

# **St. Joseph's College of Commerce**

*(Autonomous)*

*163, Brigade Road, Bengaluru – 560 025*

*Accredited with 'A++' Grade (4<sup>th</sup> Cycle) by the National  
Assessment and Accreditation Council (NAAC)*

*Recognized by the UGC as  
"COLLEGE WITH POTENTIAL FOR EXCELLENCE"*



## **Bachelor of Business Administration**

*Semesters V & VI*

*Syllabus as per National Education Policy  
Curriculum Framework w.e.f., 2021-2022*

**Academic Year 2025 – 2026**

***Batch 2023 - 2026***

# **St. Joseph's College of Commerce**

**(Autonomous)**

**Affiliated to Bengaluru City University**

*St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.*

*The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.*

*With an objective of imparting quality education in the field of Commerce and Management the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.*

*The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011 SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 74<sup>th</sup> in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India, in 2021 and it has been the only institution from Karnataka to make it consistently to the top 100 in the country.*

*The college offers diverse programmes in Commerce and Business Administration. Under Commerce Studies it offers B.Com, B.Com (Professional- International Accounting and Finance), B.Com (BPS-*

*Industry Integrated), B.Com (Travel and Tourism), B.Com (Analytics), B.Com (Professional - Strategic Finance), M.Com (Finance & Taxation/ Marketing & Analytics), M.Com (International Business) & M.Com (Financial Analysis). Under Business Administration it offers BBA, BBA (Entrepreneurship) and BBA (Professional- Finance and Accountancy). The college also offers six one-year Post Graduate Diploma programmes.*

## **THE DEPARTMENT OF BUSINESS ADMINISTRATION**

*With the world of business constantly changing and a strong base created for technology in the country, it is of utmost importance to augment management talent and resources at all levels. Strategies and goals of any educational institution has to be constantly redefined to keep in pace with the external environment. All this led to the birth of the BBA department at St. Joseph's College of Commerce in the year 2004-2005. Within a short period of time, the department has emerged as a promising centre in the field of management studies at the undergraduate level. This department aims at motivating students to take up higher studies in management, so that they may blossom into effective entrepreneurs who would not be afraid of taking risk, or teachers and researchers who would contribute positively towards the betterment of the society or to take up consultation to help business units leverage on management knowledge.*

### **OBJECTIVES OF THE BBA PROGRAMME:**

- 1. To impart knowledge to students in functional areas of business so that they may pursue careers in management and excel in different fields of management.*
- 2. To incorporate extensively – along with theoretical knowledge sharing – various skills (viz., Presentations, rapid reading, geo political awareness, time management) needed for managerial effectiveness.*
- 3. To promote knowledge through research – both applied and conceptual, relevant to management studies.*
- 4. To enhance the decision-making skills and administrative competence of students.*
- 5. To motivate students to apply management techniques to new and innovative areas of management.*

## **SALIENT FEATURES OF FOUR YEARS BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME WITH MULTIPLE ENTRY AND EXIT OPTIONS:**

1. *The regulations governing The Three-Year Bachelor of Business Administration Programme with Multiple Entry and Exit Options shall be applicable with effect from the Academic year 2021-2022.*
2. *The Bachelor of Business Administration Programme shall be structured in a semester mode with multiple exit options;*

<b>Certificate in Business Administration</b>	<i>On the completion of <b>First year</b> (two semesters)</i>
<b>Diploma in Business Administration</b>	<i>On the completion of <b>Second year</b> (four semesters)</i>
<b>Basic Bachelor Degree in Business Administration</b>	<i>On the completion of <b>Third year</b> (six semesters)</i>

3. *The students who exit with Certification, Diploma and Basic Bachelor Degree shall be eligible to re-enter the programme at the exit level to complete the programme or to complete the next level.*
4. *The Three-year Bachelor of Business Administration Programme offers a wide range of multidisciplinary courses with exposure to other disciplines, specializations and areas. The programme aptly caters to knowledge, ability, vocational, professional and skill enhancement along with focus on humanities, arts, social, physical and life sciences, mathematics, sports etc.*
5. *Bachelor of Business Administration Programme combines conceptual understanding with practical engagement through lab courses, national and international field visits, internship, conferences, workshops, seminars, case study analysis, group discussions and research projects.*
6. *A wide range of Skill Enhancement Courses are offered in the first four semesters to enhance language and communication, logical reasoning, critical thinking, problem solving, data analytics and life skills.*
7. *In each of the first four semester students will have an option of studying a course from other disciplines. Students will be given an option to choose from a pool of Open Elective Courses that provide exposure to multiple disciplines and thereby making the*

