (Intermediate Marks percentage)
- ❖ Qualify in the entrance test conducted (Basics in English Grammar and Accountancy/Economics)
- ❖ Selected in the interview and Group Discussion conducted

BBA (HONOURS) - COURSE STRUCTURE

| SEMESTER I | | SEMESTER II | |
|------------|---------------------------------------|-------------|------------------------------------|
| 1. | Human Values and Gender Sensitization | 1. | Environmental Studies |
| 2. | English-I | 2. | Functional English-II |
| 3. | Second Language | 3. | Entrepreneurship Theory & Practice |
| 4. | Principles of Management | 4. | Marketing Management |
| 5. | Fundamentals of Accounting (T+P) | 5. | Management Accounting |
| 6. | Fundamentals of Business Economics | 6. | Human Resource Management |

| SEMESTER III | | SEMESTER IV | |
|--------------|--|-------------|---------------------------------|
| 1. | Taxation (GST + Customs) | 1. | Event Management |
| 2. | Entrepreneurship Development Programme | 2. | Cyber Law & Cyber Crimes |
| 3. | Operations Management | 3. | Research for business Decisions |
| 4. | Fundamentals of Financial Management | 4. | Cost accounting |
| 5. | Business Law | 5. | International Business |
| 6. | Business Environment | 6. | Operations Research |

BBA (HONOURS) - COURSE STRUCTURE

| SEMESTER V | | SEMESTER VI | |
|---------------------------|--|---------------------------|--|
| 1. | Business Policy & Strategy | 1. | Retail Management |
| 2. | Banking & Insurance | 2. | Financial Derivatives |
| 3. | Digital Marketing | | |
| MARKETING ELECTIVE | | MARKETING ELECTIVE | |
| 1. | Advertising & Brand Management | 1. | Customer Relationship Management |
| 2. | Distribution & Supply Chain Management | 2. | Consumer Behaviour |
| 3. | Marketing of Services | 3. | International Marketing |
| FINANCE ELECTIVE | | FINANCE ELECTIVE | |
| 1. | Financial system and institutions | 1. | Financial Services |
| 2. | International Finance | 2. | International Financial Management |
| 3. | Investment Management | 3. | Security Analysis & Portfolio Management |
| HRM ELECTIVE | | HRM ELECTIVE | |
| 1. | HRD:Systems & Strategies | 1. | Leadership Development |
| 2. | Training & Development | 2. | Management of Change |
| 3. | Management of Industrial Relations | 3. | Compensation Management |
| | | 4. | Project Report & Viva |



**COMMON FEATURES FOR ALL THE COURSES (BBA, BBA(IT), BBA(BA),
BBA(FM), BBA(HONOURS)**

- Usage of innovative Teaching methodologies using ICT and case studies
- Students Learn Application of Tally in Financial Accounting
- Learn Application of SPSS software in Business Statistics
- Research orientation through Research Methodology paper
- Develop Event management skills and social media marketing skills
- Gain knowledge of personal taxation
- Scope for internship and project in the area of specialization
- Inculcate social responsibility with participation in Joseph's Social Responsibility activities
- Enhances personality and equip with Hard and soft skills
- Regular conduct of student development activities like Workshops, International Guest Lectures, Industrial Visits/Field Trips, Internships, Research Oriented Projects etc..
- Exposure to organizing various events/seminars – Management fest, Exhibs, inter – collegiate events like business quiz, IT event, HR event, finance event, marketing events, sports and games, international/national conferences/guest lectures
- Completion of two mandatory certificate courses in the industry relevant areas like artificial intelligence, Applications of IT in business etc..
- Exposure to MOOCs
- Develops and enhances the employability skills, managerial skills and entrepreneurial skills of the students
- Develops decision making ability, critical thinking and analytical skills in students to tackle business problems in different sectors
- Develop viable alternatives and make effective decisions in an international business setting
- The program will equip students with communication skills, teamwork and leadership skills
- Prepare and deliver effective oral business presentations using a variety of appropriate technologies
- Prepare official reports, agenda and conduct official meetings

NOTE:

- Final admission is made subject to the decision of Admission Committee/Interview Panel.
- Fee should be paid semester wise in a single-time payment



- ❖ MBA course was started in 2001
- ❖ MBA course is Approved by AICTE.
- ❖ Autonomous since 2014.
- ❖ Dual specialization: Finance, HRM, Marketing and Operations
- ❖ Choice based credit system was started in the academic year 2015-16 after obtaining PG Autonomous status in 2014.

