



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU – 575 003 (DAKSHINA KANNADA)

Office : 0824-2494186
Principal : 0824-2496980

NAAC Reaccredited (2017)
with 'A' Grade

Fax : 0824-2494186
Email : sdmcbm@sdmcbm.ac.in
Website : www.sdm.ac.in

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

COURSE OUTCOMES

NATIONAL EDUCATION POLICY (NEP)

(2020 Batch onwards)

COURSE OUTCOMES (COs)

FIRST SEMSTER

Semester	I SEMESTER
Subject	ENGLISH
Code	BBAENLN 101
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: Have considerable acquaintance with some of the best literary texts in English Comprehend the importance of language across the disciplines.</p> <p>CO2: Be able to attempt critical interpretation of meanings and references of literary texts.</p> <p>CO3: Display a self-directed understanding of high language and capability of self-expression.</p> <p>CO4: Be enabled with writing skills that are relevant and empowering in real life experiences in interview and professional fields, in everyday life.</p>

Semester	I SEMESTER
Subject	KANNADA
Code	BBAKALN 101
Learning Objectives	<p>ಕನ್ನಡ ನಾಡು ನುಡಿ ಚಿಂತನೆ ಪ್ರಕೃತಿ ಕುರಿತು ಕನ್ನಡ ಭಾಷಾ ಸಂಪತ್ತು ದ ಮೂಲಕ ಅರಿವನ್ನು ಮೂಡಿಸುವುದು</p>
Learning Outcomes	<p>CO1: ಷಿರುಧಿಗಳಲ್ಲಿ ಮಾನ್ವೀಯತೆಯ ಫುಲಕಾರಿಕ ದೃಷ್ಟಿ ಕಿನ್ನನುನ ಬೆಲೆಸುವುದು.</p> <p>CO2: ಷುವಹಾರದಲ್ಲಿ ಮೌಖ್ಯುಧಾರಿತ ಗುಣಗಳನುನ ಅಳವಡಿಸಿ ಕಳ್ಳು ವಂತೆ ಪ್ರೀರೇಪಿಸುವುದು.</p> <p>CO3: ಷುವಹಾರ ಮತ್ತು ಸ್ಪಷ್ಟ ಬದುಕಿನ್ ನಿಜ ಅರ್ವನುನ ತಿಳಿಸಿಕಡುವುದು.</p>

Semester	I SEMESTER
Subject	HINDI
Code	BBAHDLN 101
Learning Objectives	कक्षा व्याख्यान, गतिविधि आरि शिक्षण, सामूहिक चर्चा
Learning Outcomes	<p>CO1: कहानी के विविध रूप का परिचय</p> <p>CO2: कहानी के माध्यम से जीवन की वास्तविकता और सामाजिकता आदर्श का वर्णन</p> <p>CO3: भाषा कौशल तथा भाषा के प्रवर्तन सजगता उत्पन्न होगी</p>

Semester	I SEMESTER
Subject	MANAGEMENT PRINCIPLES AND PRACTICE
Code	BBA.1.1
Learning Objectives	<ol style="list-style-type: none"> 1. To understand concepts of business management principles and functions of management. 2. To study the process of planning and decision making. 3. To study various types of organization structure based on authority, tasks and responsibilities. 4. To Study principles of direction, importance of communication, barriers of communication motivation theories and leadership styles. 5. To understand various requirements for an effective control system.
Learning Outcomes	<p>CO1: The ability to understand concepts of business management principles and functions of management.</p> <p>CO2: The ability to explore the process of planning and decision making.</p> <p>CO3: The ability to create organization structures based on authority, task and responsibilities.</p> <p>CO4: The ability to explain the principles of direction, importance of communication, barriers of communication motivation theories and leadership styles.</p> <p>CO5: The ability to understand the requirements of good control system and control techniques.</p>

