



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

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with 'A' Grade

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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE OUTCOMES

**CHOICE BASED CREDIT SYSTEM
(CBCS)**

(2017~18 Batch onwards)

COURSE OUTCOME (Cos)

FIRST SEMESTER

Semester	I SEMESTER
Subject	PRINCIPLES OF ECONOMICS
Code	BBABMC 132
Learning Objectives	To familiarize the students with the basic economic concepts and theories which are required for Business management
Learning Outcomes	CO1: Students will be able to understand the basic economic knowledge which is useful in the field of business and management. CO2: Students will be aware about the principles and theories of economics. CO3: Students gained knowledge about consumer behaviour and analyzing consumer decisions

Semester	I SEMESTER
Subject	BUSINESS ORGANISATION
Code	BBABMC 133
Learning Objectives	To introduce the concept of business, industry, trade and commerce and recent trends to the business management students.
Learning Outcomes	CO1: Students will be able to describe the processes underlying diversity within an organization. CO2: Students will get an insight as to how a business is managed. CO3: Students will be able to understand the basics of how the different departments work independently yet are reliant on each other for a company to prosper.

Semester	I SEMESTER
Subject	PRINCIPLES OF MANAGEMENT
Code	BBABMC 134
Learning Objectives	To introduce the concepts of management, its principles and familiarize the functions of management.
Learning Outcomes	CO1: The ability to understand concepts of business management principles and functions of management. CO2: The ability to explore the process of planning and decision making. CO3: The ability to create organization structures based on authority, task and responsibilities. CO4: The ability to explain the principles of direction, importance of communication, barriers of communication and leadership styles. CO5: The ability to understand the requirements of good control system and control techniques.

Semester	I SEMESTER
Subject	ACCOUNTING I
Code	BBABMC 135
Learning Objectives	To familiarize the students with the fundamentals of Book-Keeping and Accountancy and to create awareness among the students about the practical utility of Accounting Concepts and Conventions.
Learning Outcomes	On successful completion of the course, the students will demonstrate CO1: Understand the framework of accounting as well accounting standards. CO2: The ability to pass journal entries and prepare ledger accounts and the ability to prepare subsidiaries books CO3: The ability to prepare trial balance and final accounts of proprietary concern. CO4: Construct final accounts through application of tally.

Semester	I SEMESTER
Subject	CORPORATE GOVERNANCE
Code	BBABMC 136
Learning Objectives	To familiarize the students about corporate governance and corporate governance practices.
Learning Outcomes	CO1: Students to be familiarize with the concept of corporate governance CO2: Students to analyze and implement the concept of corporate governance CO3: Students can interpret the corporate governance practices. CO4: Students can understand, analyze and solve the recent corporate governance issues

Semester	I SEMESTER
Subject	ENGLISH
Code	BBAENL 131
Learning Objectives	<ol style="list-style-type: none"> 1. To develop the students' ability to listen, speak, read and write coherently about the literary, semi literary forms and engage in academic writing in English. 2. To reinforce the vocabulary, grammatical structures and common usages in both written and spoken English and to strengthen their use of English in career related contexts. 3. To provide opportunities for serious study of different kinds of writing in English through the study of prose, poetry, drama and novel, academic writing, essays, CVs and Creative advertisements. 4. To encourage the students to express their views independently on academic and social contexts in the texts 5. To inspire them to relate these contexts to evaluate and write on the current issues and real-life contexts
Learning Outcomes	<p>CO1: It enables to express themselves creatively and innovatively.</p> <p>CO2: It Develops and improves linguistic competence.</p> <p>CO3: The student can appreciate prose passages and poems by old and modern writers from different geographies.</p> <p>CO4: The student can interpret and explain the literary language in the prose and poetic passages.</p> <p>CO5: The student can summarize the ideas in the passages, attempt to evaluate them and write coherently in longer paragraphs.</p> <p>CO6: The student overcomes errors in tense usage, can identify the tone of expressions in English through their structures.</p> <p>CO7: The student improves the writing skills, overcomes punctuation errors</p>