*programme truly multi-disciplinary.*

8. *The students can make a choice of two specializations /electives in the fifth and sixth semesters.*

## **I. ELIGIBILITY FOR ADMISSION**

*Candidates who have completed the Two year Pre-university course of Karnataka State or its equivalent are eligible for admission into this Programme.*

## **II. DURATION OF THE PROGRAMME**

*The duration of the undergraduate programme is **three years** (six semesters) with multiple entry and exit options, within this period. The students can exit after the completion of **one** academic year (Two semesters) with the **Certificate** in a discipline; **Diploma** after the study of **two** academic years (Four Semesters) and **Basic Bachelor Degree** after the completion of **three** academic years (Six Semesters).*

## **III. MEDIUM OF INSTRUCTION**

*The medium of instruction shall be English.*

## **IV. ATTENDANCE**

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

## **V. SUBJECTS OF STUDY: THE COMPONENTS OF CURRICULUM FOR THREE-YEARS MULTIDISCIPLINARY UNDERGRADUATE BBA PROGRAMME**

*The category of courses and their descriptions are given in the following table.*

Category of courses	Objective/ Outcomes
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<b>Languages</b>	<i>Language courses equip students with communication skills, critical and creative thinking, familiarity with issues pertaining to society and culture and skills of expression and articulation. They also provide students with a foundation for learning other courses.</i>
<b>Ability Enhancement Courses</b>	<i>Ability enhancement courses are the generic skill courses that enable students to develop a deeper sense of commitment to oneself and to the society and nation largely.</i>
<b>Skill Enhancement Courses</b>	<i>Skill Enhancement Courses enhance skills pertaining to a particular field of study to increase their employability/ Self-employment. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.</i>
<b>Vocational Enhancement courses</b>	<i>Vocational Enhancement courses enhance skills pertaining to a particular field of study to increase their employability/ Self-employment.</i>
<b>Foundation/ Discipline based Introductory Courses</b>	<i>These courses will supplement in a better understanding of how to apply the knowledge gained in classrooms to societal issues.</i>
<b>Major Discipline Core Courses</b>	<i>Major Discipline Core Courses aim to cover the basics that a student is expected to imbibe in that particular discipline. They provide fundamental knowledge and expertise to produce competent, creative graduates with a strong scientific, technical and academic acumen.</i>
<b>Major Discipline Elective Courses</b>	<i>These courses provide more depth within the discipline itself or within a component of the discipline and provide advanced knowledge and expertise in an area of the discipline.</i>

<b>Open or Generic Elective Courses</b>	<i>Open or Generic Elective Courses are courses chosen from an unrelated discipline/ subject, with an intention to seek exposure beyond discipline/s of choice.</i>
<b>Project work/ Dissertation/ Internship/ Entrepreneurship</b>	<i>Students shall carry out project work on his/her own with an advisory support by a faculty member to produce a dissertation/ project report. Internship/ Entrepreneurship shall be an integral part of the Curriculum.</i>
<b>Extension Activities</b>	<i>As part of the objective of Social Concern, the College has designed a well-structured Community Outreach programme of sixty hours called 'Bembala' (Support). The programme includes rural camps, workshops, lectures and seminars, teaching programmes in Government Schools or Colleges, community service in slums and villages, awareness programmes in streets, localities, slums or villages and public rallies on social issues. The College expects the students to be part of the activities</i>
	<i>organized by the College towards securing the goal of Social Concern. This programme is mandatory for the award of degree from the college.</i>
<b>Extra/Co-Curricular Activities</b>	<i>The College has a wide range of student associations and clubs that provide space for students to develop their creative talents. The activities conducted help in developing not just the artistic and entrepreneurial talents but also helps in character building, spiritual growth, physical growth, etc. They facilitate development of various domains of mind and personality such as intellectual, emotional, social, moral and aesthetic developments. Creativity, enthusiasm, and positive thinking are some of the facets of personality development and the outcomes of these activities.</i>

