



MARIAN COLLEGE KUTTIKKANAM

(AUTONOMOUS)

MAKING COMPLETE

Syllabus for Bachelor of Business Administration (BBA) Programme

2017 Admissions

Affiliated to
Mahatma Gandhi University, Kottayam



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INTRODUCTION

The Department of Business Administration functioning from the inception of the college in 1995, offers a 3 year full time graduate programme in Management, spread over six semesters, leading to the Degree of Bachelor of Business Administration. The program orients the participants to a foundation in Management at the Bachelor's level. On completion ample opportunities are amenable at the industries on a Supervisor \ Executive cadre. The program also serves as a stepping-stone for higher career programs like MBA, CA, ICWA, CS, and ICFA etc.

Training methodology involves imparting knowledge as well as the development of skills, as bookish interest alone would not suffice the development of true managerial acumen. Keeping this in view, distinctive training methods like Seminars, Paper Presentations, Group Discussions, Case studies, Role-play etc are integrated. Students are encouraged for total involvement in such activities collectively and independently, which assist them to shed their introversion, so as to transform them into mature and confident personalities. ICT enabled classrooms are used on a regular basis for the conduct of the sessions.

BBA program aims at the development of student's intellectual ability, executive personality and management skills through an appropriate blending of business studies, value orientation and general awareness. The latest syllabus revision was done in consultation with renowned experts from industry and academia. Visits and consultations were made to lot of industries and institutions of excellence, like IIM-K, St. Joseph's College Trichi, St. Aloysius Mangalore, Christ University Bangalore and St. Xaviers college Mumbai. All possible steps have been taken to ensure that, the best and upto date curriculum and training methodology is made available to groom budding managers / entrepreneurs. BBA programme at Marian College, also ensures molding of young citizens to be enthusiastic researchers and smart executives/ who foster innovation and societal wellbeing

OBJECTIVES

- To develop conceptual knowledge in management subjects
- To impart decision making skills at an early stage of life
- To enhance management and entrepreneurial skills
- To give hands on experience in dealing with various functional areas of management
- To instill social and ethical values in students in conducting business operations
- To churn out mature, confident, value oriented personalities

OUTCOMES

Upon completion of the programme, a business administration graduate will be able to –

- Evaluate and apply the fundamental principles of business management
- Utilize knowledge and skills for decision-making and management purposes.
- Analyse and appraise contemporary issues employing relevant economic constructs.
- Present themselves in a clear and concise manner in professional settings.

SALIENT FEATURES

- 1) The BBA programme is specially designed for students aspiring for a successful career in business management.
- 2) Aims at the development of student's intellectual ability, executive personality and management skills through an appropriate blending of business studies, value orientation and general awareness
- 3) It also equips students for higher studies in management from national and international institutes of excellence / pursue professional courses like CA, CS, CMA, CWA...
- 4) Syllabus designed and updated to match industry expectations and recent trends
- 5) Innovative teaching methods and pedagogy
- 6) This programme necessitates the students to take up projects and internship to have hands on management experience.

SCHEME AND SYLLABUS

Semester I					
Course Code	Name of the course	Course Type	Hrs/week		Credit
			Theory	Practical	
UCE1701	English I	Common	5		4
UBB1701	Principles of management	Core	4		4
UBB1702	Managerial Economics	Core	4		3
UBB1703	Fundamentals of business mathematics	Core	4		3
UBB1704	Fundamentals of Business statistics	Core	4		3
UBB1705	Business Accounting	Core	4		3
	<i>Financial Software & Introduction to stock market - 30 hrs</i>	<i>Non Credit</i>			0
Total			25		20

Semester II					
Course Code	Name of the course	Course Type	Hrs/week		Credit
			Theory	Practical	
UCE1703	English II	Common	5		4
UBB1706	Business Communication	Core	3		3
UBB1707	Business laws	Core	4		4
UBB1708	Mathematics for management	Core	4		3
UBB1709	Statistics for Research	Core	4		3
UBB1710	Business Environment	Core	5		4
	<i>Banking, Insurance and Retail management - 40 hrs</i>	<i>Non credit</i>			0
Total			25		21

Semester III					
Course Code	Name of the course	Course Type	Hrs/week		Credit
			Theory	Practical	
UBB1711	Informatics for Management	Core	3	2	3
UBB1712	Entrepreneurial Development	Core	5		4
UBB1713	Corporate Laws	Core	5		4
UBB1714	Cost Accounting	Core	5		4
UBB1715	Marketing Management	Core	5		4
	<i>General Aptitude I -40 hrs</i>	<i>Non credit</i>			0
Total			23	2	19

Semester IV					
Course Code	Name of the course	Course Type	Hrs/week		Credit
			Theory	Practical	
UBB1716	Indian Ethos and Values	Core	5		4
UBB1717	Corporate accounting	Core	5		4
UBB1718	Intellectual property rights and Industrial laws	Core	5		4
UBB1719	HRM&IR	Core	5		4
UBB1720	Financial management	Core	5		4
	<i>General Aptitude II -40 hrs</i>	<i>Non credit</i>			0
	<i>Summer Internship - 80 hrs</i>	<i>Non Credit</i>			0
Total			25		20

Semester V					
Course Code	Name of the course	Course Type	Hrs/week		Credit
			Theory	Practical	
UCN1701	Environmental Studies and Human Rights	Core	4		4
UBB1721	Management Accounting	Core	5		4
UBB1722	Organizational behavior	Core	5		4
UBB1723	Business Research Methods	Core	5		4
UBB1724	Brand management	Open course	5		4
	<i>Softskills training - 20 hrs</i>	<i>Non Credit</i>			
Total			24		20

Semester VI					
Course Code	Name of the course	Course Type	Hrs/week		Credit
			Theory	Practical	
UBB1725	Operations Management	Core	4		4
UBB1726	Consumer Behaviour	Core	5		4
UBB1727	Business Taxation	Core	4		4
UBB1728	Advertising & Branding (Elective I)	Core	4		4
UBB1729	E Commerce (Elective II)	Core	4		4
UBB1730	Project work	Core	5		
Total			26		20

Non Credit Courses

Various non credit courses are offered by the department. It is mandatory for students to attend the courses and obtain pass in all the zero credit courses.

These courses are designed to help students enhance softskills, face various management entrance exams, aptitude tests, bank tests, group discussions, interviews etc with confidence

Students are required to obtain a minimum percentage of 50% for each courses ,

One CA exam and one SEE exam will be conducted, wherever written exam and practical exams are mentioned.

(evaluation criteria is given below), to be qualified for awarding of BBA degree

Sl No	Semester	Course Name	Hours	Mode of Evaluation
1	I	<i>Financial Software & Introduction to stock market</i>	30	<ul style="list-style-type: none">• Written Exam• Practical Exam
2	II	<i>Banking, Insurance and Retail Management</i>	40	<ul style="list-style-type: none">• Written Exam• Industry visit report• Viva Voce
3	III	<i>General Aptitude I -40 hrs</i>	40	<ul style="list-style-type: none">• Written Exam
4	IV	<i>General Aptitude II -40 hrs</i>	40	<ul style="list-style-type: none">• Written Exam
5	IV	<i>Summer Internship</i>	80	<ul style="list-style-type: none">• Industry visit report• Viva Voce
6	V	<i>Softskills training</i>	20	<ul style="list-style-type: none">• Practical Exam