Semester	I SEMESTER
Subject	KANNADA
Code	BBAKAL 131
Learning Objectives	ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ವ್ಯಾವಹಾರಿಕ ದೃಷ್ಟಿಕೋನವನ್ನು ಬೆಳೆಸುವುದು, ಹಾಗೂ ಭಾಷೆಯ ಮೂಲಕ ಕೌಶಲ್ಯ ಗುಣಗಳನ್ನು ವೃದ್ಧಿಸಿ ಕೊಳ್ಳುವುದು
Learning Outcomes	<p>CO1: ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಮಾನವೀಯತೆಯ ವ್ಯಾವಹಾರಿಕ ದೃಷ್ಟಿಕೋನವನ್ನು ಬೆಳೆಸುವುದು.</p> <p>CO2: ವ್ಯವಹಾರದಲ್ಲಿ ಮೌಲ್ಯಾಧಾರಿತ ಗುಣಗಳನ್ನು ಅಳವಡಿಸಿ ಕೊಳ್ಳುವಂತೆ ಪ್ರೇರೇಪಿಸುವುದು.</p> <p>CO3: ವ್ಯವಹಾರ ಮತ್ತು ಸ್ಪಷ್ಟ ಬದುಕಿನ ನಿಜ ಅರ್ಥವನ್ನು ತಿಳಿಸಿಕೊಡುವುದು.</p>

Semester	I SEMESTER
Subject	HINDI
Code	BBAHDL 131
Learning Objectives	<ol style="list-style-type: none"> 1. अवकाश के सदुपयोग का उद्देश्य 2. आत्म अभिव्यक्ति का उद्देश्य
Learning Outcomes	<p>CO1: कविता पठन – पाठन में रूचि उत्पन्न होगी</p> <p>CO2: कविता लेखन के प्रति प्रेरित होंगे</p> <p>CO3: भाषायी सौंदर्य की समझ निर्माण होगी</p>

Semester	I SEMESTER
Subject	INDIAN CONSTITUTION
Code	BBACIF 131
Learning Objectives	<ol style="list-style-type: none"> 1. Understand what a constitution is and why it is necessary. 2. Understand how Constitutions embody certain ideals. 3. Understand the difference between monarchy, dictatorship and democracy. 4. Learn why there is a need for limits on power in a democratic form of government.
Learning Outcomes	<p>CO1: Understand the meaning and importance of Constitution</p> <p>CO2: Explain about making of Indian Constitution - contribution of Constituent assembly on it.</p> <p>CO3: Describe the Salient (Outstanding) features of Indian Constitution.</p> <p>CO4: Describe the importance of Preamble of the Indian Constitution and its significance.</p>

SECOND SEMESTER

Semester	II SEMESTER
Subject	MANAGERIAL ECONOMICS
Code	BBABMC 182
Learning Objectives	To provide basic knowledge to apply concepts and theories to facilitate decision making and forward planning.
Learning Outcomes	CO1: Students will be able to apply concepts and theories to facilitate decision making and forward planning CO2: Students will be aware about the distinctions of different markets

Semester	II SEMESTER
Subject	MANAGERIAL COMMUNICATION
Code	BBABMC 183
Learning Objectives	<ol style="list-style-type: none"> 1. Understand and apply communication theory 2. Critically think about communication processes and messages 3. Interact skillfully and ethically 4. Develop and deliver professional presentations 5. Engage in scholarly inquiry and social scientific research 6. Recognize the effects of diversity, access, and power on communication
Learning Outcomes	CO1: Understand the scope of communication and learn its importance and implication strategies. CO2: Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts. CO3: Use different forms of written communication techniques to make effective internal and external business correspondence. CO4: Produce different types of reports with appropriate format, organization and language.

Semester	II SEMESTER
Subject	ACCOUNTING -II
Code	BBABMC 184
Learning Objectives	<ol style="list-style-type: none"> 1. To familiarize the students with the accounts of Non-Trading Concerns, Consignment Accounts and Partnership Accounts and Hire Purchase and Installment system of accounting. 2. To understand the reason for which revaluation of assets and liabilities is done. 3. To lay a solid foundation about accounting treatments.
Learning Outcomes	On successful completion of the course, the students will be able to CO1: Prepare partnership accounts CO2: Prepare financial statement of Non trading concern.

Semester	II SEMESTER
Subject	BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP
Code	BBABMC 185
Learning Objectives	<ol style="list-style-type: none"> 1. To familiarize the students with the impact of environment on business. 2. To familiarize the students with moral issues and business ethics.
Learning Outcomes	<p>CO1: Students have understood the impact of environment on business.</p> <p>CO2: Students have gained sensitivity towards ethical and moral issues and have ability to handle them in the course of business.</p>

Semester	II SEMESTER
Subject	BUSINESS ETHICS
Code	BBABMC 186
Learning Objectives	To familiarize the students about business ethics and corporate social responsibility
Learning Outcomes	<p>CO1: Understand the importance of ethics and corporate governance in the day-to-day working of organizations</p> <p>CO2: Learn the issues involved in maintaining ethics and how to deal with such situations</p> <p>CO3: Learn scope of business ethics in Compliance, finance, Human resources, marketing, production.</p>