## VI. CREDIT REQUIREMENT

*Credits represent the weightage of a course and are a function of teaching, learning and evaluation strategies such as the number of contact hours, the course content, teaching methodology, learning expectations, maximum marks etc.*

Exit Option	Minimum Credit Requirement*
<i>Certificate in Business Administration</i>	<i>51</i>
<i>Diploma in Business Administration</i>	<i>101</i>
<i>Basic Bachelor Degree in Business Administration</i>	<i>149</i>

*\*Credits are subject to change as per the NEP guidelines*

## VII. TEACHING AND EVALUATION

*M.Com/MBA/MFA/MBS/MTA graduates with B.Com, B.B.A & B.B.S as basic degree from a recognized university are only eligible to teach and to evaluate the courses including part – B courses of I and II semesters (except languages, compulsory additional courses and core Information Technology related courses) mentioned in this regulation. Languages and additional courses shall be taught by the graduates as recognized by the respective board of studies.*

## VIII. EXAMINATION & EVALUATION

### CONTINUOUS FORMATIVE EVALUATION/ INTERNAL ASSESSMENT:

*Total marks for each course shall be based on continuous assessment and semester end examinations. As per the decision taken at the Karnataka State Higher Education Council, the total marks for CIA and ESE as per NEP will be 40:60.*

TOTAL MARKS FOR EACH COURSE	100%
<i>Continuous Internal Assessment –CIA 1</i>	<i>20% marks</i>
<i>Continuous Internal Assessment –CIA 2</i>	<i>20% marks</i>
<i>End Semester Examination - (ESE)</i>	<i>60% marks</i>

### EVALUATION PROCESS OF INTERNAL ASSESSMENT MARKS SHALL BE AS FOLLOWS:

- a. The first component (CIA 1) of assessment is for 20% marks. The second component (CIA 2) of assessment is for 20% marks.*

- b. *During the end of the semester, end semester examination shall be conducted by the college for each course. This forms the third and final component of assessment (C3) and the maximum marks for the final component will be 60%.*
- c. *The students shall be informed about the modalities well in advance. The evaluated assignments during component I (CIA 1) and component II (CIA 2) are immediately provided to the students.*
- d. *The marks of the total internal assessment shall be published on the ERP for students at the end of semester*
- e. *The internal assessment marks shall be submitted to the COE as per the date mentioned.*
- f. *There shall be no minimum in respect of the internal assessment marks.*
- g. *Internal assessment marks may be recorded separately. A student, who has failed, shall retain the internal assessment marks as there will be no change in the CIA results scored.*

## **MINIMUM FOR A PASS**

- a. *A student needs to get 40% in the end semester examination and in addition the student also should get an aggregate of overall 40% inclusive of his internal assessment to be declared as passed.*
- b. *The student who is passed in all the end semester examinations in the first attempt is eligible for rank*
- c. *A student who passes the semester examinations in parts or attempted supplementary exams is eligible for only Class, CGPA but not for ranking.*
- d. *The results of students who have passed the last semester examinations but not passed the lower semester examinations shall be eligible for the degree only after completion of all the lower semester examinations.*
- e. *If a student fails in a subject, either in theory or practical's he/she shall appear for that subject only at any subsequent regular examination, as prescribed for completing the programme. He/she must obtain the minimum marks for a pass in that subject (theory and practical's separately) as stated above.*

## **CARRY OVER**

*Students who fail in lower semester examinations may go to the higher semesters and take the lower semester examinations as per odd or even semester in the next consecutive chance.*

## **CLASSIFICATION OF SUCCESSFUL CANDIDATES:**

*The ten point grading system is adopted. The declaration of result is based on*

*the Semester Grade Point Average (SGPA) earned towards the end of each semester or the Cumulative Grade Point Average (CGPA) earned towards the completion of all the eight semesters of the programmes and the corresponding overall grades. If some students exit at the completion of the first, second or third year of the four years Undergraduate Programmes, with Certificate, Diploma or the Basic Degree, respectively, then the results of successful candidates at the end of second, fourth or sixth semesters shall also be classified on the basis of the cumulative Grade Point Average (CGPA) obtained in the two, four or six semesters, respectively. For award of,*