FEATURES OF MBA COURSE

- ☞ Learn Application of SPSS software in Business Statistics and application of R programming for doing research
- ☞ Digital Marketing paper is offered to meet the latest industry requirements
- ☞ Research orientation through Business Research Methodology paper
- ☞ Emotional Intelligence is the paper offered in collaboration with industry – Apollo Health
- ☞ Business Analytics using R and Entrepreneurship Development are two papers designed in consultation with Ni- MSME as per the market need
- ☞ Investment Analysis & Portfolio Management and Financial Risk Management papers are offered in collaboration with NSE
- ☞ Two certifications from NSE at the end of the course who opt for finance as specialization
- ☞ Usage of innovative Teaching methodologies using ICT and case studies
- ☞ Mandatory internship/ project in the area of specialization
- ☞ Learn specialized areas of their choice in Finance, Marketing, HRM and Operations
- ☞ Learn business ethics and social responsibility

- ☞ Enhances personality and equip with Hard and Soft skills
- ☞ Regular conduct of student development activities like Workshops, International Guest Lectures, Industrial Visits/Field Trips, Internships, Research Oriented Projects etc..
- ☞ Exposure to organizing various events/seminars – Management fest, inter –collegiate events like business quiz, HR event, finance event, marketing events, sports and games, international/national conferences/guest lectures
- ☞ Completion of two mandatory certificate courses in the industry relevant areas
- ☞ Exposure to MOOCs
- ☞ Skilled based test – Mandatory student presentation in every subject

FUTURE SCOPE OF THE COURSE / JOB ROLES / CAREER

| | |
|---|---|
| <ul style="list-style-type: none"> ▪ Pursue research (M.Phil /PhD) ▪ Opt for higher studies in India or abroad in Management field ▪ Entrepreneur ▪ Tax Associate ▪ Customer Service Associate ▪ Graduate Trainee - Operations ▪ Data Researcher II ▪ Outlet Manager ▪ Business Trainee ▪ Senior Researcher ▪ Associate Analyst I ▪ Technical Support Associative ▪ Tax Consultant ▪ Process Analyst ▪ Financial Analyst ▪ Relationship Executive | <ul style="list-style-type: none"> ▪ Marketing Executive ▪ Graduate Trainee – Analyst ▪ Graduate Management Associate ▪ Trainee Process Consultant ▪ Executive Trainee ▪ Management/ Business Consultant ▪ Business Administration Researcher/ Research and Development Manager ▪ Management Accountant ▪ Marketing Manager ▪ Executive trainee or management trainee with any of the sectors mentioned below: <ul style="list-style-type: none"> ○ Advertising Agencies ○ Banking ○ Finance ○ Consultancy ○ Consumer Durable Companies ○ FMCG |
|---|---|

COMPANIES THAT VISITED US IN LAST THREE YEARS

Deloitte Tax, Ryan, Berkedia, Unisys, RAAM Group, S&P Capital IQ (India), Franklin Templeton Pvt Ltd, Amazon, Global Data Research Center, Karachi Bakery, Ziffi, Jaro Education, Focus Softnet, Just Dial, Religare, 2Coms Pvt Ltd, Control S, Synchrony (GE Capital), Cognizant, Verity Knowledge Solutions, Genpact, Deloitte, Best Tax Filer, Khojuz, MPhasis, WENSO, NEXA & CallHealth.

ADMISSION PROCEDURE FOR MBA

- ❖ A candidate seeking admission into the MBA programme must satisfy the following criteria.
- ❖ Must possess graduate/equivalent Degree from Osmania University or other recognized university in any discipline with 50% marks in aggregate.
- ❖ The candidate should have passed the qualifying examination (10+2+3) or equivalent on the date of admission with "Mathematics" as one of the subjects in SSC for admission into MBA.
- ❖ Seventy percent (70%) seats are filled through University common ICET counseling. The seat shall be filled on the basis of rank obtained in ICET in that particular year or on the basis of rank obtained in All India Common Entrance Test
- ❖ The candidate should be of Indian National. Must be eligible for the admission as per the rules of the Government of AP, with regard to local/non-local status, etc and other rules in force.
- ❖ The other 30% is filled by the Management under the Management quota. For admissions under Management Quota the student should be qualified in ICET.
- ❖ NRI & NRI sponsored seats (15% of Management quota) shall be filled with candidates who have passed the qualifying examination with not less than **50% of aggregate / group subjects** or cumulative grade point average (CGPA) equivalent to **5 on a scale of 10**
- ❖ The left over seats shall be filled on merit basis by the Management of the Institution with candidates from other States and Union Territories of India who have passed the qualifying examination and secured rank in any ALL India Common Entrance Test.
- ❖ The vacant seats if any shall be filled with eligible candidates including those securing not less than **50% marks in aggregate or in group subjects** in the qualifying examination duly ensuring merit and transparency

