

# Course Structure - BBA

## 1. Program Overview

- The Bachelor of Business Administration (BBA) program available as a 3-year degree program, stands among the most prestigious undergraduate program. Rooted in the field of business studies, it empowers students with the knowledge and skills to excel in the world of management: mastering business operations, understanding and managing people, navigating complex client relationships, and communicating with clarity and impact. Graduates of the program are prepared to thrive in an ever-changing intellectual and technological environment further this program nurtures adaptability, leadership, and success among students.
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## 2. Program Highlights (Why BBA at JICM)

- Well qualified & Experienced Faculty
  - Interactive & Experiential learning approach
  - Work integrated learning program
  - Internship & Value addition programs
  - Placement & Training assistance
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## 3. Curriculum & Academic Framework

- **Syllabus:**([https://bangaloreuniversity.karnataka.gov.in/uploads/media\\_to\\_upload1754394783.pdf](https://bangaloreuniversity.karnataka.gov.in/uploads/media_to_upload1754394783.pdf))
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#### 4. Teaching–Learning Process

- Student-centric pedagogy
  - ICT-enabled classrooms
  - Case-based & experiential learning
  - Continuous internal assessment
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#### 5. Skill Enhancement & Value Addition

- **Value-added / certification courses:**  
Advanced Excel, Power BI, STEP English certification program. Certification course - ICSI, Financial literacy certification from NISM.
  - **Internship opportunities:**  
Compulsory to undergo for internship as its part of BBA program (After completing V semester university exams)
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#### 6. Industry Interface & Experiential Learning

- **Workshops / Seminars / Guest Lectures:**  
On a regular intervals workshops, seminars, & guest lectures are arranged by the BBA department to bridge the gap between academic theory and industry practice, providing students with real-world insights, practical skills, and networking opportunities.
  - **Industrial Visits:**  
Industrial visits are conducted which provides students with first-hand exposure to real-world working environments, bridging the gap between theoretical academic knowledge and practical industrial applications
  - **Research & project-based learning:**  
BBA department actively follows and supports Research & project-based learning aimed at imparting skills to identify the real-world problem and challenges, to improve the ability of applying concepts learned during the course to real-life experiences, to make interactive practical sessions instead of traditional classroom teaching and also to increase the problem-solving skills of students.
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## 7. Specializations & Electives

- **Specialization areas:**
    - A) Finance      B) Marketing    C) Human resource management
  - **Open electives (interdisciplinary learning)**
    - A) Environmental studies      B) Constitutional values 1 & 2
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## 8. Program Outcomes (POs)

- Business Knowledge Application
  - Critical Thinking & Problem solving
  - business knowledge application
  - Entrepreneurial Acumen
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## 9. Career Pathways

- Employment opportunities: Finance & Banking, Marketing & sales, HR & Operations, **Government & Public Sector:** PO, PSU and Civil Services.
  - Higher education ( MBA, CA, CMA, etc.)
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## 10. Achievements & Recognition

- Achievers day will be celebrated to recognize and motivate students in the following areas – Academics, Sports, Extracurricular activities, competitions conducted at department/institutional /university /National level.
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## 11. Admission Eligibility

**Duration:** 3 Years (6 Semesters)

**Mode:** Regular

**Affiliation:** Bangalore University

**Recognised & Approved By:** Government of Karnataka

**Approved:** AICTE, New Delhi

**Eligibility:** Candidate eligibility shall be as per Bangalore University (BU) norms.