- *Certificate in Business Administration*
- *Diploma in Business Administration*
- *Basic Bachelor's Degree in Business Administration*

## **TRANSFER FOR ADMISSION**

*Transfer for admission is permissible only for odd semesters for students of other universities and within the university.*

### **CONDITIONS FOR TRANSFER OF ADMISSION OF STUDENTS WITHIN THE UNIVERSITY:**

- a. *His/ her transfer admission shall be within the intake permitted to the college.*
- b. *Availability of same combination of subjects studied in the previous college.*
- c. *He/she shall fulfill the attendance requirements as per the University Regulation.*
- d. *He/she shall complete the programme as per the regulation governing the maximum duration of completing the programme.*

### **CONDITIONS FOR TRANSFER ADMISSION OF STUDENTS OF OTHER UNIVERSITIES**

- a. *A Student migrating from any other University may be permitted to join odd semester of the degree programme provided he/she has passed all the subjects of previous semesters/years as the case may be. Such candidates must satisfy all other conditions of eligibility stipulated in the regulations of the University.*
- b. *His/her transfer admission shall be within the intake permitted to the college.*

- c. *He/she shall fulfill the attendance requirements as per the University Regulation.*
- d. *The Student who is migrating from other Universities is eligible for overall SGPA/CGPA or Class and not for ranking.*
- e. *He/she shall complete the programme as per the regulation governing the maximum duration of completing the programme as per this regulation.*

**OUTCOME BASED EDUCATION**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

*Our BBA programme will produce graduates who will:*

**PEO1: Develop** *professional competence to become successful managers and entrepreneurs in the academia, industry or government.*

**PEO2: Adapt** *to a rapidly changing environment with newly learnt and applied skills and competencies, become socially responsible and value driven citizens, committed to sustainable development*

**PEO3: Act** *with conscience of global, ethical, societal, ecological and commercial awareness with sustainable values as is expected of practicing management professionals contributing to the country*

**PEO4: Able** *to continue their professional development by obtaining advanced degrees in Management or other professional fields*

**PROGRAMME OUTCOMES (POs)**

*After the completion of the BBA Programme, the student will be able to:*

**PO1: Disciplinary and Inter - disciplinary Knowledge**

**Demonstrate** *the understanding of relevant business, management and organization knowledge, both academic and professional, in line with industry standards.*

**PO2: Decision making skill**

**Apply** *underlying concepts, principles, and techniques of analysis, both within and outside the discipline to generate all the possible solutions and picks one that shows their understanding of the problem and the outcomes.*

**PO3: Integrated problem-solving and Research**

**Analyze** *how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation*

**P04: Critical thinking skill**

*Evaluate evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems*

**P05: Creative thinking skill**

*Develops, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work*

**P06: Usage of Modern Technology and Tools**

*Use tools and technologies of digital nature, communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy*

**P07: Leadership and team work**

*Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.*

**P08: Ethical Conduct & Sustainability Practices**

*Act responsibly and sustainably at local, national, and global levels*

**P09: Collaboration & Networking Skill**

*Work collaboratively and respectfully as members and leaders of diverse teams*

**P010: Self-directed and Life – Long learning**

*Create goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect attainment of the goals.*

**PROGRAMME SPECIFIC OUTCOME (PSOs)****PS011: Entrepreneurial perspective**

*Develop, organize and manage a business venture along with any of its risks. (Sustainable business Models)*

**PS012: Global perspectives and multicultural**

*Create effective and appropriate interaction and Team work with people of different nationalities and cultures, demonstrating respect for social, cultural and Linguistic diversity at the local, national and international level.*

