



**JAIN**  
DEEMED-TO-BE UNIVERSITY

CENTER FOR  
MANAGEMENT  
STUDIES

# BACHELOR OF BUSINESS ADMINISTRATION

**MANUAL**  
**2024**



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# **BBA MANUAL 2024**

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## JAIN (Deemed-to-be University)

JAIN (Deemed-to-be-University) aims to foster human development through quality education, research, entrepreneurship development and sports. The University has embraced National Education Policy 2020 and is at the forefront for implementation of several path breaking initiatives such as Outcome Based Education, Blended Learning, Transdisciplinary Project Centric Learning, Minor Degrees, Vocational Programmes, UGC entitled Online Degree Programmes, Distance Education Programmes, Sports Education Programmes and Technology Enabled Learning.

Over the years, JAIN (Deemed-to-be University) has made conscious efforts to build on its strengths and consolidate its achievements. It has secured the 68<sup>th</sup> position by the National Institutional Ranking Framework (NIRF) and holds an impressive A++ grade with a 3.71 CGPA from the National Assessment and Accreditation Council (NAAC) of India. Additionally, the institution is accredited by the National Board of Accreditation (NBA) and is ISO: 9001: 2015 Certified for Quality Management by TUV Nord. It is a member of the Association of Universities of Asia and the Pacific. It has been awarded five stars in the Young University Category in Karnataka by KSURF ICARE Ratings. It is ranked 6<sup>th</sup> amongst top Private Universities in India Today's Best Universities 2024. The university hosted Khelo India - 2021 with 170 universities across India participating and emerged as the overall Champion. In Khelo India 2023, it secured the 1<sup>st</sup> runner-up position. It has been conferred the prestigious Rashtriya Khel Protsahan Purushkar 2023 by the Hon. President of India. The University is also a member of the Association of Indian Universities and hosted the AIU National UNIFEST 2023 with 106 universities participating in the fest.

The university has an impressive and active placement cell which has worked towards bringing three thousand three hundred plus placement offers for postgraduate and graduate students with a remarkable highest package of 42 lakhs per annum. JAIN (Deemed-to-be University) strives to be a torch bearer in academia, research, sports, entrepreneurship and placements.

## Vision and Mission of JAIN (Deemed-to-be University)

### Our Vision

- To foster human development through excellence in Quality Education, Research and Entrepreneurial Development.

### Our Mission

- To provide quality education, creating human assets / manpower and intellectual capital.
- To enhance research and development in different disciplines.
- To develop new generation entrepreneurs who will be instrumental in fueling economic growth.
- To create able Leaders, Managers and Technocrats.
- To foster an ethical environment founded on human values in which both spirit and skill will thrive to enrich the quality of life.

### Our Values

- Ethics and integrity
- Imbibing scientific temper

- Environmental consciousness & sustainable development
- Promotion of Indian culture & heritage
- Active citizenry
- Service to society and contribution towards national development

## List of Principal Officers

Dr. Chenraj Roychand	Chancellor and Founder-Chairman, JAIN Group
Prof. Dr. Raj Singh	Vice Chancellor
Prof. Dr. Dinesh Nilkant	Pro Vice Chancellor
Dr. J. Letha	Pro Vice Chancellor
Dr. Jitendra Kumar Mishra	Registrar
Other Senior Officers	
Shri. Ravindra Bhandari	Vice President
Mr. M.S. Santhosh	Joint Registrar
Ms. Aparna Prasad	Director- Communications, Human Resources, and Student Fee Services
Mr. M.S. Parswanath	Director- Projects and Facilities
Dr. Shradha Kanwar	Chief Academic Officer
Dr. S. Kiran	Deputy Dean- Academics
Dr. Asha Rajiv	Director- Internal Quality Assurance Cell
Dr. Rajani Jairam	Dean- Student Affairs
Prof. N.S. Manjunath	Controller of Examinations

## Pledge

### I Own My Destiny

- I will be a committed learner and take ownership of my learning journey and future.
- I am talented and will dedicate time and effort to serving the society and my country.
- I will focus and commit to continuous learning, expanding my horizons and adapting to the changing world.
- I will nurture my inner innovator, seeking creative solutions to problems.
- I will foster teamwork, valuing diverse perspectives and learning from my peers.
- I will explore power of networking and turn ideas into action, becoming a responsible and innovative entrepreneur.
- I will dream because I am part of something bigger and will strive to make a positive impact on society.
- I will be self-disciplined and will lead a life that is simple and successful.
- I will be the change I wish to see in the world, leading with courage and compassion.

## JAIN (Deemed-to-be University) – Center for Management Studies

### About Department of Management

The Department of Management, part of the Faculty of Management at JAIN (Deemed-to-be-University) - Center for Management Studies provides an array of learnings, opportunities and wisdom.

Every student of the JAIN (Deemed-to-be-University) - Center for Management Studies, is instilled with the flame of passion, entrepreneurship and profound skills.

The Center for Management Studies delivers an experience that values life and society.

A journey filled with opportunities and dreams is the journey of a student from JAIN (Deemed-to-be-University), Center for Management Studies.

JU-CMS is a top-ranked institution, known for producing some of the best management graduates.

JU-CMS is ranked No.1 among top BBA institutes for placement, ranked 19<sup>th</sup> among top 70 BBA institutes and ranked 5<sup>th</sup> in south top regional rankings by Times BBA Educational Ranking Survey for the year 2024.

It holds the position of Overall ranking 9<sup>th</sup> and academic excellence 3<sup>rd</sup> in India by India Today ranking 2024.

Step into the symphony of endless opportunities, each note resonating with the melody of your aspirations. In the hushed whispers of a new day's awakening, this is the beginning of anything you want.



## ACCREDITATIONS

			
<p><b>NAAC Ratings</b> NAAC rates JAIN (Deemed-to-be University) A++ grade with a CGPA of 3.71 on a four-point scale</p>	<p><b>NBA Accreditation</b> CMS Business School gets accredited by National Board of Accreditation (NBA) for its MBA programme from the academic year 2022-23 upto 2024-25</p>	<p><b>NIRF Ranking</b> NIRF Ranking (2023) - JAIN (Deemed-to-be University) ranks 68<sup>th</sup> in India</p>	<p><b>Ranked 91-95 by QS</b> Ranked 91-95 among the top Indian Universities</p>
			
<p><b>Awarded 5 stars</b> out of 5 by ICare Ratings, KSURF, an initiative of the KHSEC (Govt. Of Karnataka)</p>	<p><b>Awarded ISO 21001:2018</b> Certification by TUV India</p>	<p><b>Ranked 9<sup>th</sup></b> among the top BBA College in India in 2024 by the India Today Survey</p>	<p><b>Ranked No.1</b> among top BBA institutes for placement <b>Ranked 19<sup>th</sup></b> among top 70 BBA institutes <b>Ranked 5<sup>th</sup></b> in south top regional rankings by Times BBA Educational Ranking Survey for the year 2024.</p>

## Vision and Mission of the School:

### Vision of the Department

- To advance and apply Management Education, Research & Entrepreneurial Spirit amongst the Students

### Mission of the Department

M1: To offer relevant Management Education through innovative teaching-learning practices

M2: To equip human capital with Skills relevant for industry and society while fostering a Research culture

M3: To encourage Entrepreneurial Mindset for developing ethical and socially-responsible leaders

### Programs offered by the Department of Management

Name of the Program(S): Bachelor of Business Administration (BBA)

- BBA -Corporate
- BBA - Branding and Advertising
- BBA - Events, Entertainment and Media Management
- BBA - Sports Management
- BBA - Entrepreneurship (WOW – World of Work)

### BBA with Global Qualification

- BBA - Finance & Accounting (F&A) Integrated with ACCA-UK
- BBA - Strategic Finance with US Certified Management Accountant (US-CMA)

### Overview:

The BBA program at JAIN (Deemed-to-be University) – Center for Management Studies course is a broad business and management degree, where the students will gain a comprehensive knowledge of the functional areas of the organisation. The students can study a wide range of courses and develop the practical managerial skills required for a successful career in the current corporate sector.

### Duration of the Program:

The duration of study is Four years divided into Eight Semesters, with an exit option at the end of each semester. The maximum permissible period for completing any programme shall be  $n+2$  years where “n” represents the minimum duration of the programme from the date of his/her admission to the first semester, 2024-25.

## Exit Options

	Credits	Min. Credits Requirement	Exit options
Semester – I	20	40 + 4	Exit after 1 <sup>st</sup> year ( I & II Semesters) – The candidate will be awarded with Certificate with minimum 40 credits plus 4 credits of VoC, on the Successful Completion of First Year (Two Semesters)
Semester –II	20		
Semester –III	21	82 + 4	Exit after completing 2nd year (III & IV Semesters) – The candidate will be awarded with Diploma Certificate with minimum 82 (40 +42) credits plus 4 credits of VoC on the successful completion of the Second Year (Four Semesters)
Semester –IV	21		
Semester –V	23	125	Exit after 3rd year ( V & VI Semesters) – The candidate will be awarded with Bachelor Degree in Administration(BBA) with minimum 125 (40 + 42 +43) credits on the Successful Completion of the Third Year (Six Semesters)
Semester –VI	20		
Semester –VII	20	165	Bachelor Degree with Honours in a Discipline at the Successful Completion of the Four Years (Eight Semesters)*
Semester –VIII	20		

**Note:** For Bachelor Degree with Honours, eligibility will be as per University norms and for Bachelor Degree Honours with Research, minimum CGPA eligibility will apply.