NOTE: FEES ONCE PAID WILL NOT BE REFUNDED UNDER ANY CIRCUMSTANCES

MBA - COURSE STRUCTURE

| SEMESTER I | | SEMESTER II | |
|---------------------------|--------------------------------------|---------------------------|-------------------------------|
| 1. | Management & Organizational Behavior | 1. | Human Resource Management |
| 2. | Statistics for Management | 2. | Financial Management |
| 3. | Accounting for Business | 3. | Business Research Methods |
| 4. | Marketing Management | 4. | Operations Research |
| 5. | Managerial Economics | 5. | Operations Management |
| 6. OPEN ELECTIVE 1 | | 6. OPEN ELECTIVE 2 | |
| 1. | Business Law | 1. | Digital Marketing |
| 2. | Corporate Social Responsibility | 2. | Economic Environment & Policy |
| 7. | IT Applications for Managers – (T+P) | 7. | Emotional Intelligence |
| 8. | Indian Ethos & Business Ethics | | |

| SEMESTER III | | SEMESTER IV | |
|----------------------------|---|----------------------------|---------------------------------------|
| 1. | Global Business | 1. | Strategic Management |
| 2. | Business Analytics using R | 2. | Entrepreneurship Development |
| FINANCE ELECTIVE | | FINANCE ELECTIVE | |
| 1. | Investment Analysis & Portfolio Management | 1. | Financial Risk Management |
| 2. | Financial Systems & Services | 2. | International Finance |
| HRM ELECTIVE | | HRM ELECTIVE | |
| 1. | Organization Development | 1. | Performance & Compensation Management |
| 2. | Leadership & Change Management | 2. | Industrial Relations & Labour Laws |
| MARKETING ELECTIVE | | MARKETING ELECTIVE | |
| 1. | Product & Brand Management | 1. | Consumer Behaviour |
| 2. | Marketing Communication & Distribution Management | 2. | Services Marketing |
| OPERATIONS ELECTIVE | | OPERATIONS ELECTIVE | |
| 1. | Materials Management | 1. | Total Quality Management |
| 2. | Supply Chain Management | 2. | Project Management |
| | | 3. | Project Report & Viva |





Rev. Fr. Dr. D. Sunder Reddy
Principal

“Education is the most powerful weapon which you can use to change the world.”

– Nelson Mandela

Dear Students,

It gives me immense joy to state that St. Joseph's College has its deep root in the field of education in the state of Telangana. I feel proud and privileged to be the part of this Magnificent Institution. You are indeed blessed to find an opportunity to get education at one of the best colleges of Twin cities of Hyderabad and Secunderabad. St. Joseph's Degree & PG College is nurtured, developed and run by Hyderabad Archdiocese Educational Society (HAES). The college has the privilege of having a healthy, harmonious ambience and rich values which have played pivotal role in shaping the future of innumerable students. This is my firm belief that the rich values and traditions imbibed here would carry you to greater heights.

It is a matter of pride that the college has been granted 'A' grade in NAAC Re-Accreditation. This could be possible with the intercession of our patron St. Joseph and hard work done by college staff and students under the guidance of visionary management. We are consistently ranked by various Business School magazines as one of the top colleges in twin cities and in the country.

With proud legacy of 22 years, the college has excelled in every field. Many students have brought laurels in curricular and extracurricular activities at university and state level. Students educated from the college have carved a niche for themselves in various fields at national and international levels.

At the under graduate level the Department offers **BBA, BBA (Information Technology) and BBA (Business Analytics)** in collaboration with IBM. We are proud and happy to announce that we are introducing two new courses: **BBA (Honours) and BBA (Financial Markets) in collaboration with National Stock Exchange** based on the industry need and demand in the academic year 2019-2020.

At Post Graduate Level the Department offers **Master in Business Administration (MBA)** with dual specialization (Marketing, Finance, Human Resource Management and Operations). Apart from the regular curriculum the college also provides skilled based certificate courses like digital marketing, Advanced Excel, artificial intelligence etc.

Our Vision of the Business Management Department is “To create inspired business leaders for contemporary technology enabled organizations”. Our UG & PG Programmes are anchored in the vision and mission of the Department. At the same time, we ensure that our students have an understanding and appreciation of Indian tradition and culture. Our holistic approach to education sets our brand equity as a trusted name for value-based education and integrated learning. Discipline, which is a non-negotiable factor of students' life on our campus, inculcates value of time management and punctuality.

