



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University

Accredited with A++ Grade by NAAC in 4th Cycle (CGPA of 3.57/4)

College with Potential for Excellence (CPE)

Ranked 93rd in NIRF 2022 by the Ministry of Education, Government of India

#163, Brigade Road, Bengaluru - 560025, Karnataka, India

**1.1.1 Curricula developed and implemented have
relevance to the local, national, regional, and global
developmental needs**

AQAR: 2021-2022

OBJECTIVES OF THE BBA (ENTREPRENEURSHIP) PROGRAMME

1. To inculcate critical thinking among students so that they are capable of identifying business opportunities by using cutting-edge analytical tools and problem-solving skills to start new businesses and implement processes to successfully operate these businesses
2. To create entrepreneurial managers for corporate.
3. To effectively understand and implement a marketing plan for a new venture
4. Develop family business successors as enterprising and knowledgeable owners of the business of their predecessors.
5. To incorporate extensively – along with theoretical knowledge sharing – various skills (viz., Presentations, rapid reading, geo political awareness, time management) needed for managerial effectiveness.
6. To promote knowledge through research – both applied and conceptual relevant to management
7. To enhance the decision – making skills and administrative competence of students.
8. To motivate students to apply management techniques to new and innovative areas of management.

BBA (Entrepreneurship) PROGRAMME MATRIX

SEMESTER/ CONTENT	I	II	III	IV	V	VI	Total
PART A: LANGUAGES							
English	3hr/2Cr	3hr/2Cr	-	-	-	-	
Language	3hr/2Cr	3hr/2Cr	-	-	-	-	
I	4 Cr	4 Cr	-	-	-	-	8 Cr
PART B: CORE COURSES							
CONTENT	I	II	III	IV	V	VI	
MAJOR CORE 4hr/3Cr	Perspectives in Management	Business Environment	Financial Accounting	Cost Accounting	Costing for Business Decisions	Management Accounting	
	Organisation Behaviour	Marketing Management	Financial Management Human Resource Management Productions and Operations Management	Business Law Quantitative Techniques Project Management	Income – Tax I	Income Tax – II Business Strategy and Competitive Advantage	
ALLIED REQUIRED 4hr/3Cr	Business Mathematics & Statistics	Managerial Economics	Business Modelling and Planning	Venture Establishment	Business Growth and Sustainability	Global Entrepreneurship	
	Fundamentals of Entrepreneurship	Business Opportunity Identification					
MAJOR OPTIONAL 4hr/4Cr	-	-	-	-	Elective Paper – 1 Elective Paper – 2	Elective Paper – 3 Elective Paper – 4	
OPEN ELECTIVES 4hr/3Cr	-	-	#4hr/3Cr (As per List given)	#4hr/3Cr (As per List given)	-	-	
SKILL BASED MAJOR 4hr/4Cr	-	-	-	-	Course/Elective Skill based paper	-	
II	12 Cr	12 Cr	18 Cr	18 Cr	21 Cr	20 Cr	101 Cr
PART C: FOUNDATION, SKILL DEVELOPMENT, INTERDISCIPLINARY & SPORTS							
HRD	1 Cr	1 Cr	-	-	-	-	
IC	-	2 Cr	-	-	-	-	
EVS	-	-	-	2 Cr	-	-	
INTERNSHIP	-	-	-	1 Cr	-	1Cr	
CERTIFICATE AND SPORTS PROGRAMME	-	2 Cr Certificate Course	1 Cr Tally	1 Cr Advanced Excel	-	-	
III	1 Cr	5 Cr	1 Cr	4 Cr	-	1Cr	12 Cr
PART D: EXTENSION AND EXTRACURRICULAR ACTIVITIES							
EXTENSION, EXTRA-CURRICULAR ACTIVITIES AND OTHERS	-	1 Cr	-	1 Cr	-	1Cr	
IV	-	1 Cr	-	1 Cr	-	1Cr	3 Cr
TOTAL	17 Cr	22 Cr	19 Cr	23 Cr	21 Cr	22 Cr	124 Cr

OBJECTIVES OF THE BBA - HONOURS (ENTREPRENEURSHIP) PROGRAMME:

1. To inculcate critical thinking among students so that they are capable of identifying business opportunities by using cutting-edge analytical tools and problem-solving skills to start new businesses and implement processes to successfully operate these businesses.
2. To create entrepreneurial managers for corporate sector
3. To effectively understand and implement a marketing plan for a new venture
4. Develop family business successors as enterprising and knowledgeable owners of their predecessors
5. To incorporate extensively – along with theoretical knowledge sharing – various skills (viz., Presentations, rapid reading, geo political awareness, time management) needed for managerial effectiveness
6. To promote knowledge through research – both applied and conceptual, relevant to management.
7. To enhance the decision-making skills and administrative competence of students
8. To motivate students to apply management techniques to new and innovative areas of management.