Course Category	I	II	III	IV	V	VI	Total Credits
PART A: ABILITY ENHANCEMENT COMPULSORY COURSES							
Languages 4Hrs/3Cr	Language 1	Language 1	Language 1	Language 1	-	-	
	Language 2	Language 2	Language 2	Language 2	-	-	
Compulsory Courses 3Hrs/3Cr	-	Environmental Studies	-	India & Indian Constitution	-	-	
I	6Cr	9Cr	6Cr	9Cr	-	-	30 Cr
PART B: CORE COURSES							
Discipline Specific Core Courses (4Hrs/ 4Cr)	Perspectives in Management	Fundamentals of Accounting	Business Law	Cost Accounting	Costing for Business Decisions	Management Accounting	
	Business Mathematics and Statistics	Organisational Behaviour	Financial Management	Marketing Management	Income Tax I	Income Tax II	
	Managerial Economics	Business Environment	Human Resource Management	Entrepreneurship Development	Productions and Operations Management	Strategic Management	
	-	-	-	-	Company Law and Secretarial Practice	Business Ethics and Corporate Governance	
	-	-	-	-	-	-	
Open Elective Courses (3Hrs/3Cr)	Choice of Course	Choice of Course	Choice of Course	-	-	-	
Discipline Specific Electives (4 Hrs /3Cr)	-	-	-	-	Elective I	Elective II	
Skill Enhancement Courses- Skill Based (2 Hrs/2 Cr)	Digit al Fluency	-	Artificial Intelligence	Financial Education and Investment Awareness	-	-	
Vocational Enhancement Courses (3Hrs/3Cr)	-	-	-	-	Choice of Course	Choice of Course	
Internship (2 Cr/4 Cr)	-	-	-	-	Social Internship 2 Cr	Corporate Internship 2 Cr	
Research Methodology (4hrs/4 Cr)	-	-	-	-	-	-	

Research Proposal Formulation & Project (12 Cr)	-	-	-	-	-	-	
II	17 Cr	15 Cr	17 Cr	14 Cr	24 Cr	24 Cr	111 Cr
PART C: SKILL ENHANCEMENT COURSES- VALUE BASED							
Foundation Courses Extension Activities Extra- Curricular Activities	Psychological Well-being  (2 Cr)	Extension Activities (1 Cr) Extra- Curricular Activities (1 Cr)	Voga (2 Cr)	Extension Activities (1 Cr) Extra-Curricular Activities (1 Cr)	-	-	
III	2Cr	2Cr	2Cr	2Cr	-	-	8Cr
Total Credits	25 Cr	26 Cr	25 Cr	25 Cr	24 Cr	24 Cr	149 Cr

**BACHELOR OF BUSINESS ADMINISTRATION**  
**COURSE STRUCTURE**  
**SEMESTER V**

SL. No.	Course Code	Title of the Course	Category of Course	Teaching Hour per Week (L+T+P)	ESE	CIA	Total Marks	Credits
1	M1 21 DC 501	Costing For Business Decisions	DSC-13	3+0+2	60	40		4
2	M1 21 DC 502	Income Tax 1	DSC-14	3+0+2	60	40	100	4
3	M1 24 DC 503	Productions and Operations Management	DSC-15	4+0+0	60	40	100	4
4	M1 21 DC 504	Company Law and Secretarial Practice	DSC-16	4+0+0	60	40	100	4
5		Discipline Specific Elective I	DSE-1	3+0+1	60	40	100	3
6		Vocational Enhancement Course	VEC-1	3+0+1	60	40	100	3
7	M1 21 SO 501	Social Internship	SEC-SB	0+0+2	-	50	50	2
<b>TOTAL</b>					<b>360</b>	<b>290</b>	<b>650</b>	<b>24</b>

**BACHELOR OF BUSINESS ADMINISTRATION**  
**COURSE STRUCTURE**  
**SEMESTER VI**

SL. No.	Course Code	Title of the Course	Category of Course	Teaching Hour per Week (L+T+P)	ESE	CIA	Total Marks	Credits
1	M1 21 DC 601	Management Accounting	DSC-17	3+0+2	60	40		4
2	M1 21 DC 602	Income Tax II	DSC-18	3+0+2	60	40	100	4
3	M1 21 DC 603	Strategic Management	DSC-19	3+0+2	60	40	100	4
4	M1 21 DC 604	Business Ethics & Corporate Governance	DSC-20	3+0+1	60	40	100	4
5		Discipline Specific Elective II	DSE-2	3+0+1	60	40	100	3
6		Vocational Enhancement Course	VEC-2	3+0+1	60	40	100	3
7	M1 21 SO 501	Corporate Internship	SEC-SB	0+0+2	-	50	50	2
8	<b>TOTAL</b>				<b>360</b>	<b>290</b>	<b>650</b>	<b>24</b>