Semester	II SEMESTER
Subject	ENGLISH
Code	BBAENL 181
Learning Objectives	<ol style="list-style-type: none"> 1. To enable students to read, comprehend and write short and long type answers set on the prescribed texts 2. To enable students to read, comprehend and write short and long type answers and annotations on the prescribed poems 3. To encourage students to improve their vocabulary by exposing them to the usage of synonyms, antonyms, homonyms, homophones, word forms and one-word substitutes 4. To strengthen students' proficiency in tenses and their usage, subject-verb agreement (concord), identification of sentence types, correct use of capital letters and punctuation
Learning Outcomes	<p>CO1: It enables students to comprehend writing, reading, speaking and listening skills.</p> <p>CO2: It motivates the students to communicate effectively.</p> <p>CO3: The student can locate ideas in the passages, summarize and write coherent paragraphs.</p> <p>CO4: The student is enabled to identify and correct errors in the usage of certain elements of grammar.</p> <p>CO5: The student internalizes the social values of equity, nationalism and humanist understanding of commercial activities</p>

Semester	II SEMESTER
Subject	HINDI
Code	BBAHDL 181
Learning Objectives	<ol style="list-style-type: none"> 1. आत्म अभिव्यक्ति का उद्देश्य 2. किसी भी परिस्थिति या वातावरण के समयोजना का उद्देश्य
Learning Outcomes	<p>CO1: कविता पठन – पाठन में रूचि उत्पन्न होगी</p> <p>CO2: कविता लेखन के प्रति प्रेरित होंगे</p> <p>CO3: भाषायी सौंदर्य की समझ निर्माण होगी</p>

Semester	II SEMESTER
Subject	KANNADA
Code	BBAKAL 181
Learning Objectives	<p>ಉದ್ಯಮಾಡಲಿತ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯ ಮೂಲಕ ಮೌಲ್ಯಯುತ ವಿಚಾರಗಳನ್ನು ತಿಳಿಸುವುದು</p>
Learning Outcomes	<p>CO1: ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ವ್ಯಾವಹಾರಿಕ ದೃಷ್ಟಿಕೋನವನ್ನು ಬೆಳೆಸುವುದು.</p> <p>CO2: ವ್ಯವಹಾರದಲ್ಲಿ ಮೌಲ್ಯಾಧಾರಿತ ಗುಣಗಳನ್ನು ಅಳವಡಿಸಿ ಕೊಳ್ಳುವಂತೆ ಪ್ರೇರೇಪಿಸುವುದು.</p> <p>CO3: ವ್ಯವಹಾರ ಮತ್ತು ಸ್ಪಷ್ಟ ಬದುಕಿನ ನಿಜ ಅರ್ಥವನ್ನು ತಿಳಿಸಿ ಕೊಡುವುದು.</p>

Semester	II SEMESTER
Subject	HUMAN RIGHTS
Code	BBAHRF 181
Learning Objectives	<ol style="list-style-type: none"> 1. To be aware about different types of human rights such as civil, political, and economic and social and their Indian context. 2. To understand and value the importance of rights in one's life as a human being. 3. To analyze everyday incidents from the perspective of enjoyment or violation of rights.
Learning Outcomes	<p>CO1: To explain the rights of a citizen and various policies of human rights.</p> <p>CO2: To define and state the importance of the concepts of human rights to address complex human right issues from problem-oriented, interdisciplinary perspective.</p>

THIRD SEMESTER

Semester	III SEMESTER
Subject	ORGANIZATIONAL BEHAVIOR
Code	BBABMC 232
Learning Objectives	To create awareness among the students of business administration about the factors that influence the personality and improve one's perception.
Learning Outcomes	Students will be able to CO1: To Explain how individual differences—such as personalities, perceptions, attitudes, and ethics—affect employee performance and describe how managers can capitalize on employee diversity. CO2: To Apply different motivational theories and methods to increase the productivity and job satisfaction of employees. CO3: To Demonstrate how to make better decisions both individually and in a group. CO4: To Analyse the interpersonal communication process to increase their effectiveness as communicators.