## Pedagogy of the Program(S)

The teaching pedagogy we adopt at JU-CMS is based on Colab Model focusing on the practical aspects which is known as ‘experiential learning’. It focuses on engaging students in hands-on activities, real-world experiences and problem-solving tasks to enhance their understanding and retention of knowledge. This model emphasizes the application of theoretical concepts in practical settings, allowing students to actively participate in their learning process. We encourage students to be actively involved in the learning process by providing them with opportunities to experiment, explore and discover through hands-on activities, experiments, simulations and group projects. There are sessions by Industry experts in the form of Master Talk where students directly get a chance to interact with industry experts. We also organize field trips to relevant locations such as industries, research centers, or community organizations. These experiences allow students to observe and interact with professionals, gain practical insights and apply their learning in authentic contexts.

### Course Overview:

#### National Education Policy (NEP) at JAIN (Deemed-to-be University)

The National Education Policy (NEP) 2020, introduced by the Government of India, aims to transform the educational landscape of the country by fostering an inclusive, flexible and holistic approach to education. JAIN (Deemed-to-be University), recognized for its commitment to academic excellence and innovation, has embraced the NEP 2020 with a strategic focus on implementing its core principles and recommendations.

## **NEP Implementation at JAIN (Deemed-to-be University)**

### **1. Holistic and Multidisciplinary Education**

- Diverse range of programmes promoting a well-rounded educational experience
- Focus on critical thinking, creativity and problem-solving skills

### **2. Flexibility in Learning**

- Credit-based system with multiple entry and exit points
- Students can choose courses and pace their education according to interests and career goals

### **3. Focus on Research and Innovation**

- Strengthened research infrastructure
- Interdisciplinary research projects with funding and resources support

### **4. Use of Technology in Education**

- State-of-the-art digital tools and platforms for online and blended learning
- Interactive and engaging e-learning resources

### **5. Skill Development and Employability**

- Integration of vocational education and training
- Collaborations with industry partners for internships, workshops, and hands-on training

### **6. Inclusive Education**

- Scholarships and financial aid for deserving students
- Support systems for students with disabilities

### **7. Focus on Teacher Education**

- Continuous professional development for faculty
- Regular training programme and workshops to enhance pedagogical skills

### **8. Community Engagement and Social Responsibility**

- Student involvement in outreach programme addressing societal issues
- Emphasis on nurturing responsible and empathetic citizens

## NEP Curriculum Components

### 1. Discipline-Specific Elective

- **Major Discipline:** Core credit courses of the major discipline spread across semesters.
- **Minor Discipline:** Interdisciplinary courses requiring 12-24 credits to broaden understanding beyond the major discipline.

### 2. Internship

- Mandatory internships in industries or organizations to engage students with the practical side of their learning and enhancing their employability.

### 3. Vocational Training (VoT)

- Students exiting after the first two or four semesters undergo a 4-credit, 120- hour work-based learning/training during the summer term to obtain a UG Certificate or UG Diploma, respectively.

### 4. Ability Enhancement Courses (AEC)

- Competency in a Modern Indian Language (MIL) and English language with an emphasis on language and communication skills.
- Courses aimed at developing core linguistic skills, including critical reading and academic writing.

### 5. Skill Enhancement Courses

- Courses designed to develop practical skills and competencies that complement the major discipline.
- Emphasis on hands-on training and real-world applications to improve employability.

### 6. Open Electives

- Courses offered across various disciplines allowing students to explore areas outside their major field of study.
- Encourages interdisciplinary learning and broadens academic horizons.

## Assessment Criteria

### Eligibility for Examination (Attendance)

A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily

A student who fails to complete the course in the manner stated above shall not be permitted to take the end semester examination.

### Evaluation

Each course is evaluated for 100 marks, consisting of Continuous Assessment (CA) of 50% weightage and End Semester Examination (ESE) of 50% weightage.

### Continuous Assessment- (50 Marks)

Continuous assessment constitutes of **50 marks**. The breakups of these 50 marks are as follows:

CA Components				
Academic Assessment 1	Academic Assessment 2	Experiential Learning	Activity 1	Activity 2
10 marks	10 marks	10 Marks	10 Marks	10 Marks

Note: It is compulsory for students to maintain a minimum of **75%** attendance in every Course, otherwise they are not eligible to take up the Unit test.

- a) **Credit:** A unit by which the course work is measured. One credit is equivalent to fifteen hours of lecture or tutorial or two hours of practical work/ field work per week in a semester. The candidate shall complete the course equivalent to minimum credit requirement as per regulations.

I	II		III	IV	V	VI		VII	Total Credits
Core (3Credits)	Ability Enhancement Compulsory Course (3 Credits )		Skill Enhancement Compulsory Course (3Credits)	Project (TD-PCL) (3Credits)	Open Elective Course (2Credits)	Discipline Specific Elective		MDE (3Credits)	
						Major (4 Credits)	Minor (3Credits)		
16 X 3 =48*	4 X 3 = 12*		4 X 2 =08*	4X 3=12* 1X 6=6*	4 X3=12* 2x2=4	10X 3=30*	4X3 =12*	7X 3=21*	165

\* Credit

- b) **Programme:** A programme leading to award of a Degree, Diploma or Certificate.
- c) **Grade Point:** It is a numerical weight allotted to each letter grade on a 10- point scale
- d) **Eligibility to Pass:**

A student has to fulfill the following conditions to pass any academic programme of the University:

- A student who has earned minimum number of credits prescribed for the concerned programme as per Curriculum Structure and Scheme of Evaluation
- Continuous Assessment (CA) and End Semester University Examination (UE)
- The percentage weightage of CA to UE is 50:50 for theory courses and for field- based courses, projects and dissertations etc
- A student is required to secure minimum 35% marks separately in ESE and 40% in aggregate in a course to secure pass grade
- The internal assessment will be completed within the semester and the result will be forwarded to office of the Controller of Examination within three days of the last class

e) SGPA & CGPA:

The Semester Grade Point Average (SGPA) will be weighted average of credit points of all letter grades received by a student for all the course units in the semester.

The Cumulative Grade Point Average (CGPA) is the weighted average of all credit points of all letter grades received by a student for all the course units in the programme.

f) Grading System

	<b>O</b>	<b>A+</b>	<b>A</b>	<b>B+</b>	<b>B</b>	<b>C</b>	<b>P</b>	<b>R</b>
Qualitative Description	Outstanding	Excellent	Very Good	Good	Above average	Average	Pass	Reappear
Grade points	10	9	8	7	6	5	4	0
Marks %	The range of marks for each grade for a given course is determined by the statistical parameters of the relevant group in terms of marks obtained.						Lower limit of P is 40	<40

CGPA	≥9.0	≥8.0 & <9.0	≥6.5 & <8.0	≥5.0 & <6.5	≥4.0 & <5.0	<4.0
Class	Outstanding	Distinction	First Class	Second Class	Pass Class	Reappear

- The Semester Grade Point Average (SGPA) – is the sum of the product of the credits with the grade points scored in all subjects divided by the total credit of Part A and Part B in the semester
- $SGPA = \frac{\sum \text{Credits} \times \text{Grade Points}}{\text{Total Credits}}$  Minimum SGPA for a pass is 4
- If a student has not passed in a subject or is absent then the SGPA is not assigned
- The Cumulative Grade Point Average (CGPA)- is the weighted average of all the subjects undergone by a student over all the six semesters of a course.
- $CGPA = \frac{\sum \text{Total credits in the semester} \times SGPA}{\text{Total credits of the course}}$  SGPA and CGPA will be rounded off to two decimal places

g) The University follows a relative grading system for group size exceeding 30 or more.

Question Paper Pattern:

Question Paper Pattern: 3 Hours duration, Maximum Marks: 50

Section-A	Conceptual Questions	5 marks × 4 questions	20 Marks
Section-B	Analytical Questions	9 marks x 2 questions	18 Marks
Section-C	Case study	12 Marks x 1 question	12 Marks
Total		50 Marks	

## **Mentoring**

At JAIN (Deemed-to-be University), the implementation of mentoring within the Outcome Based Education (OBE) framework is designed to align with the National Education Policy (NEP) 2020's transformative and holistic approach to education. By focusing on developing students' competencies and essential skills for both personal and professional success, our mentoring program ensures education is student-centric, skill-oriented and in alignment with global standards.

The primary objective of our mentorship program is to accelerate the personal and professional development of mentees. This is achieved through a structured process involving psychometric profiling and personalized counseling, ultimately enhancing their employability skills. Our goal is to support students in achieving their immediate learning outcomes while preparing them for lifelong learning and professional success. Additionally, this approach contributes to the students' holistic development, ensuring they are well-rounded individuals ready to meet the demands of their chosen careers.

## **Trans Disciplinary Project Centric Learning (TD-PCL)**

Trans Disciplinary Project Centric Learning is an educational approach that emphasizes hands-on, experiential learning through real-world projects. TD-PCL provides the practical experiences to the students at the center of the curriculum and has a stronger vocational (skill-oriented) or industry-specific focus. TD-PCL encompasses an innovative educational approach that uses meaningful projects set in authentic contexts to achieve superior learning outcomes for the student in a programme, the skill development focus of TD-PCL is addressed by the weightage assigned to Sree-Kutumbh- The Marketplace Experience Lab (MPE).

The collaborative educational experiences of learners prepare them better for professional careers by strengthening in them abilities such as creativity, critical thinking, problem solving, team playing and effective communication as essential skills sought after by recruiters and industry. This methodology bridges the gap between theoretical knowledge and practical application, preparing students for the demands of the professional world.