The tradition of St. Joseph's College happily brings together sound academic achievement with an extensive, vibrant co-curricular programme that includes academic fest, guest lectures/workshops, seminars, Conferences, leadership training programmes etc. Our motto is to inculcate the love of knowledge in our students and, for this; we aim to develop the skills and demeanour of lifelong 'learning,' essential for making responsible global citizens. This will make them immensely capable of facing the future with resilience and optimism. On the deeper level, we try to instill the values of respect and trust in relationships that are the foundation of real success. Hence it has been my constant endeavor to encourage every student to find his or her identity by fostering a direct connection to community and societal concerns, an engagement with environment and inculcating values of peace and compassion.

Here in St. Joseph's the students are encouraged to get hands - on experience in the Corporate World through Internship taken up with reputed organizations like Deloitte, Amazon, IMI Mobile, Accenture etc. In their Curriculum, they are also encouraged to take up projects in association with Industries to supplement their theoretical knowledge with practical experience. To make students industry ready the college conducts well-structured campus recruitment training programme in collaboration with TASK (Telangana Academy of skills and Knowledge), Synchroserve Global Solutions Pvt. Ltd (NSDC partner) etc. The college is also exploring various effective training partners for CRT to make students industry ready.

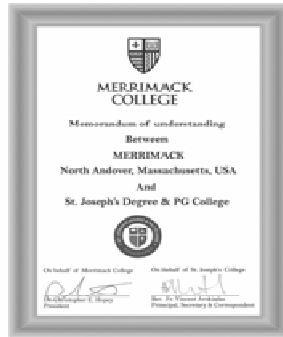
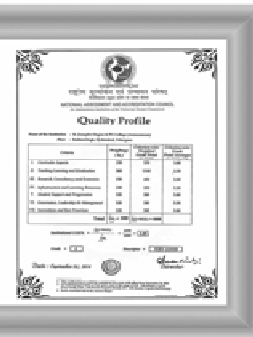
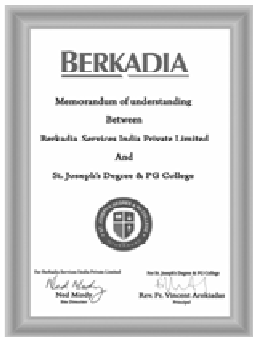
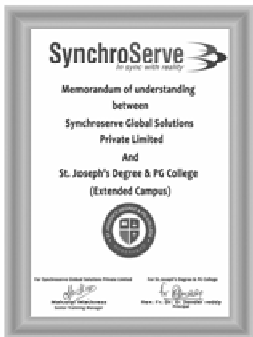
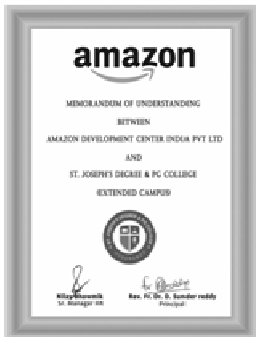
God Bless You!

REV. FR. DR. D. SUNDER REDDY
PRINCIPAL

BEST B-SCHOOL RANKINGS

| STATE LEVEL | ALL INDIA LEVEL |
|---|--|
| 4th Rank among Best Business School in Telangana State by Education World India in May 2018 | 10th Rank in India as Best Business School by Republic TV BBA Survey in Jan 2019 10th Rank in India as Best Business School by GHRDC BBA Survey in 2018 |
| 6th Rank as Top B-School in Telangana by CSR-GHRDC in November 2018 | 101st Rank all India Level as Best B-School by Education World India in May 2018 |
| 9th Rank in Hyderabad by The Week- Hansa B-School survey in October 2018 | 95th Rank all over India among Top Management Institutes by Times B-School Survey – i3RC Insights in August 2018 |
| 8th Rank in Hyderabad by The Week- Hansa B-School survey in 2017 | 4th Rank in Promising B-School all over India by CSR-GHRDC in November 2018 & 2017 |
| 4th Rank as Top B-School in Telangana by CSR-GHRDC in November 2016 | 140th Rank all over India and 67th in South zone and by The Week- Hansa B-School survey in October 2018 |
| 6th Rank as Top B-School in Telangana by CSR-GHRDC in November 2015 | 130th Rank all over India and 55th in South zone and by The Week- Hansa B-School survey in October 2017 |

CREDENTIALS & ASSOCIATIONS



PLACEMENT PARTNERS





ST. JOSEPH'S DEGREE & PG COLLEGE

(EXTENDED CAMPUS)

Autonomous & Re-accredited by NAAC with ' A ' Grade
Affiliated to Osmania University, Managed by HAES
5-9-300, Caprotti Hall building, Gunfoundry, Abids
Hyderabad- 500001 | Telangana State | India