Semester	III SEMESTER
Subject	MARKETING MANAGEMENT
Code	BBABMC 233
Learning Objectives	1. To acquaint students to concepts & emerging issues of marketing and its applications. 2. To acquaint the knowledge of digital marketing among the students
Learning Outcomes	CO1: Students will demonstrate strong conceptual knowledge in the functional area of marketing management CO2: Students will be acquainted with concepts & emerging issues of marketing and its applications. CO3: Students will demonstrate effective understanding of relevant functional area of marketing management

Semester	III SEMESTER
Subject	BUSINESS STATISTICS & MATHEMATICS
Code	BBABMC 234
Learning Objectives	1. To understand basic theoretical and applied principles of statistics and mathematics needed to enter the job force 2. To develop students' ability to lead a competitive world.
Learning Outcomes	CO1: Acquaint students with the basic knowledge of business statistics and mathematics CO2: Analyse managerial data and facilitates managerial decision making and solve business problems.

Semester	III SEMESTER
Subject	INCOME TAX
Code	BBABMC235
Learning Objectives	<ol style="list-style-type: none"> 1. To acquaint the students of Business management with the Income Tax Law of India, considering latest amendments. 2. To understand Basic concepts regarding Income, Previous year, Assessment Year and determine the residential status of an individual and scope of total income. 3. Understand the concept of exempted incomes and the provisions of agricultural income 4. To enable the students to compute income from five heads of income
Learning Outcomes	<p>CO1: Students acquaint with the basic knowledge in relation to income tax law of India.</p> <p>CO2: Familiarize with all the five heads of income tax.</p> <p>CO3: Students would determine the residential status of an individual and scope of total income.</p> <p>CO4: Students would gain knowledge on exempted incomes.</p>

Semester	III SEMESTER
Subject	CORPORATE ACCOUNTING
Code	BBABMC 236
Learning Objectives	<ol style="list-style-type: none"> 1. To explain the concepts of corporate accounting. 2. To provide the students with an understanding of the financial statement.
Learning Outcomes	<p>On completion of this course, the students will:</p> <p>CO1: Acquire the conceptual knowledge of the corporate accounting</p> <p>CO2: Learn the techniques of preparing the financial statements.</p>

Semester	III SEMESTER
Subject	EXECUTIVE DEVELOPMENT & SOFT SKILL
Code	BBABMCE 237
Learning Objectives	<ol style="list-style-type: none"> 1. To empower the students with skill sets required for their overall personality development. 2. To enhance their personal effectiveness and thereby enable the students to become effective leaders. 3. To equip them with relevant soft skill so as to empower them to manage all types of situations.
Learning Outcomes	<p>On successful completion of the course, the students will be able to</p> <p>CO1: Empower with skill sets required for their overall personality development.</p> <p>CO2: To enhance their personal effectiveness and thereby enable them to become effective leaders.</p> <p>CO3: To equip them with relevant soft skill so as to empower them to manage all types of situations.</p>

Semester	III SEMESTER
Subject	ENGLISH
Code	BBAENL 231
Learning Objectives	<ol style="list-style-type: none"> 1. To enable students to read, comprehend and write short and long type answers set on the prescribed texts 2. To enable students to read, comprehend and write short and long type answers and annotations on the prescribed poems 3. To encourage students to improve their vocabulary by exposing them to the usage of synonyms, antonyms, homonyms, homophones, word forms and one-word substitutes 4. To strengthen students' proficiency in tenses and their usage, subject-verb agreement (concord), identification of sentence types, correct use of capital letters and punctuation
Learning Outcomes	<p>CO1: Through the course, the student will be able to -imbibe ethical, moral, national and cultural values through various forms of literature.</p> <p>CO2: Students will write critically analyze about literature, using textual evidence with proper citation.</p> <p>CO3: The student can appreciate drama and plays for their style, social and aesthetic values</p> <p>CO4: The student can interpret and explain the quotes or speeches of the characters and evaluate them</p> <p>CO5: The student can differentiate between different contexts, tones and undertones in spoken English & acquires ability to communicate fluently in formal and informal contexts.</p> <p>CO6: The student attains fluency in written English and is able to write longer passages and essays on issues of common interest.</p> <p>CO7: The student is motivated to think about his/her career and is able to understand the needs of job market and further is able to prepare applications and C. Vs</p>