## CURRICULUM MATRIX: Corporate BBA

### SEMESTER - I

Sr No	Optional Elective Special Set	Name of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		BUSINESS ACCOUNTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		QUANTITATIVE TECHNIQUES FOR DECISION MAKING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		ECONOMICS FOR BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		MODERN MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	A1	KANNADA - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		HINDI - 1	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		ADDITIONAL ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 1	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
11		TD – PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER - II

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		ENGLISH 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		DOING BUSINESS IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		PEOPLE MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		RESEARCH METHODOLOGY	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	A1	KANNADA - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		HINDI - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		ADDITIONAL ENGLISH - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D1	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	-	-	50	20	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 2	-	T	2	1-0-2-2	50	-	-	-	50	40	-	-	40

## SEMESTER – III

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INDIAN BAZAAR	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	ENVIRONMENTAL STUDIES	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	CORPORATE ACCOUNTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		CONSUMER BEHAVIOUR	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		ORGANISATIONAL BEHAVIOUR	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		INTERNATIONAL BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BUSINESS ANALYTICS	-	C	3	0-0-6-3	-	-	100	40	-	-	-	-	40
8	D2	COST ACCOUNTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		INTEGRATED MARKETING COMMUNICATION IN DIGITAL ERA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10		HUMAN RESOURCE PLANNING AND DEVELOPMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11		INTERNATIONAL RELATIONS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
12		BUSINESS INTELLIGENCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
13	D3	ADMINISTRATIVE THEORY AND THINKERS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
14		INTRODUCTION TO TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
15		RETAIL MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
16		INTRODUCTION TO FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
17	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
18	S1	BUSINESS ORIENTED COMPUTER APPLICATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
19		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – IV

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		BUSINESS FINANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	INDIAN CONSTITUTION	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	FINANCIAL MARKETS AND SERVICES	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		BRANDING MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		COMPENSATION MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		EXIM MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		DATA WAREHOUSING AND DATA MINING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8	D2	INTERNATIONAL FINANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		SERVICE MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10		LABOUR LAW	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11		INTERNATIONAL MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
12		DATA VISUALIZATION WITH TABLEAU AND POWER BI	-	C	3	0-0-6-3	-	-	100	40	-	-	-	-	40
13	D3	ADMINISTRATION AND GOVERNANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
14		TOURISM MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
15		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
16		STRATEGIES IN FMB	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
17	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-		-	50	20	40
18	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40

## SEMESTER – V

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INCOME TAX - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		MANAGEMENT ACCOUNTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		LEGAL ASPECTS OF BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D1	FINANCIAL STATEMENT ANALYSIS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		CREATIVE ADVERTISING & CAMPAIGN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		INTRODUCTION TO HUMAN RESOURCE ANALYTICS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		GLOBAL LEADERSHIP IN INTERNATIONAL BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		ADVANCE BUSINESS ANALYTICS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D2	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10		MARKETING ANALYTICS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11		STRATEGIC HUMAN RESOURCE MANAGEMENT - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
12		INDIAN FOREIGN TRADE POLICY	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
13		ESSENTIAL ANALYTICS FOR DECISION MAKING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
14	D3	DEVELOPMENT ADMINISTRATION IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
15		DISTRIBUTION MANAGEMENT FOR GLOBAL SUPPLY CHAIN	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
16		EMERGING FUNDAMENTALS OF TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
17	D3	FINANCE & TAXATION FOR FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
18	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
19	S1	EMERGING TECHNOLOGIES IN BUSINESS	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40
20		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – VI

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INCOME TAX - II	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
2	D1	COST ANALYSIS FOR BUSINESS DECISIONS	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
3		AGRI BUSINESS MARKETING	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
4		PERFORMANCE MANAGEMENT	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
5		GLOBAL ENTREPRENEURSHIP FOR INTERNATIONAL BUSINESS	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
6		APPLIED BUSINESS INTELLIGENCE IN MANAGEMENT	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
7	D2	GST - LAW & PRACTICE	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
8		GLOBAL MARKETING	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
9		STRATEGIC HUMAN RESOURCE MANAGEMENT - II	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
10		GLOBAL STRATEGIC MANAGEMENT	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
11		BUSINESS DECISIONS THROUGH DATA ANALYTICS	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
12	D3	CONTEMPORARY ISSUE IN PUBLIC ADMINISTRATION	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
13		PROCUREMENT, STORAGE & WAREHOUSE MANAGEMENT	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
14		TOURISM IN INDIA	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
15		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
16	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	50	20	-	-	40
17	G1	OPEN ELECTIVE	-	T	3	3-0-0-0	50	-	-	-	50	18	-	-	40
18	S1	E-COMMERCE	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40

### Discipline Specific Electives (8 x 3 = 24 Credits)

Specialization	III sem	IV sem	V sem	VI sem
Marketing	a) Consumer behaviour (DSE-1) b) Integrated Marketing Communication in Digital Era (DSE-2)	a) Branding Management (DSE-3) b) Service Marketing (DSE-4)	a) Creative Advertising & Campaign Management (DSE-5) b) Marketing Analytics (DSE-6)	a) Agri Business Marketing (DSE-7) b) Global Marketing (DSE-8)
Finance, Accounting & Taxation	a) Corporate Accounting (DSE-1) b) Cost Accounting (DSE-2)	a) Financial Markets & Services (DSE-3) b) International Finance (DSE-4)	a) Financial Statement Analysis (DSE-5) b) Security analysis & Portfolio Management (DSE-6)	a) Cost Analysis for Business Decisions (DSE-7) b) GST – Law & Practice (DSE-8)
HR	a) Organizational Behaviour (DSE-1) b) Human resource planning & Development (DSE-2)	a) Compensation Management (DSE-3) b) Labour Law (DSE-4)	a) Introduction to Human resource analytics (DSE-5) b) Strategic Human Resource Management - I (DSE-6)	a) Performance Management (DSE-7) b) Strategic Human Resource Management - II (DSE-8)
International Business	a) International Business (DSE -1) b) International Relations (DSE-2)	a) International Marketing (DSE-3) b) EXIM Management (DSE-4)	a) Global Leadership in International Business (DSE-5) b) International Finance (DSE-6)	a) Global Entrepreneurship for International Business (DSE-7) b) Global Strategic Management (DSE-8)
Business Analytics	a) Business Analytics (DSE-1) b) Business Intelligence (DSE-2)	a) Data warehousing and data mining (DSE-3) b) Data Visualization with Tableau and Power BI (DSE-4)	a) Advance in Business Analytics (DSE-5) b) Essential Analytics for Decision Making (DSE-6)	a) Applied Business Intelligence in Management (DSE-7) b) Business Decisions through Data Analytics (DSE-8)

### Minor Specialization papers (4 x 3 = 12 Credits)

Specialization	III sem	IV sem	V sem	VI sem
Tourism	Introduction to Tourism	Tourism Marketing	Emerging Fundamentals of Tourism	Tourism in India
Family Managed Business	Introduction to Family Managed Business	Strategies in FMB	Finance & Taxation for Family Managed Business	Basics of Logistics & Supply Chain Management
Public Administration	Administrative Theory & Thinkers	Administration & Governance	Development Administration in India	Contemporary Issues in Public Administration
Supply Chain Management	Retail Management	Basics of logistics and supply chain management	Distribution Management for Global Supply Chain	Procurement, Storage & Warehouse Management



## CURRICULUM MATRIX: BBA - Branding & Advertising

### SEMESTER – I

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		FUNDAMENTALS OF ACCOUNTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		FUNDAMENTALS OF MARKETING AND ADVERTISING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		BUSINESS TRENDS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		PRINCIPLES OF BRANDING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	A1	KANNADA - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		HINDI - 1	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		ADDITIONAL ENGLISH	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 1	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESER – II

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		ENGLISH 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		DOING BUSINESS IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		BUSINESS RESEARCH METHODS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		CONSUMER PSYCHOLOGY	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	A1	KANNADA 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		HINDI 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		ADDITIONAL ENGLISH 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D1	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	-	-	50	20	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 2	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40

## SEMESTER - III

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INDIAN BAZAAR	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	ENVIRONMENTAL STUDIES	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	FUNDAMENTALS OF DIGITAL MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D2	INTEGRATED MARKETING COMMUNICATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D3	ADMINISTRATIVE THEORY AND THINKERS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		INTRODUCTION TO TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		RETAIL MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		INTRODUCTION TO FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	BUSINESS ORIENTED COMPUTER APPLICATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – IV

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		BUSINESS FINANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	INDIAN CONSTITUTION	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	CREATIVE WRITING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D2	BRAND STRATEGY	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D3	ADMINISTRATION AND GOVERNANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		TOURISM MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		STRATEGIES IN FMB	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	50	-	50	20	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40

## SEMESER – V

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INTERNATIONAL BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		INCOME TAX - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		LEGAL ASPECTS OF BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D1	BRAND DESIGN	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D2	SOCIAL MEDIA MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	D3	DEVELOPMENT ADMINISTRATION IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		DISTRIBUTION MANAGEMENT FOR GLOBAL SUPPLY CHAIN	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		EMERGING FUNDAMENTALS OF TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		FINANCE & TAXATION FOR FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11	S1	EMERGING TECHNOLOGIES IN BUSINESS	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40
12		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER - VI

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INCOME TAX - II	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	D1	MEDIA PLANNING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3	D2	PUBLIC RELATIONS AND CORPORATE COMMUNICATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D3	CONTEMPORARY ISSUE IN PUBLIC ADMINISTRATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		PROCUREMENT, STORAGE & WAREHOUSE MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		TOURISM IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	50	18	-	-	40
9	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	E-COMMERCE	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40

## CURRICULUM MATRIX: BBA - Events, Entertainment and Media Management

### SEMESTER - I

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		BUSINESS ACCOUNTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		BUSINESS TRENDS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		INTRODUCTION TO EXPERIENTIAL MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		INTRODUCTION TO CREATIVITY AND PROJECT MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	A1	KANNADA - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		HINDI - 1	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		SANSKRIT - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		ADDITIONAL ENGLISH	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 1	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – II

