



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

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

COURSE OUTCOMES

**CREDIT BASED SEMESTER SYSTEM
(CBSS)**

(2012~13 Batch onwards)

**COURSE OUTCOMES(Cos)
FIRST SEMESTER**

Semester	I SEMESTER
Subject	PRINCIPLES OF ECONOMICS
Code	BBABMC 101
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	PRINCIPLES OF MANAGEMENT
Code	BBABMC 102
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 103
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: 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	BUSINESS ORGANISATION
Code	BBABMC 104
Learning Objectives	To introduce the concept of business, industry, trade and commerce and recent trends to the business management students.
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	ENGLISH
Code	BBAENL 131
Learning Objectives	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. 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. 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. To encourage the students to express their views independently on academic and social contexts in the texts To inspire them to relate these contexts to evaluate and write on the current issues and real-life contexts
Learning Outcomes	CO1: It enables them to express themselves creatively and innovatively. CO2: It Develops and improves linguistic competence

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

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 AND HUMAN RIGHTS
Code	BBACIF 151
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: 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> <p>CO5: To explain the rights of a citizen and various policies of human rights.</p> <p>CO6: To define and state the importance of the concepts of human rights to address complex human right issues from problem-oriented, interdisciplinary perspective</p>

SECOND SEMESTER

Semester	II SEMESTER
Subject	MANAGERIAL ECONOMICS
Code	BBABMC 151
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	BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP
Code	BBABMC 152
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	CO1: Students have understood the impact of environment on business. CO2: Students have gained sensitivity towards ethical and moral issues and have ability to handle them in the course of business.

Semester	II SEMESTER
Subject	ACCOUNTING -II
Code	BBABMC 153
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	MANAGERIAL COMMUNICATION
Code	BBABMC 154
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	<p>CO1: Understand the scope of communication and learn its importance and implication strategies.</p> <p>CO2: Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.</p> <p>CO3: Use different forms of written communication techniques to make effective internal and external business correspondence.</p> <p>CO4: Produce different types of reports with appropriate format, organization and language.</p>

Semester	II SEMESTER
Subject	ENGLISH
Code	BBAENL 153
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>

Semester	II SEMESTER
Subject	HINDI
Code	BBAHDL 154
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 154
Learning Objectives	ಉದ್ಯಮಾಡಲಿತ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯ ಮೂಲಕ ಮೌಲ್ಯಯುತ ವಿಚಾರಗಳನ್ನು ತಿಳಿಸುವುದು
Learning Outcomes	<p>CO1: ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ವ್ಯಾವಹಾರಿಕ ದೃಷ್ಟಿಕೋನವನ್ನು ಬೆಳೆಸುವುದು.</p> <p>CO2: ವ್ಯವಹಾರದಲ್ಲಿ ಮೌಲ್ಯಾಧಾರಿತ ಗುಣಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವಂತೆ ಪ್ರೇರೇಪಿಸುವುದು.</p> <p>CO3: ವ್ಯವಹಾರ ಮತ್ತು ಸ್ಪಷ್ಟ ಬದುಕಿನ ನಿಜ ಅರ್ಥವನ್ನು ತಿಳಿಸಿಕೊಡುವುದು.</p>

Semester	II SEMESTER
Subject	GENDER EQUITY/ AND ENVIRONMENTAL STUDIES
Code	BBAHGFF 152
Learning Objectives	<ol style="list-style-type: none"> 1. To understand Gender difference and discrimination, to create an equal society of human relation. 2. To Understand the responsibilities and identities as citizens, consumers and environmental actors in a complex world. 3. To understand and evaluate the global scale of environmental problems
Learning Outcomes	<p>CO1: Define and evaluate gender as a social construct Identify the ways gender, power, privilege, and oppression play out across a range of cultures and human experiences</p> <p>CO2: Demonstrate an understanding of gender as it intersects with sexuality, race, ethnicity, religion, class and other variables.</p> <p>CO3: Articulate the interconnected and interdisciplinary nature of environmental studies</p> <p>CO4: Demonstrate an integrative approach to environmental issues with focus on sustainability</p>

THIRD SEMESTER

Semester	III SEMESTER
Subject	BUSINESS MATHEMATICS
Code	BBABMC 201
Learning Objectives	<ol style="list-style-type: none"> 1. To understand basic theoretical and applied principles of 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 mathematics

Semester	III SEMESTER
Subject	BUSINESS ECONOMICS
Code	BBABMC 202
Learning Objectives	<ol style="list-style-type: none"> 1. Have consistent and coherent command of the language of Economics, its standard terms and basic concepts. 2. Analyse how economic agents make decisions and choices using theoretical knowledge & practical approach.
Learning Outcomes	<p>CO1: Learners would be well versed with the basic concepts of Economics.</p> <p>CO2: Learners would be able to apply these concepts in their day to day living.</p>

Semester	III SEMESTER
Subject	COMMERCIAL LAW
Code	BBABMC 203
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 specific cases and choosing the most appropriate one.</p> <p>CO4: Compose simple contracts.</p>

Semester	III SEMESTER
Subject	MARKETING MANAGEMENT
Code	BBABMC 204
Learning Objectives	<ol style="list-style-type: none"> 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	<p>CO1: Students will demonstrate strong conceptual knowledge in the functional area of marketing management</p> <p>CO2: Students will be acquainted with concepts & emerging issues of marketing and its applications.</p> <p>CO3: Students will demonstrate effective understanding of relevant functional area of marketing management</p>