Semester	III SEMESTER
Subject	KANNADA
Code	BBAKAL 231
Learning Objectives	ವ್ಯವಹಾರದ ಜ್ಞಾನದ ಜೊತೆಯಲ್ಲಿ ಪ್ರಚಲಿತ ವಿದ್ಯಮಾನಗಳ ಅರಿವನ್ನು ಮೂಡಿಸುವುದು
Learning Outcomes	<p>CO1: ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಮಾನವೀಯತೆಯ ವ್ಯವಹಾರಿಕ ದೃಷ್ಟಿ ಕೋನವನ್ನು ಬೆಳೆಸುವುದು.</p> <p>CO2: ವ್ಯವಹಾರದಲ್ಲಿ ಮೌಲ್ಯಾಧಾರಿತ ಗುಣಗಳನ್ನು ಅಳವಡಿಸಿ ಕೊಳ್ಳುವಂತೆ ಪ್ರೇರೇಪಿಸುವುದು.</p> <p>CO3: ವ್ಯವಹಾರ ಮತ್ತು ಸ್ಪಷ್ಟ ಬದುಕಿನ ನಿಜ ಅರ್ಥವನ್ನು ತಿಳಿಸಿ ಕೊಡುವುದು, ಹಾಗೂ ನಾಡು ನುಡಿಯ ಬಗ್ಗೆ ಸಾಹಿತ್ಯದ ಮೂಲಕ ಅಭಿಮಾನ ಮೂಡಿಸುವುದು.</p>

Semester	III SEMESTER
Subject	HINDI
Code	BBAHDL 231
Learning Objectives	1. जीविकोपार्जन का उद्देश्य 2. वास्तविकता का उद्देश्य
Learning Outcomes	CO1: उपन्यास के पठान-पाठन में रूचि उत्पन्न होगी CO2: भाषा कौशल का निर्माण CO3: भाषा श्रद्धता के प्रति सजगता उत्पन्न होगी

Semester	III SEMESTER
Subject	GENDER EQUITY
Code	BBAGEF 231
Learning Objectives	To understand Gender difference and discrimination, to create an equal society of human relation.
Learning Outcomes	CO1: Define and evaluate gender as a social construct CO2: Identify the ways gender, power, privilege, and oppression play out across a range of cultures and human experiences CO3: Demonstrate an understanding of gender as it intersects with sexuality, race, ethnicity, religion, class and other variables.

FOURTH SEMESTER

Semester	IV SEMESTER
Subject	MODERN BANKING MANAGEMENT
Code	BBABMC 258
Learning Objectives	1. To provide basic knowledge about the working of the banking and financial system of the country. 2. To create awareness and orientation on the digital banking skills among the students.
Learning Outcomes	CO1: They have equipped with the skills of digital banking CO2: Students will be able to understand the banking and financial system of the country

Semester	IV SEMESTER
Subject	COMPUTER APPLICATION IN MANAGEMENT
Code	BBABMC 258
Learning Objectives	To familiarize with the latest development in the fields of computers, give a brief idea about application of computers in business and basics of management information system
Learning Outcomes	CO1: Basic knowledge and understanding the latest development in the fields of computers CO2: Analyse the idea about application of computers in business CO3: Operate a variety of advanced spreadsheet, operating system and word processing functions. CO4: Understanding the use of office automation and basics of management information systems.

Semester	IV SEMESTER
Subject	HUMAN RESOURCE MANAGEMENT
Code	BBABMC 284
Learning Objectives	<ol style="list-style-type: none"> 1. To acquaint the knowledge of role and responsibilities of HRM functions on business 2. To understand the concept of performance appraisal and its process
Learning Outcomes	<p>On successful completion of the course the students will show the:</p> <p>CO1: Ability to describe the role and responsibilities of HRM functions on business</p> <p>CO2: Ability to describe HRP, Recruitment and Selection process.</p> <p>CO3: Ability to describe induction, training and compensation aspects.</p> <p>CO4: Ability to explain performance appraisal and its process.</p>

Semester	IV SEMESTER
Subject	FUNDAMENTALS OF FINANCIAL MANAGEMENT
Code	BBABMC 285
Learning Objectives	To acquire the students with the basics of financial management concepts and techniques.
Learning Outcomes	<p>CO1: Students acquire the basic knowledge with the fundamentals of financial management concepts and techniques.</p> <p>CO2: Analyse the main way of raising capital and their respective advantages and disadvantages.</p> <p>CO3: Integrate the concept and apply the financial concepts to do capital budgeting.</p>

Semester	IV SEMESTER
Subject	CORPORATE ACCOUNTING II
Code	BBABMC 286
Learning Objectives	<ol style="list-style-type: none"> 1. To calibrate the procedure involved in amalgamation of companies. 2. To calibrate the procedure involved in absorption of companies
Learning Outcomes	<p>On completion of this course, the students will be able to:</p> <p>CO1: Prepare the accounts of companies undergoing amalgamation and external reconstruction</p> <p>CO2: Prepare the accounts of companies on the event of internal reconstruction</p> <p>CO3: Prepare Liquidators Final Statement of Accounts</p>