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		ENGLISH 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		DOING BUSINESS IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		INTRODUCTION TO WEDDING MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		QUANTITATIVE TECHNIQUES FOR DECISION MAKING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	A1	KANNADA - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		HINDI - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		ADDITIONAL ENGLISH - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D1	TD PCL	-	B	3	0-1-0-8	50	-	-	-	-	-	50	20	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 2	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40



## SEMESTER – III

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INDIAN BAZAAR	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	ENVIRONMENTAL STUDIES	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	TECHNICAL & PRODUCTION MANAGEMENT IN EVENTS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D2	ENTERTAINMENT & SHOW MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D3	ADMINISTRATIVE THEORY AND THINKERS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		INTRODUCTION TO TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		RETAIL MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		INTRODUCTION TO FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	BUSINESS ORIENTED COMPUTER APPLICATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMETER – IV

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		BUSINESS FINANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	INDIAN CONSTITUTION	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	ESSENTIALS IN F&B MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D2	FUNDAMENTALS OF EXPERIENTIAL MARKETING & LIVE MEDIA TOOLS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D3	ADMINISTRATION AND GOVERNANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		TOURISM MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		STRATEGIES IN FMB	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	-	-	50	20	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40

## SEMESTER – V

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INCOME TAX - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		INTERNATIONAL BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		LEGAL ASPECTS OF BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D1	INTRODUCTION TO MICE & DESTINATION MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D2	SPORTS EVENT MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	D3	DEVELOPMENT ADMINISTRATION IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		DISTRIBUTION MANAGEMENT FOR GLOBAL SUPPLY CHAIN	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		EMERGING FUNDAMENTALS OF TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		FINANCE & TAXATION FOR FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11	S1	EMERGING TECHNOLOGIES IN BUSINESS	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40
12		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER - VI

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INCOME TAX - II	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	D1	PUBLIC EVENTS & MEGA PRODUCTIONS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3	D2	SPONSORSHIP, FUND RAISING & SALES STRATEGIES	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D3	CONTEMPORARY ISSUE IN PUBLIC ADMINISTRATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		PROCUREMENT, STORAGE & WAREHOUSE MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		TOURISM IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	50	20	-	-	40
9	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	E-COMMERCE	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40

## CURRICULUM MATRIX: BBA - Sports Management

### SEMESTER – I

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		BUSINESS ACCOUNTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		QUANTITATIVE TECHNIQUES FOR DECISION MAKING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		SPORTS FRAMEWORK	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		MODERN MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		ENGLISH- I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	A1	KANNADA - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		ADDITIONAL ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		HINDI - 1	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 1	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – II

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		ENGLISH - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		DOING BUSINESS IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		EMERGING SPORTS BUSINESS AVENUES	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		RESEARCH METHODOLOGY	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	A1	KANNADA - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		HINDI - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		ADDITIONAL ENGLISH - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D1	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	-	-	50	20	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 2	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40

## SEMESTER – III

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INDIAN BAZAAR	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	ENVIRONMENTAL STUDIES	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	SPORTS ORGANIZATION & MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D2	SPECTATOR MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D3	ADMINISTRATIVE THEORY AND THINKERS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		INTRODUCTION TO TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		RETAIL MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		INTRODUCTION TO FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	BUSINESS ORIENTED COMPUTER APPLICATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – IV

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		BUSINESS FINANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	INDIAN CONSTITUTION	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	BASICS OF PHYSIOTHERAPY	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D2	SPORTS LEADERSHIP NEETHI	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D3	ADMINISTRATION AND GOVERNANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		TOURISM MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		STRATEGIES IN FMB	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	-	-	50	20	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40



## SEMESTER – V

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INCOME TAX - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		MANAGEMENT ACCOUNTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		LEGAL ASPECTS OF BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D1	SPORTS MARKETING & SPONSORSHIP	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D2	SPORTS VENUE & EVENT MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	D3	DEVELOPMENT ADMINISTRATION IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		DISTRIBUTION MANAGEMENT FOR GLOBAL SUPPLY CHAIN	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		EMERGING FUNDAMENTALS OF TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		FINANCE & TAXATION FOR FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11	S1	EMERGING TECHNOLOGIES IN BUSINESS	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40
12		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – VI

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INCOME TAX - II	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	D1	CONTEMPORARY ISSUES IN SPORTING CULTURE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3	D2	SPORTS FINANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D3	CONTEMPORARY ISSUE IN PUBLIC ADMINISTRATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		PROCUREMENT, STORAGE & WAREHOUSE MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		TOURISM IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	50	20	-	-	40
9	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	E-COMMERCE	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40

## CURRICULUM MATRIX: BBA – Entrepreneurship

### SEMESTER – I

Sr No	Optional Elective Special Set	Name of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		MANAGERIAL ACCOUNTING - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		INTRODUCTION TO ENTREPRENEURSHIP	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		DESIGN THINKING AND INNOVATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		START-UP EFFECTIVENESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	A1	KANNADA - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		HINDI - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		SANSKRIT - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		ADDITIONAL ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 1	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – II

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INTRODUCTION TO SECTOR-WISE START-UPS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		CONTEMPORARY MARKETING PRACTICES	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		QUANTITATIVE ANALYSIS FOR DECISION MAKING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		ENGLISH - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	A1	KANNADA - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		HINDI - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		ADDITIONAL ENGLISH - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D1	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	-	-	50	20	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 2	-	T	2	1-0-2-0	50	-	-	-	50	40	-	-	40

## SEMESTER – III

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		ENTREPRENEURIAL FINANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		ELECTRONIC MEDIA PRODUCTION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3	A1	ENVIRONMENTAL STUDIES	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
4	D1	FOOD SCIENCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		INTRODUCTION TO TEXTILES	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		MACRO ECONOMICS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7	D2	INTRODUCTION TO FOOD AND BEVERAGE MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		PRODUCTION AND OPERATIONS MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		START-UPS IN FINANCIAL SERVICES	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	D3	TAX MANAGEMENT - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
12		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – IV

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		BUSINESS LAW FOR ENTREPRENEURS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	INDIAN CONSTITUTION	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	MONETARY ECONOMICS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		FOOD & BEVERAGE SERVICE OPERATIONS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		TEXTILE DYEING , PRINTING & TESTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	D2	INTERNATIONAL FINANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		FOOD LAWS & LEGISLATIONS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		FASHION RETAILING & MERCHANDISING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D3	TAX MANAGEMENT - II	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	-	-	50	20	40
11	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40

## SEMESTER – V

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		MANAGERIAL ACCOUNTING - II	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		ADVERTISING AND DIGITAL MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3	D1	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		KITCHEN AND CULINARY MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		FASHION BUSINESS MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	D2	BEHAVIOURAL FINANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		FOOD PROCESSING & PACKAGING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		CLOTHING PSYCHOLOGY	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D3	BRAND MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11	S1	E-COMMERCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
12		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – VI

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1	D1	STRATEGIC MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		PRICING AND SALES MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		STATUTORY COMPLIANCE SERVICES	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		SCIENCE OF BEVERAGE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		ACCESSORY & STYLING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	D2	MERGERS AND ACQUISITIONS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		FOOD & BEVERAGE MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		MANAGING LUXURY MARKETS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D3	INFORMATION SYSTEMS IN START-UPS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11	S1	ENGLISH FOR BUSINESS COMMUNICATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
12	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-			50	20	40



## CURRICULUM MATRIX: BBA - Finance & Accounting (F&A)

### SEMESTER – I

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		FINANCIAL ACCOUNTING	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
2		RESEARCH METHODOLOGY	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		QUANTITATIVE TECHNIQUES - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		BUSINESS AND TECHNOLOGY	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
5		ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	A1	KANNADA -I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		HINDI - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		ADDITIONAL ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 1	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – II

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		ENGLISH - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		MANAGEMENT ACCOUNTING	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
3		CORPORATE AND BUSINESS LAW	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
4		QUANTITATIVE TECHNIQUES-II	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	A1	KANNADA - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		HINDI - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		ADDITIONAL ENGLISH - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D1	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	-	-	50	20	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 2	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40

## SEMESTER – III

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		AUDIT & ASSURANCE	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
2	A1	ENVIRONMENTAL STUDIES	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	FINANCIAL REPORTING	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
4	D2	PERFORMANCE MANAGEMENT	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
5	D3	ADMINISTRATIVE THEORY AND THINKERS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		INTRODUCTION TO TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		RETAIL MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		INTRODUCTION TO FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10		BUSINESS ORIENTED COMPUTER APPLICATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – IV

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		FINANCIAL MANAGEMENT	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
2	A1	INDIAN CONSTITUTION	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	STRATEGIC BUSINESS REPORTING	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
4	D2	BUSINESS TAXATION	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
5	D3	ADMINISTRATION AND GOVERNANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		TOURISM MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		STRATEGIES IN FMB	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-		-	50	20	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40

## SEMESTER – V

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		STRATEGIC BUSINESS LEADER	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
2		ADVANCED AUDIT AND ASSURANCE	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
3		ADVANCED TAXATION	-	T	3	3-0-0-3	30	-	-	-	70	28	-	-	40
4	D1	FINANCIAL STATEMENT ANALYSIS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D2	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	D3	DEVELOPMENT ADMINISTRATION IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		DISTRIBUTION MANAGEMENT FOR GLOBAL SUPPLY CHAIN	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		EMERGING FUNDAMENTALS OF TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		FINANCE & TAXATION FOR FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11	S1	EMERGING TECHNOLOGIES IN BUSINESS	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40
12		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – VI

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		ADVANCED PERFORMANCE MANAGEMENT	-	T	3	3-0-0-3	30	-	-	-	70	18	-	-	40
2	D1	ADVANCED FINANCIAL MANAGEMENT	-	T	3	3-0-0-3	30	-	-	-	70	18	-	-	40
3	D2	COST ANALYSIS FOR BUSINESS DECISIONS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D3	CONTEMPORARY ISSUES IN PUBLIC ADMINISTRATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		PROCUREMENT, STORAGE & WAREHOUSE MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		TOURISM IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	50	18	-	-	40
9	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	E-COMMERCE	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40