## GROUP OF ELECTIVES

ELECTIVE 1 - ACCOUNTS		
DSE-1	UG 21 DEAC 501	Advanced Corporate Reporting I
DSE-2	UG 21 DEAC 601	Advanced Corporate Reporting II
ELECTIVE 2 - FINANCE		
DSE-1	UG 21 DEFN 501	Advanced Financial Management
DSE-2	UG 21 DEFN 601	Security Analysis and Portfolio Management
ELECTIVE 3 -HUMAN RESOURCE MANAGEMENT		
DSE-1	UG 21 DEHR 501	Employee Relation Laws in India
DSE-2	UG 21 DEHR 601	Human Resource Development
ELECTIVE 4 - MARKETING MANAGEMENT		
DSE-1	UG 21 DEMK 501	Consumer Behaviour
DSE-2	UG 21 DEMK 601	Retail and Logistics Management
ELECTIVE 5 -INTERNATIONAL BUSINESS		
DSE-1	UG 21 DEIB 501	Fundamentals in International Relations
DSE-2	UG 21 DEIB 601	International Business
ELECTIVE 6 – BANKING & INSURANCE		
DSE-1	UG 21 DEBI 501	Bank Management
DSE-2	UG 21 DEBI 601	Principles and Practice of Insurance
ELECTIVE 7 - BUSINESS ANALYTICS		
DSE-1	UG 24 DEBA 501	Fundamentals of Business Analytics with Excel
DSE-2	UG 24 DEBA 601	Applications of Business Analytics (Python)
ELECTIVE 8 - INTERNATIONAL PUBLIC ACCOUNTING		
DSE-1	UG 24 DEIPA 501	Advanced Financial Reporting I
DSE-2	UG 24 DEIPA 601	Advanced Financial Reporting II
ELECTIVE 9 - INSURANCE		
DSE – 1	UG 24 DEIN 501	PRINCIPLES OF INSURANCE
DSE - 2	UG 24 DEIN 601	REGULATION OF INSURANCE BUSINESS

Vocational Enhancement Courses		
SL. No.	Course Code	Title of the Course
1	UG 21 VE 001	Accounting Information System
2	UG 21 VE 002	Financial Modeling
3	UG 21 VE 003	Human Capital Management (SAP-HCM)
4	UG 21 VE 004	Customer Relationship Management (SAP-CRM)
5	UG 21 VE 005	French Language
6	UG 21 VE 006	Spanish Language
7	UG 21 VE 007	Bank Branch Management
8	UG 21 VE 008	Business Decision using Spreadsheet (Excel)
9	UG 21 VE 009	Application of E-Commerce
10	UG 21 VE 010	Tableau Visualizations
11	UG 21 VE 011	Essential Programming of R
12	UG 21 VE 012	Graphic Designing
13	UG 21 VE 013	Office Automation
14	UG 21 VE 014	Financial Accounting and Control (SAP-FICO)
15	UG 21 VE 015	Hospitality Management
16	UG 21 VE 016	Aviation Management

17	UG 21 VE 017	Air Fair & Ticketing
18	UG 21 VE 018	Hospital Management
19	UG 21 VE 019	Goods and Services Tax
20	UG 21 VE 020	Applications of Analytics in Business
21	UG 21 VE 021	Stock Market
22	UG 24 VE 022	Digital Marketing
23	UG 24 VE 023	Database Management System – HR Perspective
24	UG 24 VE 024	Database Management System – CRM Perspective
25	UG 24 VE 025	Data Visualization with Tableau and Power BI

### **Elective Specific VECs:**

<b>ELECTIVE 7 - BUSINESS ANALYTICS</b>		
VEC-1	UG 24 VEBA 501	Data Visualization and Storytelling
VEC-2	UG 24 VEBA 601	AI-ML and its Business Applications
<b>ELECTIVE 8 - INTERNATIONAL PUBLIC ACCOUNTING</b>		
VEC-1	UG 24 VEIPA 501	International Auditing & Attestation
VEC-2	UG 24 VEIPA 601	International Tax and Regulation