Semester	IV SEMESTER
Subject	ENTREPRENEURSHIP DEVELOPMENT
Code	BBABMCE 287
Learning Objectives	To understand, develop and strengthen entrepreneurial quality and motivation among the students and to impart basic entrepreneurial skills to run a business efficiently and effectively
Learning Outcomes	<p>CO1: Student would advance their skills in entrepreneurship</p> <p>CO2: Develop personal creativity and initiatives in the field of business and entrepreneurship.</p>

Semester	IV SEMESTER
Subject	ENGLISH
Code	BBAENL 281
Learning Objectives	<ol style="list-style-type: none"> 1. To enable students to read, comprehend and write short and long type answers on the prescribed novel in translation 2. To read and understand the culture, traditions, socio-political contexts, belief systems of the people/society described in the novel. 3. To read and understand the effects of unmitigated 'progress' on the environment, the affected people and on the life of the displaced populace 4. To familiarize students with the construction of creative advertisements for commercial products in a frame using slogans and Unique Selling Points 5. To enable students to inculcate bibliographical skills and train the mind the art of writing and interpreting notices and CV.
Learning Outcomes	<p>CO1: Through the course, the student will be able to -imbibe ethical, moral, national and cultural values through various forms of literature.</p> <p>CO2: It enables students to comprehend writing, reading, speaking and listening skills.</p> <p>CO3: A student can read and appreciate novels and their social and aesthetic values</p> <p>CO4: The student can interpret and analyze the situations and conflicts in the novels and connect them to real life situations.</p> <p>CO5: The student can critically examine the contexts, tones and undertones in spoken and written English.</p> <p>CO6: The student acquires ability to read and write analytical passages, to comprehend and to infer from such writings.</p> <p>CO7: The student attains the ability to appreciate use of English in modern printed advertisements and posters. Further, the student can use English creatively in modern contexts.</p>

Semester	IV SEMESTER
Subject	KANNADA
Code	BBAKAL 281
Learning Objectives	ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಮೂಲಕ ಮನೋವೈಜ್ಞಾನಿಕ ಜ್ಞಾನವನ್ನು ಹೆಚ್ಚಿಸುವುದು
Learning Outcomes	<p>CO1: ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಮಾನವೀಯತೆಯ ವ್ಯವಹಾರಿಕ ದೃಷ್ಟಿ ಕೋನವನ್ನು ಬೆಳೆಸುವುದು. ಹಾಗೂ ಕನ್ನಡ ಭಾಷೆಯ ಹಿರಿಮೆ ಗರಿಮೆಯನ್ನು ಪರಿಚಯಿಸುವುದು.</p> <p>CO2: ವ್ಯವಹಾರದಲ್ಲಿ ಮೌಲ್ಯಾಧಾರಿತ ಗುಣಗಳನ್ನು ಅಳವಡಿಸಿ ಕೊಳ್ಳುವಂತೆ ಪ್ರೇರೇಪಿಸುವುದು.</p> <p>CO3: ವ್ಯವಹಾರ ಮತ್ತು ಸ್ಪಷ್ಟ ಬದುಕಿನ ನಿಜ ಅರ್ಥವನ್ನು ತಿಳಿಸಿ ಕೊಡುವುದು.</p>

Semester	IV SEMESTER
Subject	HINDI
Code	BBAHDL 281
Learning Objectives	<ol style="list-style-type: none"> छात्रों के चरित्र का उद्देश्य किसी भी परिस्थिति या वातावरण के समयोजना का उद्देश्य
Learning Outcomes	<p>CO1: रचनात्मक में अभिरुचि का निर्माण </p> <p>CO2: कहानी लेखन के प्रति प्रेरित होंगे </p> <p>CO3: भाषा कौशल का निर्माण</p>

Semester	IV SEMESTER
Subject	ENVIRONMENTAL STUDIES
Code	BBAGEF 281
Learning Objectives	<ol style="list-style-type: none"> To Understand the responsibilities and identities as citizens, consumers and environmental actors in a complex world. To understand and evaluate the global scale of environmental problems
Learning Outcomes	<p>CO1: Articulate the interconnected and interdisciplinary nature of environmental studies</p> <p>CO2: Demonstrate an integrative approach to environmental issues with focus on sustainability</p>