## CURRICULUM MATRIX: BBA - Strategic Finance

### SEMESTER – I

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		BASICS OF FINANCIAL ACCOUNTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		RESEARCH METHODOLOGY	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		ECONOMICS FOR BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		QUANTITATIVE TECHNIQUES - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	A1	KANNADA - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		HINDI - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		SANSKRIT - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		ADDITIONAL ENGLISH - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 1	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – II

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		ENGLISH - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2		PERFORMANCE MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		FINANCIAL PLANNING AND BUDGETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4		QUANTITATIVE TECHNIQUES-II	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	A1	KANNADA - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		HINDI - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		SANSKRIT - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		ADDITIONAL ENGLISH - 2	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D1	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	-	-	50	20	40
10	S1	MIND MANAGEMENT AND HUMAN VALUES 2	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40



## SEMESTER – III

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		FINANCIAL REPORTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	ENVIRONMENTAL STUDIES	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	FINANCIAL ANALYTICS & CONTROL	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D2	CORPORATE ACCOUNTING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D3	ADMINISTRATIVE THEORY AND THINKERS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		INTRODUCTION TO TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		RETAIL MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		INTRODUCTION TO FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	BUSINESS ORIENTED COMPUTER APPLICATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – IV

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		CORPORATE FINANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	A1	INDIAN CONSTITUTION	-	T	2	1-0-2-2	50	-	-	-	50	18	-	-	40
3	D1	STRATEGIC FINANCIAL MANAGEMENT - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D2	STRATEGIC FINANCIAL MANAGEMENT - II	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D3	ADMINISTRATION AND GOVERNANCE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		TOURISM MARKETING	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		STRATEGIES IN FMB	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-		-	50	20	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40

## SEMESTER – V

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		FINANCIAL MODELING & VALUATION WITH EXCEL	-	C	3	0-0-6-0	-	-	100	-	-	-	-	-	40
2		INCOME TAX - I	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3		LEGAL ASPECTS OF BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D1	FINANCIAL STATEMENT ANALYSIS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5	D2	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6	D3	DEVELOPMENT ADMINISTRATION IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		DISTRIBUTION MANAGEMENT FOR GLOBAL SUPPLY CHAIN	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8		EMERGING FUNDAMENTALS OF TOURISM	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
9		FINANCE & TAXATION FOR FAMILY MANAGED BUSINESS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
11	S1	EMERGING TECHNOLOGIES IN BUSINESS	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40
12		TD-PCL	-	B	-	0-1-0-8	-	-	-	-	-	-	-	-	-

## SEMESTER – VI

Sr No	Optional Elective Special Set	Name Of The Subject	Special Fee	Type	Credit	L-T-P-E	IA Marks		CA Marks		End Sem Exam Theory Marks		End Sem Exam Practical Marks		Passing Marks
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	
1		INCOME TAX - II	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
2	D1	BUSINESS MODELLING WITH VENTURE CAPITAL	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
3	D2	COST ANALYSIS FOR BUSINESS DECISIONS	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
4	D3	CONTEMPORARY ISSUE IN PUBLIC ADMINISTRATION	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
5		PROCUREMENT, STORAGE & WAREHOUSE MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
6		TOURISM IN INDIA	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
7		BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
8	D4	TD - PCL	-	B	3	0-1-0-8	50	-	-	-	50	18	-	-	40
9	G1	OPEN ELECTIVE	-	T	3	3-0-0-3	50	-	-	-	50	18	-	-	40
10	S1	E-COMMERCE	-	T	2	2-0-0-2	50	-	-	-	50	18	-	-	40

## Dual Qualification & Value Added Programs

JAIN (Deemed-to-be University) - Center for Management Studies (JU-CMS) believes in imparting quality-practical education to bridge the gap between theoretical abstract and industry practices. In this regard, JU-CMS is a pioneer in introducing several prime programs for Undergraduate students in the areas of Finance, Marketing, Entrepreneurship, Business Analytics, and Artificial Intelligence for Business etc. It is mandatory for the students to take any one of the following:

### 1. Chartered Institute of Marketing, London

The program titled “Certificate in Professional Marketing” (Level 4) is offered to the students. The course comprises three papers namely Applied Marketing, Planning Campaign and Digital Marketing. The exams include both multiple choice questions and assignment mode.

**Certificate Awarded:** Certificate in Professional Marketing

This certificate is for those students who seek a rewarding career in the field of marketing, advertising, branding, sales, etc. The course is offered by the Chartered Institute of Marketing, London. (3 modules)

### 2. Chartered Institute of Securities and Investments, London

A program titled “Investments Operations Certificate” is offered. This program is a financial planning program aimed at global capital markets. It comprises of three modules namely Introduction to International Securities & Investments, Global Securities Operations and Operational Risk.

**Certificate Awarded:** Investments Operations Certificate

This program is aimed at students who seek a rewarding career in risk management, equity research, derivatives, banking, etc. The course is offered by the Chartered Institute of Securities and Investments, London. (3 modules)

### 3. Fellow, Chartered Financial Planning, Singapore

A program called “FchFP” is offered. This program covers retail financial planning in the areas of portfolio management, risk, investments, retirement planning, etc. This is a course aimed at personal financial planning.

**Certificate Awarded:** FELLOW, CHARTERED FINANCIAL PLANNER - FchFP

This course is specially made for students who seek a career in portfolio management, insurance, tax planning, retirement planning and financial services industry. (4 modules)

### 4. Entrepreneurship Certificate Program

A program titled “Certificate in Entrepreneurship” is offered. This course revolves around the identification of business opportunities, sources of finance, artificial intelligence etc. It covers areas such as feasibility, procedures involved in start-ups etc.

**Certificate Awarded:** Certificate in Entrepreneurship

This program is ideal for those students who seek to start up a business or continue their family business with a diversification. The program is offered by the Center for Management Studies, Bengaluru.

## 5. Certificate Program in Business Analytics

A certificate course titled Certificate in Business Analytics is offered. Students get to learn the basics of data analytics, business intelligence and computer programming that helps in developing business strategies and solve business problems.

**Certificate Awarded:** Certificate Program in Business Analytics this is aimed at students who wish to start off a career in the world of analytics.

## 6. Certificate Program in Artificial Intelligence for Business

A certificate course titled Certificate in Artificial Intelligence for Business is offered. Students get to learn to manage machines that mimic cognitive functions associated with the human mind.

**Certificate Awarded:** Certificate Program in Artificial Intelligence for Business. This is for the students who would want to make a career in the field of machine learning, content marketing etc.

## 7. Certificate Program in Digital Marketing:

A certificate course in Digital Marketing is offered. Students get to learn how to focus on content to attract customers. Content uses blogs, podcasts, videos etc. as the vehicle.

**Certificate Awarded:** Certificate in Digital Marketing. This is for the students who wish to choose digital marketing as their career.

**Note:** 80% is the minimum required attendance in the program, which qualifies the student to take up the eligibility test. On qualifying the eligibility, the student gets a chance to write the main exams. Students will have 90 minutes of offline class every Wednesday from 11.50 am to 1.20 pm and the classes will be during the third and fourth semester. If necessary the program may be extended by another semester. Exams will be conducted after the completion of each module as per the respective program schedule.

## 8. Indian Administrative Service (IAS) - Coaching

**Training for IAS:** UPSC is highly competitive and requires regular expert mentorship and training. Most candidates join expensive coaching classes with high hopes and pay a humongous amount just to crack the exam. We at JU-CMS understand our students' requirements and the challenges of the growing competitive world. We offer IAS coaching classes to our students from the very first semester onwards. To enroll in IAS coaching classes, we have a tough screening process so that only serious and focused students participate. To qualify, students must go through an eligibility test. It is very imperative for the students to understand the gravity of this exam, as once enrolled, they will not be allowed to drop out of these classes.

Government of India recruits group A & group B civil servants (IAS, IPS, and IRS etc.) based on their performance in civil services examination which happens to be tough and challenging.

JU-CMS has taken an initiative of providing coaching for interested students of BBA-Corporate so that they crack this exam and serve the society with utmost opportunities that catapults' them to achieve elite services. Classes are provided by the Institute.

### Eligibility

80% is the minimum required attendance in the course, Students will have 2 hours of offline class every Wednesday, Thursday and Friday from 11.50 am to 1.50pm and the classes will be during the third, fourth & fifth semester, if

necessary the course may be extended by another semester. Exams will be taken according to the convenience of the student.

## 9. Common Admission Test (CAT) - Coaching

Common Admission Test (CAT) is the most prestigious and widely accepted written entrance exam for admission to top B-schools in India and CMS extends its support to its students by offering them a specialized coaching for CAT. The purpose of the training is to equip the students to think beyond the apparent through an intelligence-based-training.

An MBA from a premier B school is a fantastic platform to make a rewarding career. The path to get into the IIMs and 50+ other renowned B school is through CAT. CMS provides training in association with CAT trainers of high repute. Classes are provided by the Institute.

### Eligibility

80% is the minimum required attendance in the program/course, Students will have 2hours of offline class every Wednesday from 11.50 am to 1.50 pm and the classes will be during the third, fourth & fifth semester, if necessary the program/course may be extended by another semester. Exams will be taken according to the convenience of the student.

## Placements and Internship

Internships are a great way for students to gain real-world experience in their chosen field of study. They can also help students to network with professionals in their field and learn new skills and knowledge. In addition, internships can help students to determine if a particular career is a good fit for them and make connections that could lead to a full-time job after graduation. There are different types of internships available, so students should be sure to find one that is a good fit for their skills and interests.