Semester	III SEMESTER
Subject	INCOME TAX
Code	BBABMC 205
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 5. To calculate gross total 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> <p>CO5: Students would calculate gross total income</p>

Semester	III SEMESTER
Subject	CORPORATE ACCOUNTING
Code	BBABMC 206
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>CO1: Acquire the conceptual knowledge of the corporate accounting</p> <p>CO2: Learn the techniques of preparing the financial statements.</p>

FOURTH SEMESTER

Semester	IV SEMESTER
Subject	BUSINESS STATISTICS
Code	BBABMC 251
Learning Objectives	<ol style="list-style-type: none"> 1. To understand basic theoretical and applied principles of statistics needed to enter the job force 2. To develop students' ability to lead a competitive world.
Learning Outcomes	<p>CO1: Acquaint students with the basic knowledge of business statistics</p> <p>CO2: Analyse managerial data and facilitates managerial decision making and solve business problems</p>

Semester	IV SEMESTER
Subject	MODERN BANKING MANAGEMENT
Code	BBABMC 252
Learning Objectives	<ol style="list-style-type: none"> 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	<p>CO1: They have equipped with the skills of digital banking</p> <p>CO2: Students will be able to understand the banking and financial system of the country</p>

Semester	IV SEMESTER
Subject	FUNDAMENTALS OF FINANCIAL MANAGEMENT
Code	BBABMC 253
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	COMPUTER APPLICATION IN MANAGEMENT
Code	BBABMC 254
Learning Objectives	To familiarize students with the latest development in the fields of computers, give a brief idea about application of computers in business and basics of management information systems.
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 255
Learning Objectives	<ol style="list-style-type: none"> 1. To acquaint the knowledge of roll and responsibilities of HRM functions on business 2. To understand the concept of performance appraisal and its process
Learning Outcomes	On successful completion of the course the students will show the: CO1: Ability to describe the role and responsibilities of HRM functions on business CO2: Ability to describe HRP, Recruitment and Selection process. CO3: Ability to describe induction, training and compensation aspects. CO4: Ability to explain performance appraisal and its process.

Semester	IV SEMESTER
Subject	CORPORATE ACCOUNTING II
Code	BBABMC 256
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	On completion of this course, the students will be able to: CO1: Prepare the accounts of companies undergoing amalgamation and external reconstruction CO2: Prepare the accounts of companies on the event of internal reconstruction CO3: Prepare Liquidators Final Statement of Accounts

FIFTH SEMESTER

Semester	V SEMESTER
Subject	ORGANIZATIONAL BEHAVIOR
Code	BBABMC 301
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	V SEMESTER
Subject	PROJECT MANAGEMENT
Code	BBABMC 302
Learning Objectives	To Acquaint the students of Business Management with different areas of Project Management and familiarize them with parameters needed for preparation of a Project.
Learning Outcomes	CO1: Students are familiarize with the different areas of project management. CO2: Students have gained knowledge related to preparation of a project

Semester	V SEMESTER
Subject	EXPORT MANAGEMENT
Code	BBABMC 303
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	CO1: A clear understanding about export business activities and its potential for business occupations for students Understanding the foreign trade documents

Semester	V SEMESTER
Subject	COST ACCOUNTING
Code	BBABMC 304
Learning Objectives	<ol style="list-style-type: none"> 1. To familiarize the students with the costing terminology. 2. 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	MARKETING RESEARCH
Code	BBABMC 305/306
Learning Objectives	To enable students to learn the process, tools and techniques to Marketing Research and understand of consumer behaviour.
Learning Outcomes	<p>CO1: Understand the process of marketing research and its different processes</p> <p>CO2: Identify sources of information</p> <p>CO3: Understand different research methods</p> <p>CO4: Apply selected research methods</p> <p>CO5: Analyse and interpret both qualitative and quantitative data</p> <p>CO6: Conduct and analyse a focus group discussion Build a simple questionnaire from a web-based survey administration site</p>

Semester	V SEMESTER
Subject	WORKING CAPITAL MANAGEMENT
Code	BBABMC 305/306
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 analyse 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 305/306
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 351
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 352
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	BBABMC353
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 354
Learning Objectives	<ol style="list-style-type: none"> 1. 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,</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	
Learning Objectives	<ol style="list-style-type: none"> 1. To equip with practical knowledge as to the business unit/firm. 2. To enable students to develop further skills and knowledge gained on the course by applying them to the analysis of a specific business problem or issue, via a substantial piece of independent work carried out over an extended period. 3. To demonstrate proficiency of students in design of a project, collection, analysis, interpretation of data, and presentation of results.
Learning Outcomes	<p>CO1: Students would gain a detailed knowledge of a firm/ company.</p> <p>CO2: Integrate information from multiple sources.</p> <p>CO3: They would be able to analyse the data collected.</p>

Semester	VI SEMESTER
Subject	ADVERTISING AND SALES MANAGEMENT
Code	BBMBMC 355/356
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	BBABMAC 356/355
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 Describe and apply the basic techniques of financial statement analysis</p> <p>CO4: 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	BBABMAC 356/355
Learning Objectives	To understand the idea of industrial relation functions and to provide a framework 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.