FIFTH SEMESTER

Semester	V SEMESTER
Subject	COMMERCIAL LAW
Code	BBABMC 331
Learning Objectives	To learn various relevant legislations and semi legal authorities and their impact on carrying out business.
Learning Outcomes	<p>CO1: Define basic terms, values and laws in the area of commercial law.</p> <p>CO2: Describe methods of applying principles and provisions of Commercial law.</p> <p>CO3: Assess the correctness of applying specific laws to a specific case and choosing the most appropriate one.</p> <p>CO4: Compose simple contracts.</p>

Semester	V SEMESTER
Subject	COST ACCOUNTING
Code	BBABMC 332
Learning Objectives	<ol style="list-style-type: none"> To familiarize the students with the costing terminology. To enable the students to understand principles and application of costing methods, techniques to the business enterprise.
Learning Outcomes	<p>CO1: Enabled the students to find out the relationship between cost and financial accounting.</p> <p>CO2: Equipped the students with cost accounting system and its elements.</p> <p>CO3: Help the students to accurately ascertain the business costs.</p>

Semester	V SEMESTER
Subject	EVENT MANAGEMENT AND PUBLIC RELATIONS
Code	BBABMC 333
Learning Objectives	The objective is to promote a deep theoretical insight of both the Event Management and Public Relations discipline. Theories concepts and processes of various forms of Event Management and also of Public Relations are the main thrust of the paper.
Learning Outcomes	<p>CO1: Design, plan and conduct a special event as part of a broader public relations plan or as a stand-alone communication tool in its own right.</p> <p>CO2: Evaluate the value of special events, including sustainability factors.</p> <p>CO3: Plan the logistics of event management at a local, national or international level while taking account of cultural and social differences.</p> <p>CO4: Analyse the relationship between sponsorship and event management and be able to decide how to maximize value for sponsors.</p> <p>CO5: Publicize and promote a special event; and Estimate costs and budget for the staging of special events.</p>

Semester	V SEMESTER
Subject	EXPORT MANAGEMENT
Code	BBABMC 334
Learning Objectives	<ol style="list-style-type: none"> 1. To familiarize the students with the export business terminology. 2. To enable the students to understand principles and applications export methods, techniques to the business enterprise
Learning Outcomes	<p>CO1: A clear understanding about export business activities and its potential for business occupations for students</p> <p>CO2: Understanding the foreign trade documents</p>

Semester	V SEMESTER
Subject	RETAIL AND SERVICE MARKETING
Code	BBABMCE 336
Learning Objectives	The objective of this paper is to acquaint students to concepts of retail, service marketing and its applications.
Learning Outcomes	<p>CO1: Equipped students to analyze the concepts of retail, service marketing and its applications</p> <p>CO2: Acquired knowledge on importance of customer relationship management in retail sector.</p> <p>CO3: Equipped students to learn the retail marketing strategies.</p>

Semester	V SEMESTER
Subject	WORKING CAPITAL MANAGEMENT
Code	BBABMCE 335
Learning Objectives	To familiarize students with the concepts & techniques of working capital management & lease financing
Learning Outcomes	<p>CO1: Learners will attain higher knowledge about calculation of working capital requirements and application of cash management, accounts receivable management and inventory management techniques to effective management.</p> <p>CO2: Learners can analyze buying and leasing alternatives and select optimal option.</p> <p>CO3: Compare and contrast the relative merits of alternative working capital policies and likely short term and long-term impact on the firm.</p> <p>CO4: Evaluate between lease and purchase option for the company.</p>

Semester	V SEMESTER
Subject	HUMAN RESOURCE DEVELOPMENT
Code	BBABMCE 337
Learning Objectives	<ol style="list-style-type: none"> 1. To understand the idea of industrial relation functions 2. To provide a frame work for analysis of industrial relations problem, mechanism of settlement through the machineries provided by the legislations.
Learning Outcomes	<p>CO1: Work effectively with colleagues with diverse skills, experience levels and way of thinking</p> <p>CO2: Students are able to evaluate HRD related social, cultural, ethical and environmental responsibilities and issues in global context</p>

SIXTH SEMESTER

Semester	VI SEMESTER
Subject	COMPANY LAW
Code	BBABMC 381
Learning Objectives	<ol style="list-style-type: none"> 1. To help the students to understand the procedure for formation of the company. 2. To make the students understand the procedure for winding up of the company.
Learning Outcomes	<p>On completion of this course, the students will be able to:</p> <p>CO1: Summarize Procedure for Formation of the company.</p> <p>CO2: Evaluate Role and importance of Company Secretary and key managerial personnel.</p> <p>CO3: Describe the procedure for winding up of the company.</p>