JAIN (Deemed-to-be University) - Center for Management Studies offers internship and is mandated to all students to bridge the gap between academia and real corporate world culture.

An Internship Fair is conducted to all the students of third semester and fifth semester every year. 100+ companies offer their internship roles in various broad fields like Marketing, Human Resource, Finance and Operations.

Internship is one of the assessment parameter in all the courses in the program and it is mandatory to all the students.

The onus of the Internship falls on the students, placement team's role is of a facilitator for internships and support the students by providing opportunities for internships.

### Steps in Internship

- Internship Fair - Offering various internships from start-ups and well known firms.
- If you are offered an internship, be sure to accept it graciously. Internships can be a great way to gain valuable experience and make connections that could help you in your future career.
- Selection of interns will be through interview round based on the demand by the companies.
- Induction by the firms with offer letters of internship.
- Tracking the interns by calling the company mentors.
- Completion Internship Letter (Minimum of 2 months in an internship is a must).
- Assessment of the internship based on evaluation by the mentors.

## PROMINENT RECRUITERS



and many more...

## Placements

### Overview

The Placements Department at JAIN (Deemed-to-be University) - Center for Management Studies works year-round in building relationships and networks with industry professionals from across multiple sectors.

JU - CMS Placements is dedicated to advising students on career options and providing them with the latest information on industry internship and final placement opportunities. Apart from the facilitation services, it also arranges training, career development, and industry interaction sessions. The Department liaises with HR and industry experts & assists graduating students in securing positions in leading national and international corporations.

JU - CMS BBA Programs believe in the importance of giving its students extensive corporate exposure alongside invaluable academic inputs to ensure their holistic development. The semester-wise internships and extensive corporate interface ensure this perfect mix of business acumen and academic intellect.

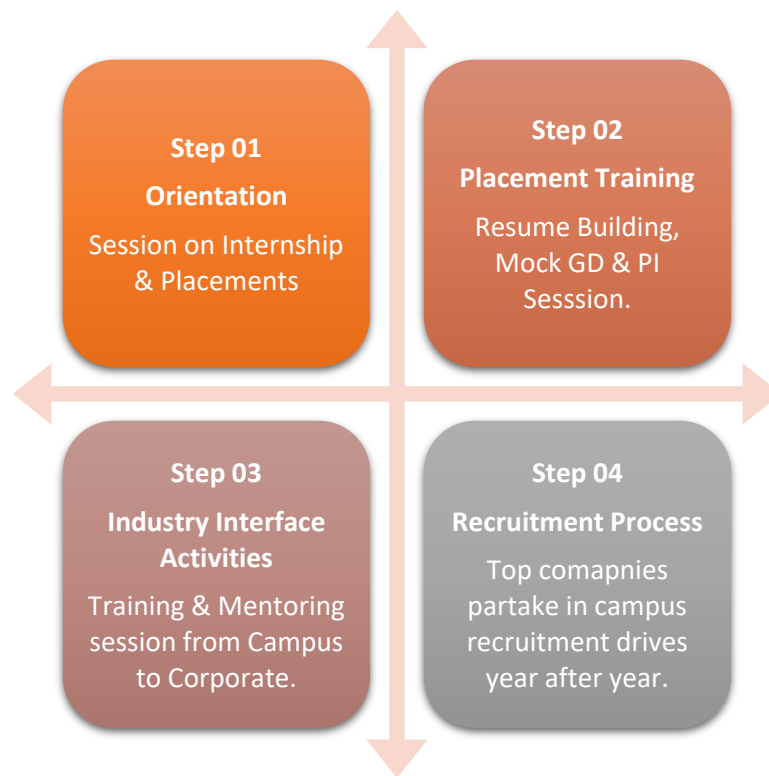
The role of the Placement Office is of a facilitator and enabler for all placement related activities. Our enthusiastic team strives for effectively striking a match between recruiter's expectations and students' aspirations. The Placement Office does NOT guarantee a job—it is an assistance that is provided to the students to kick start a career.

### The Objective of the Placement Department

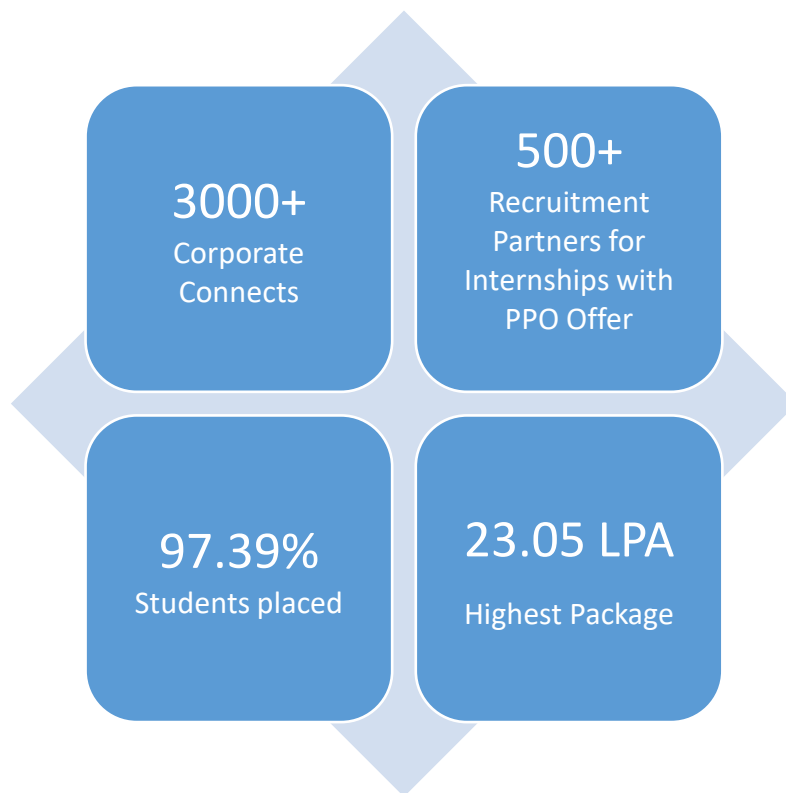
- Create awareness among students regarding available career options.
- Assist them in identifying their career objectives.
- Guide the students in developing skills and job-search strategies.
- Identify suitable potential employers and help them achieve their hiring goals.
- Organize activities concerning career planning.
- Act as a bridge between students, alumni, and employers.



## Placement Process



## Placement Statistics



## Extra-Curricular Activities

### Co-Curricular Activities

**Orientation:** The orientation program aims to help our students ease their transition into the college and make them understand the nature of the college, the educational opportunities, values, goals, policies, discipline and the objectives of the college as an academic enterprise. It also permits students to participate in bridge courses and to learn about matters relating to student registration for fests and clubs, campus activities, and other aspects of college life.

**Toastmasters:** Toastmasters International is a global organization that helps in improving effective communication and leadership skills. It helps and motivates students to gain proficiency in public speaking, productive communication, group discussion, audience manipulation, and oratorical skills. Students who complete the paths are awarded the Certificate of Proficiency by Toastmasters International, U.S.A. Our students hold the distinction of being the youngest certified Toastmasters in India.

### Co-Curricular Activities: (Academics)

Avishkaar	:	I Semester
OBOW	:	II Semester
Edu Expo (Parivarthan)	:	III Semester
Yukti – IM Day	:	IV Semester
Illusion - Advertising Day	:	V Semester (Marketing)
C2C – Campus to Corporate	:	VI Semester
Utkarsh – Entrepreneurship Event	:	VI Semester
Master Talk Series		

### Extracurricular Activities

**Student Council:** JU-CMS Student Council is the hub of all student activities on the campus. It comprises various fest teams (Management, Media, Cultural and Sports) and clubs associated with them. There are council members who regulate and monitor the activities of the council. The council is also responsible for organising the Jain University Youth Festival (CMS Festival).

The Student council instills leadership, teamwork, and confidence in students. The council is FOR the students, BY the students and OF the students. Students join the council as members but leave as leaders. This is the very heart of CMS.

### JAIN University Youth Fest (JUYF)

JAIN (Deemed-to-be University) takes immense pride in presenting the JAIN University Youth Fest, a pinnacle of multiple International and National Level Inter-Collegiate Fests. The primary objective of this fest is to provide a nonpareil opportunity for students to reach the zenith of their proficiency in various fields and achieve personal excellence. Furthermore, JAIN University Youth Fest aims to provide a stage for participants to exhibit their virtuosity and host the best competition in the country. The Fest is a coalescence of Management, Commerce, Science & Technology, Humanities, Media, Design and Cultural Fests.

The CMS Festival is the most awaited event by universities across the country. It is a 4-day extravaganza consisting of various National Level Inter-Collegiate Management, Media, Theatre and Cultural Fests. The CMS Festival is a display of sheer magnificence and excellence, which aims to enrich intellectual prowess, cultural dexterity, and the art of dynamism. It is not only a festival but also a memorable experience etched in the minds of every individual who has been a part of the festival.

JU-CMS takes pride in hosting the following fests which provides a wholesome and comprehensive experience.