Bachelor of Business Administration – Honours**(Entrepreneurship)****Programme Matrix as per National Education Policy**

Course Category	I	II	III	IV	V	VI	VII	VIII	Total Credits
PART A: ABILITY ENHANCEMENT COMPULSORY COURSES									
Languages 4Hrs/3Cr	Language 1 4Hrs/3Cr	Language 1 4Hrs/3Cr	Language 1 4Hrs/3Cr	Language 1 4Hrs/3Cr	-	-	-	-	
	Language 2 4Hrs/3Cr	Language 2 4Hrs/3Cr	Language 2 4Hrs/3Cr	Language 2 4Hrs/3Cr	-	-	-	-	
Compulsory Courses 2Hrs/2Cr		Environmental Studies 2Hrs/2Cr		Indian Constitution 2Hrs/2Cr					
I	6 Cr	8 Cr	6 Cr	8 Cr					28 Cr
PART B: CORE & ELECTIVE COURSES, SKILL ENHANCEMENT COURSES- SKILL BASED, VOCATIONAL COURSES, RESEARCH & INTERNSHIP									
Discipline Specific Core Courses (4Hrs/4Cr)	Perspectives in Management	Financial Accounting	Human Resource Management	Financial Management	Cost and Management Accounting – I	Cost and Management Accounting – II	Income Tax	Goods and Services Tax	
	Organisational Behaviour	Business Environment	Production and Operations Management	Marketing Management	Venture Establishment	Project Management	Business Law	Business Ethics and Corporate Governance	
	Fundamentals of Entrepreneurship	Managerial Economics	Business Opportunity Identification	Business Modelling and Planning	-	-	Business Strategy and Competitive Management	Global Entrepreneurship	
Open Elective Courses (3Hrs/3Cr)	Choice of Course	Choice of Course	Choice of Course	Choice of Course	-	-	-	-	
Discipline Specific Electives (4 Hrs/3Cr)	-	-	-	-	Elective 1: Paper 1	Elective 1: Paper 2	Elective 1 or 2: Paper 3	-	
	-	-	-	-	Elective 2: Paper 1	Elective 2: Paper 2		-	
Skill Enhancement Courses- Skill Based (1Hr./2 Cr)	Digital Fluency		Artificial Intelligence/ Excel/ Advanced Excel/ Tally		Cyber Security	Professional Communication	-	-	
Vocational Enhancement Courses (3Hrs/3Cr)	-	-	-	-	Choice of Course	Choice of Course	Choice of Course	Choice of Course	
Internship (2 Cr)	-	-	-	-	Start-up Internship	Corporate Internship	-	-	
Research Methodology (4hrs/3 Cr)	-	-	-	-	-	-	Research Methodology	-	
Research Project/ Internship (6 Cr) Additional Elective (4Hrs/3Cr)	-	-	-	-	-	-	-	Research Project/ Internship /Additional Elective	
II	17 Cr	15 Cr	17 Cr	15 Cr	21 Cr	21 Cr	21 Cr	21 Cr	148 Cr
PART C: SKILL ENHANCEMENT COURSES- VALUE BASED									

Foundation Courses		Extension Activities (1 Cr)	Extension Activities (1 Cr)	Extension Activities (1 Cr)	Extension Activities (1 Cr)	Extension Activities (1 Cr)		Extra-Curricular Activities (1 Cr)	
Extension Activities	Psychological Well-being (2 Cr)	Extra-Curricular Activities (1 Cr)	Extra-Curricular Activities (1 Cr)	Extra-Curricular Activities (1 Cr)	Extra-Curricular Activities (1 Cr)	Extra-Curricular Activities (1 Cr)	Extension Activities (1 Cr)		
Extra-Curricular Activities									
III	2 Cr	2 Cr	2 Cr	2 Cr	2 Cr	2 Cr	1 Cr	1 Cr	14 Cr
Total Credits	25 Cr	25 Cr	25 Cr	25 Cr	23 Cr	23 Cr	22 Cr	22 Cr	190 Cr