Semester	VI SEMESTER
Subject	INVESTMENT MANAGEMENT
Code	BBABMC 382
Learning Objectives	<ol style="list-style-type: none"> 1. To familiarize the students with the investment management. 2. To enable the students to understand principles and application of investment product and methods, techniques to the business enterprise
Learning Outcomes	<p>CO1: Students acquired knowledge about the nature types of Investment opportunities in India</p> <p>CO2: Students learned various Investment management skills to manage stock market operations in India</p> <p>CO3: Students acquired knowledge of digital financial market tools and techniques, which are core requirements for the financial market job</p>

Semester	VI SEMESTER
Subject	COST AND MANAGEMENT ACCOUNTING
Code	BBABMC 383
Learning Objectives	<ol style="list-style-type: none"> 1. To expose the students to the cost and management accounting methods. 2. To enable the students to understand the techniques used in management accounting practice. 3. To enhance their knowledge on the elements of cost where cost control and cost reduction techniques are used. 4. To make the students understand how cost accounts reconcile itself with financial accounts.
Learning Outcomes	<p>CO1: To enable the learner to understand the various concepts of cost accounting</p> <p>CO2: Students would be able to get a clear picture of marginal costing and break-even analysis.</p> <p>CO3: To enable students to acquire sound knowledge of concepts, methods and techniques of management accounting and help the students develop competence with their usage in managerial decision making and control.</p>

Semester	VI SEMESTER
Subject	AUDITING
Code	BBABMC 384
Learning Objectives	<ol style="list-style-type: none"> 1. To be aware of audit terminology. 2. Have knowledge about audit planning and execution. 3. Learn linkage between auditing, accounting and financial statement analysis. 4. Be aware of basics of International Financial Reporting Standards 5. Express themselves and their ideas better than today in terms of technical points in accounting and auditing
Learning Outcomes	<p>CO1: Students would outline the basic objective of Auditing, the concepts of errors and frauds, principles of audit and different types of audits.</p> <p>CO2: Students would construct the factors involved in preparation of Audit plan and Audit programme.</p> <p>CO3: They would also understand the concept and importance of Audit working papers.</p> <p>CO4: Students would evaluate the importance of assessment of internal control and internal checks.</p> <p>CO5: Also, they would learn about Test check and Audit sampling as audit techniques.</p> <p>CO6: Students would restate the objectives, basic principles establishing internal audit and its usefulness.</p>

Semester	VI SEMESTER
Subject	PROJECT
Code	BBABMC 385
Learning Objectives	<ol style="list-style-type: none"> 1. To gain practical exposure to business 2. To Know methods of collecting data and undertake data analysis to prepare a report
Learning Outcomes	<p>CO1: Students will identify, analyze, and solve problems creatively through sustained critical investigation.</p> <p>CO2: Integrate information from multiple sources.</p> <p>CO3: Demonstrate an awareness and application of appropriate personal, societal, and professional ethical standards.</p>

Semester	VI SEMESTER
Subject	ADVERTISING AND SALES MANAGEMENT
Code	BBABMC 387
Learning Objectives	The objective of this paper is to acquaint students to concepts of advertising, sales management and its applications.
Learning Outcomes	<p>CO1: Enable students to opt for research careers in the advertising and marketing fields.</p> <p>CO2: Enabled to explore how companies use advertising and marketing to sell products.</p> <p>CO3: Helps to evaluate different strategies for selling products</p> <p>CO4: Helps how to use persuasive sales</p>

Semester	VI SEMESTER
Subject	FINANCIAL ANALYSIS
Code	BBABMC 386
Learning Objectives	To familiarize the students with the different techniques of financial analysis & wealth creation
Learning Outcomes	<p>CO1: Learners will attain higher knowledge about various tools of financial analysis.</p> <p>CO2: Learners will be well versed with evaluating financial position of the company using techniques like fund flow, cash flow, ratio analysis and leverage.</p> <p>CO3: Understand the fundamentals of financial statements</p> <p>CO4: Describe and apply the basic techniques of financial statement analysis</p> <p>CO5: Learners will be able to analyze the balance sheet and income statement of companies and assess their position and performance.</p>

Semester	VI SEMESTER
Subject	INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS
Code	BBABMC 385
Learning Objectives	To understand the idea of industrial relation functions and to provide a frame work for analysis of industrial relations problems, mechanism of settlement through the machineries provided by the legislations
Learning Outcomes	CO1: Respond positively to problems in unfamiliar contexts. CO2: Students will be able to understand the various labour legislation of the country related to Human resource of the organization.