- Threshold (National Level Management Fest)
- Precipice (International Level Management Fest)
- Lasya (National Level Cultural Fest)
- Abhinaya (National Level Theater Fest)
- Fundamentalist (National Level Business Quiz)
- Melange (National Level Media Fest)
- Protégé (Intra Collegiate Management Fest)
- Verve (Intra Collegiate Cultural Fest)
- Lumiere (Intra Collegiate Media Fest)
- Freshers' Day
- Model United Nations (MUN)
- Yuva Ignited Minds – Social Sensitivity Activity
- Achievers' Day
- Alumni Meet

**Add-Ons:**

- Industrial Visit
- Business Simulation
- NSS activities
- HR Conclave
- Summit
- Business Trend Series
- Trade Fair

**Clubs:**

- SRDC - Vidhyanidhi
- GrahaQ - Marketing Club
- Vridhi - Finance Club
- Ethos - HR Club
- Confluence - English Club
- Kannada Kalpa - Kannada Club

- Sankalp - Hindi Club
- Sachetana - Women's Club
- Start-Up Club
- Profession Club

**Sports:**

- The CMS Cup
- College Premier League (CPL)
- College Football League (CFL)

**Student Care:**

- Vishwas – The Counseling Centre
- Grievance Cell

Email: [counsellor@cms.ac.in](mailto:counsellor@cms.ac.in)

## University Holidays - 2024

Sl. No.	Date	Day	Name of the Festival
1	15.01.2024	Monday	Uttarayana Punyakala, Makara Sankranti Festival
2	26.01.2024	Friday	Republic Day
3	08.03.2024	Friday	Maha Shivaratri
4	29.03.2024	Friday	Good Friday
5	09.04.2024	Tuesday	Ugadi Festival
6	11.04.2024	Thursday	Khutub-E-Ramzan
7	01.05.2024	Wednesday	May Day
8	10.05.2024	Friday	Basava Jayanthi / Akshaya Tritiya
9	17.06.2024	Monday	Bakrid
10	17.07.2024	Wednesday	Last Day of Moharam
11	15.08.2024	Thursday	Independence Day
12	07.09.2024	Saturday	Varasiddhi Vinayaka Vrata / Jain Samvatsari
13	16.09.2024	Monday	Eid-Milad
14	02.10.2024	Wednesday	Gandhi Jayanthi / Mahalaya Amavasye
15	11.10.2024	Friday	Mahanavami, Ayudhapooja
16	12.10.2024	Saturday	Vijayadashami
17	17.10.2024	Thursday	Maharshi Valmiki Jayanthi
18	31.10.2024	Thursday	Naraka Chaturdashi
19	01.11.2024	Friday	Kannada Rajyothsava
20	02.11.2024	Saturday	Balipadyami, Deepavali
21	18.11.2024	Monday	Kanakadasa Jayanthi
22	25.12.2024	Wednesday	Christmas

## Calendar of Events

### JUNE 2024

5 <sup>th</sup>	:	Commencement of classes for III Sem BBA
5 <sup>th</sup>	:	World Environment Day
2 <sup>nd</sup> week	:	Industrial Visit
17 <sup>th</sup>	:	Bakrid (Holiday)
21 <sup>st</sup>	:	International Yoga Day
24 <sup>th</sup>	:	Footsteps for 1 <sup>st</sup> Sem BBA
3 <sup>rd</sup> week	:	Placement Orientation V Sem
3 <sup>rd</sup> week	:	FDP Tech-Infused Teaching: Leveraging EdTech for Effective Learning
3 <sup>rd</sup> week	:	PCL and Shreekutumb Orientation
4 <sup>th</sup> week	:	Internship Fair
	:	Master Class

### JULY 2024

1 <sup>st</sup>	:	Deeksharambh for I Sem BBA (Batch 1)
7 <sup>th</sup>	:	Sampradhan-Blood Donation Camp
2 <sup>nd</sup> week	:	Placement Superset Registration V Sem
2 <sup>nd</sup> week	:	Employee Engagement Activity
2 <sup>nd</sup> week	:	Campus to Corporate Assessment
17 <sup>th</sup>	:	Last Day of Moharam (Holiday)
18 <sup>th</sup> –22 <sup>nd</sup>	:	Unit Test - 1 (III & V Sem BBA) (Tentative)
22 <sup>nd</sup>	:	Guru Poornima
24 <sup>th</sup>	:	Commencement of Classes - I Sem BBA (Batch 1)
3 <sup>rd</sup> week	:	Self Defence Program
3 <sup>rd</sup> week	:	Gender Champion Club: Seminar on Gender Equality
	:	Master Class

### AUGUST 2024

6 <sup>th</sup>	:	Ethos - HR Club Activity
2 <sup>nd</sup> –3 <sup>rd</sup>	:	National Conference - Fostering Integrity: Management Excellence in an Ethical Framework
12 <sup>th</sup>	:	Vridhi Finance Club - Dallal Street
15 <sup>th</sup>	:	Independence Day (Holiday)
2 <sup>nd</sup> week	:	Techtonics Club: Workshop on Open Artificial Intelligence
2 <sup>nd</sup> week	:	CMS Cup Prelims
2 <sup>nd</sup> week	:	Industrial Visit
2 <sup>nd</sup> week	:	FDP - BBA WoW

2 <sup>nd</sup> week	:	Photo Exhibition by III Sem Tourism Students
3 <sup>rd</sup> week	:	Swachhta Bharat Abhiyan - Event Management
3 <sup>rd</sup> week	:	Ad Campaign by III Sem Marketing Students
3 <sup>rd</sup> week	:	GrahaQ Marketing Club – MarkIt
31 <sup>st</sup>	:	TEDx
	:	Master Class

## SEPTEMBER 2024

2 <sup>nd</sup> –4 <sup>th</sup>	:	SRDC - International Summit ESG
5 <sup>th</sup>	:	Teacher's Day Celebration
7 <sup>th</sup>	:	Varasiddhi Vinayaka Vrata/Jain Samvatsari (Holiday)
10 <sup>th</sup>	:	Avishkaar (I Sem BBA)
13 <sup>th</sup> –14 <sup>th</sup>	:	Toastmasters Executive Committee Installation Ceremony
16 <sup>th</sup>	:	Eid-Milad (Holiday)
17 <sup>th</sup> –20 <sup>th</sup>	:	Unit Test - 1 (I Sem BBA) (Tentative)
17 <sup>th</sup> –20 <sup>th</sup>	:	Unit Test - 2 (III & V Sem BBA) (Tentative)
28 <sup>th</sup>	:	Fresher's Day
3 <sup>rd</sup> week	:	Institutional Activity - Parivarthan
	:	Master Class

## OCTOBER 2024

1 <sup>st</sup>	:	Completion of Internship for IV semester–Link will be opened for submission
2 <sup>nd</sup>	:	Gandhi Jayanthi/Mahalaya Amavasye (Holiday)
	:	Indian Bazaar Exhibition
	:	Industry Orientation for V Sem BBA
4 <sup>th</sup>	:	Avishkaar (I Sem BBA)
11 <sup>th</sup>	:	Mahanavami/Ayudha Pooja (Holiday)
12 <sup>th</sup>	:	Vijayadashami (Holiday)
2 <sup>nd</sup> week	:	College Football League – Intercollegiate
3 <sup>rd</sup> week	:	Kannada Cultural Competition
17 <sup>th</sup>	:	Maharshi Valmiki Jayanthi (Holiday)
3 <sup>rd</sup> week	:	Table Tennis and Badminton League - Intercollegiate
Last week	:	PCL and Shreekutumb - End Sem Follow-up
	:	Master Class
31 <sup>st</sup>	:	Naraka Chaturdashi (Holiday)

## NOVEMBER 2024

1 <sup>st</sup>	:	Kannada Rajyotsava (Holiday)
2 <sup>nd</sup>	:	Balipadyami/Deepavali (Holiday)

1 <sup>st</sup> week	:	Last Date of Instruction for III & V Sem
2 <sup>nd</sup> week	:	Commencement of End Semester Examination (III & V Sem) (Tentative)
18 <sup>th</sup>	:	Kanakadasa Jayanthi (Holiday)
30 <sup>th</sup>	:	Last Date of Instruction for I Sem
	:	Master Class

## DECEMBER 2024

1 <sup>st</sup> week	:	Commencement of Classes (IV & VI Sem BBA)
6 <sup>th</sup> – 7 <sup>th</sup>	:	International Conference - Sustainable, Innovative Practices in Business and Academia
4 <sup>th</sup> – 23 <sup>rd</sup>	:	Commencement of Exam for I Sem BBA (Tentative)
2 <sup>nd</sup> week	:	PCL and Shreekutumb - Sem Beginning Follow-up (IV & VI Sem BBA)
3 <sup>rd</sup> week	:	Pre-Placement Talk based on company requirement: Online / Offline VI Sem
25 <sup>th</sup>	:	Christmas (Holiday)
	:	Master Class

**Note:** The dates mentioned above are tentative and subject to change.



## Note to Parents

### Guidelines for Parents

- Your first concern as a parent should be to see that your ward attends the college regularly. Parents who permit their ward to be absent from the college unnecessarily handicap their ward's opportunity to succeed in studies.
- Parents are expected to co-operate in the work of the college by enforcing regularity and discipline by evincing interest in their ward's progress and extending the fullest encouragement to participate in co-curricular and extracurricular activities. And also encourage them to study at home.
- When you are requested to meet the Director / HOD / Class Teacher, it should be done immediately, so that, the feedback of your ward's performance in the class can be directly communicated.
- Ensure that your ward does not bring any costly gadgets to college. The college will not be responsible for any damage or loss in whatsoever manner.
- Parents are requested to notify the college in writing in case of any change in address, Email ID or mobile numbers, etc. Email us at [info@cms.ac.in](mailto:info@cms.ac.in)
- Parents will get official communication if college is taking the students out of station for any project and industrial visit. The institution does not approve of any private trips or tours without the consent of the parents.
- Parents' visit to college during class hours is not encouraged. Parents may visit the college after the sessions conclude for the day.
- Student's passport should be ready for the international visit, and please check the expiry date for the same.
- Leave Policy to be followed:
  - Parents who wish to apply for the medical leave or casual leave, or a bonafide certificate on behalf of your ward, you are requested to mail the requisition to [info@cms.ac.in](mailto:info@cms.ac.in) along with necessary documents attached.
  - No leave is permitted during the academic year for functions, marriage and poojas.
  - Special leave is granted only for marriage of siblings. For this, the parents have to send an application attached with the wedding card.
  - In case of any tragedy in the family, kindly mail to the concerned HOD. The HOD will decide the leave for your ward.
  - Medical certificate is only a piece of information, not a document to get attendance reimbursement.
- Students are expected to have 100% attendance.
- 75% attendance is compulsory for every student in each subject. In case a student fails to maintain 75%, then he/she will not be permitted to take the University Examination for that semester.

