

BBA St. Joseph's Management College

Approved by A.I.C.T.E. (New Delhi) & Affiliated to B.R.A.B.U.(Muzaffarpur)

Programme Structure

Panapur, Kariyat, Bangra, Muzaffarpur, Bihar (843109) | Website: www.sjmcm.in

First semester	Second semester	Third semester	Fourth semester	Fifth semester	Sixth semester
Communication skills and personality developments	Business Communication	Legal and Regulatory Framework	Business Strategy	Consumer Behaviour	Customer Relationship Management
Organisational behaviour	Financial Accounting	Quantitative Techniques for Management	Management Information System	Business Analytics	Digital Marketing
Business Environment	Human Resource Management	Research Methodology	Management Accounting	Elective - General Management	Elective - General Management
Marketing Management	Quality Management	Financial Management	Environmental Science	Elective - Retail Management	Elective - Retail Management
Computer Fundamentals	Retail Management	Advertising and Sales	International Marketing		
	Term Paper	Project	Rural Marketing		

- Retail Management, Term paper (Second semester), Quantitative Techniques for Management and Research Methodology carry 2 credits each
- Project carries 16 credits
- All other courses (including subjects in areas of specialisation) carry 4 credits each
- In the final year (last two semesters), the students can specialise in one of two groups: General Management or Retail Management.
- Each specialisation has nine courses each, including one project.

Note : Every student shall undertake project work either at their place of work or elsewhere, in the chosen area of elective to complete the programme. The project work will commence from the fifth semester and must be completed by the end of the sixth semester.

Choose your electives from the following options

Elective	Fifth semester	Sixth semester
General Management	Operation and Production Management, Economic Planning, eCommerce, Entrepreneurship, Small Business Management	Technology Management, Management Development and Skills, Role of International Financial Management
Retail Management	Store operations and Job knowledge, Logistics Management, Buying, Visual Merchandising, Warehouse Management	Modern Retail Management Process and Retail Services, Retail Project Property Management and Case studies in Retail Merchandising and Supply chain Management