## Note to Students

### Attendance

In a regular academic Program, it is important that the students are punctual in attending all scheduled classes (face-to-face) and other curricular, co-curricular and extra-curricular activities organized by the University/ School/ Department. The following attendance policy will apply to all the students of regular Program offered by the University and its Departments:

Students are expected to have 100% attendance.

However, a relaxation of maximum **25%** may be allowed to cater for sickness or other valid reasons beyond the control of the students for which, satisfactory documentary evidence like a medical certificate and written permission of the competent authority (Director) is mandatory.

A student whose attendance is less than 75%, **whatever be the reasons for shortfall**, will not be permitted to appear in the End Semester University Examination.

Under extreme special circumstances, Vice Chancellor may condone attendance up to **5% below 75%** on the specific recommendation of the Head of the School.

Every faculty member handling a class will take attendance till the last day of the class. The percentage of attendance up to this day will be calculated and forwarded to Examination Department by the Director for issue of Admit Cards.

If a student is continuously absent from classes and other activities for a period of **two weeks** without permission, a notice will be sent to the student and to his parents / guardian with intimation to Registrar.

Attendance will be continuously monitored. Students failing to maintain attendance of 75%, will be counselled by the faculty member or mentor or both. If persistent, they should be warned as required with intimation to the parents.

If a student remains absent continuously for **4 weeks** without permission (despite intimation/ counselling/ warning), a final notice will be sent seeking explanation as to why his/ her name should not be struck off the rolls of the University. If no satisfactory explanation is received **within 15 days**, the name will be struck off the rolls. Such student may, however, apply for re-admission as per the provisions of re-admission. In such cases, the Director will examine his performance in all semesters and back log of papers and forward recommendations to the Registrar for further processing and decision. Based on the recommendations, decision for re-admission and the semester in which re-admission is to be given will be taken. The student granted re-admission will be required to pay the prescribed re-admission fee and will be governed by related Academic Regulations. In case of decision to grant re-admission, the method of calculation of attendance to be calculated will also be specified.

Attendance criteria for sports persons will be regulated as per the Sports policy of the University.

### Guidelines for Students

- Students are expected to have 100% attendance.
- 75% attendance is compulsory for every student in each subject. In case the student fails to maintain 75%, then he/she will not be permitted to take the University Examination for that semester.
- JU-CMS has a robust system to mark and record attendance electronically. As soon as the attendance is recorded in the system, a message is sent to the Parents/Guardians of the absentees, guaranteeing accuracy and regular feedback. For further clarifications, please contact: 080-43430216 / Email: anand@cms.ac.in

- It is compulsory to attend the college from the very first day and the rules and regulations of the Institution must be followed.
- Students are assigned the second language depending upon the language they have studied in 12th/PUC.
- The students must regularly check the Learning Management System (LMS) for syllabus, modules, assignments, case studies, notes and other updates.
- Students should come to college decently dressed. The purpose of the dress code is to maintain an atmosphere that is conducive for learning. Students are expected to keep themselves well-groomed and smartly dressed.
- Boys are not allowed to wear Bermudas / shorts, torn jeans and ear- studs in the college, and they should keep their hair short and trimmed.
- Girls should not wear outfits which are transparent, short, sleeveless and  $\frac{3}{4}$  pants.
- Hair colouring is not allowed.
- Footwear (shoes) should be formal.
- Body piercing and tattoos are not allowed.
- Use of mobile phone in the class is strictly prohibited. Students found using a mobile phone in class will be penalized (The mobile phone will be confiscated for a week).
- The management will not tolerate writing on the walls or damaging any college property. An individual found indulging in such activities will be severely penalized.
- Chewing gum during the class is a serious breach of discipline.
- Students are prohibited from smoking / vaping in and around the college premises.
- Students are not allowed to leave the college premises during regular college hours.
- Irregular attendance, non-submission of assignments, disobedience and disrespect towards the college teachers and staff or bad moral influence will lead to dismissal.
- Birthday celebrations at the college premises are not allowed.
- It is mandatory to submit assignments before the deadline.
- The college will arrange guest lectures on subject related topics regularly; students are expected to dress in formals to attend these lectures/training/ workshops.
- Students are expected to compulsorily participate in co-curricular and extracurricular activities organized by the college.
- For fieldwork and participation in competitions, fests and extracurricular activities, prior permission from the Director / HOD must be taken.
- Regarding fieldwork (Internship) given by the corporate to the students, the students are required to follow the specified rules and regulations and maintain a work diary for Internship.
- Medical Certificates should be submitted to the HOD in person, after obtaining Class Teacher's signature, within a day of reporting back to the college.
- Students must carry their College ID Card every day. Loss of ID card should be reported to the admin office immediately. A new ID card will be issued only after the legal procedures are completed (a legal complaint or an FIR).
- Students who want to use the classrooms after class hours are requested to give a written requisition to the facility manager stating the purpose of engaging the classroom and the number of students present. Kindly note classrooms can be used till 6:30 pm only.

- Students on their way to and from college are expected to behave responsibly.
- Students must refrain from bringing their four wheelers to college due to parking constraints.
- The fees for the next academic year will be due in April.

### **College Timings:**

1 <sup>st</sup> year	12:30 pm to 4.20 pm
2 <sup>nd</sup> year	8:45 am to 1.30 pm
3 <sup>rd</sup> year	7:40 am to 12.15 pm

**Admin Office Timings:** 8:00 am to 5:30 pm

**Lunch Time:** 1:00 pm to 1:30 pm

## Campus Floor Details

FLOOR	FACILITIES AVAILABLE
GROUND	DIRECTOR'S OFFICE
	JAINOLOGY DEPARTMENT
	EXECUTIVE CABIN
	COORDINATORS OFFICE
	BOARD ROOM
	HOD ROOM(5NOS.)
	EXAMINATION ROOM
	RECORD'S ROOM
	GENERAL STAFF ROOM
	STAFF ROOM
	STAFF REST ROOM
	PANTRY
	SERVER ROOM
	ADMIN OFFICE
	RECEPTION AREA
	VIP LOUNGE
	MEETING ROOMS (3)
	COUNSELLING ROOM
	MEDICAL ROOM
	GENERAL REST ROOM
FIRST	LIBRARY
	ADMIN OFFICE -1
	SEMINAR HALL-1
	COMPUTER LAB - 1
	COMPUTER LAB - 2
	LADIES REST ROOM
	GENTS REST ROOM
SECOND	TOTAL CLASS ROOMS -7 (201-207)
	SEMINALR HALL - 2
	STUDIO(MEDIA STUDENTS)
	STAFF ROOM-DUAL/WOW DEPARTMENT
	LADIES REST ROOM
	GENTS REST ROOM
THIRD	TOTAL CLASS ROOMS -8 (301-308)
	SEMINALR HALL - 3
	STAFF ROOM - INTERNSHIP/ PLACEMENT DEPARTMENT
	MMHV - MIND MANAGEMENT &HUMAN VALUES
	LADIES REST ROOM
	GENTS REST ROOM
FOURTH	TOTAL CLASS ROOMS -8 (401-408)
	GYM
	SPORTS /IQAC DEPARTMENT
	STAFF ROOM
	LADIES REST ROOM

	GENTS REST ROOM
	SUBSTAFF & STORE ROOM
FIFTH	TOTAL CLASS ROOMS -8 (501-508)
	PRACTICE HALL
	ALUMNI/TOASTMASTER OFFICE
	STAFF ROOM
	LADIES REST ROOM
	GENTS REST ROOM
	SUBSTAFF & STORE ROOM
	COMMUNITY RADIO
SIXTH	TOTAL CLASS ROOMS -12 (601-612)
	AUDITORIUM
	LADIES REST ROOM
	GENTS REST ROOM
	STORE ROOMS
	FEST ROOM
	STAFF ROOM
BASEMENT	TWO & FOUR WHEELER PARKING
	COMMUNITY RADIO OFFICE

WHOLE CAMPUS WIFI ENABLED
CLASS ROOMS WITH A/V FACILITY
FEST ROOM
STUDENT WELFARE CELL
TOASTMASTERS OFFICE
DUAL OFFICE
PLACEMENT OFFICE
WOMEN WELFARE CELL
CCTV IN CLASS ROOMS, COMMON AREAS AND CORRIDORS
STAFF CAR PARKING & STUDENT TWO WHEELER PARKING IN BASEMENT
CENTRALISED ANNOUNCING SYSTEM

## Abbreviations

AUAP	Association of Universities of Asia and the Pacific
UGC	University Grants Commission
NAAC	National Assessment and Accreditation Council
ACCA	The Association of Chartered Certified Accountants
CMA	Certified Management Accounting
CBCS	Choice Based Credit System
MMHV	Mind Management and Human Values
CA	Continuous Assessment
UE	University Examination
COE	Controller of Examination
GSSC	Guided self-study course
SGPA	Semester Grade Point Average
CGPA	Cumulative Grade Point Average
PCL	Project Centric Learning
OOP	Out of Placements
SACPS	Student Career Advisory and Placement Support
LMS	Learning Management System
AECC	Ability Enhancement Course
DSC	Discipline Enhancement Course
SECC	Skill Enhancement Course
VB	Value Based
DSE	Discipline Specific Elective
DSEM	Discipline Specific Elective Minor
OE	Open Elective
VOC	Vocational Course

## Contact Details of the School

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