Semester	I SEMESTER
Subject	FUNDAMENTALS OF BUSINESS ACCOUNTING
Code	BBA 1.2
Learning Objectives	<ol style="list-style-type: none"> 1. 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. 2. To demonstrate an appropriate mastery of the knowledge, skills and tools of fundamental accounting principles. 3. To enable students, develop the ability to identify and evaluate accounting problems and arrive at reasoned conclusions.
Learning Outcomes	<p>On successful completion of the course, the students will demonstrate</p> <p>CO1: Understand the framework of accounting as well accounting standards.</p> <p>CO2: The Ability to pass journal entries and prepare ledger accounts</p> <p>CO3: The Ability to prepare subsidiaries books</p> <p>CO4: The Ability to prepare trial balance and final accounts of proprietary concern.</p> <p>CO5: Construct final accounts through application of tally.</p>

Semester	I SEMESTER
Subject	MARKETING MANAGEMENT
Code	BBA .1.3
Learning Objectives	<ol style="list-style-type: none"> 1. To Understand the concepts and functions of the marketing. 2. To get the knowledge of the environment of marketing. 3. To understand the market segmentation and consumer behavior. 4. To study the 4P's of marketing. 5. To understand 7P's of service marketing.
Learning Outcomes	<p>CO1: To understand the concepts and functions of marketing.</p> <p>CO2: To Analyze marketing environment impacting the business.</p> <p>CO3: Segment the market and understand the consumer behaviour</p> <p>CO4: Describe the 4 Ps of marketing and also strategize marketing mix</p> <p>CO5: Describe 7 Ps of service marketing mix.</p>

Semester	I SEMESTER
Subject	DIGITAL FLUENCY
Code	BBA.1.4
Learning Objectives	<ol style="list-style-type: none"> 1. To enable learner use digital tools to demonstrate learning or create original work. 2. To demonstrate an ability to use freely available digital multimedia applications in developing, processing, and presenting information. 3. To make use of available internet functions and web applications, social networks, communication tools, and search engines to facilitate academic work.
Learning Outcomes	<p>CO1: Concepts of Artificial Intelligence (AI), Big Data Analytics (BDA), Internet of Things (IOT), Cloud Computing and Cybersecurity.</p> <p>CO2: Develop holistically by learning essential skills – effective communication, problem-solving, design thinking and teamwork.</p> <p>CO3: Build personal brand as an agile and expansive learner.</p>

Semester	I SEMESTER
Subject	BUSINESS ORGANISATION
Code	BBA. 1.5
Learning Objectives	To introduce the concept of business, industry, trade and commerce and recent trends to the business management students.
Learning Outcomes	<p>CO1: An understanding of the nature, objectives and social responsibilities of business.</p> <p>CO2: An ability to describe the different forms of organizations</p> <p>CO3: An understanding of the basic concepts of management</p> <p>CO4: An understanding of functions of management.</p> <p>CO5: An understanding of different types of business combinations</p>

Semester	I SEMESTER
Subject	BUSINESS ECONOMICS
Code	OEC 1.5
Learning Objectives	<ol style="list-style-type: none"> 1. To provide basic knowledge of the concepts of Business Economics 2. To understand the application of economic theory in decision making
Learning Outcomes	<p>CO1: Acquired the concepts, tools and techniques of Economics in analyzing and interpreting the business decisions</p> <p>CO2: They have developed the insight of the functioning of the economy.</p>

COURSE OUTCOMES (COs)
SECOND SEMESTER

Semester	II SEMESTER
Subject	ENGLISH
Code	BBAENLN 201
Learning Objectives	<ol style="list-style-type: none"> 1. To acquaint the student with some of the exemplary pieces of writing in English. 2. To enable the student to comprehend life in its diverse dimensions through literature. 3. To strengthen the learner's vocabulary and descriptive writing skills. 4. To help the learner to overcome the most common mistakes in English usage. 5. To empower the student with language skills most needed in professional fields.
Learning Outcomes	<p>CO1: The student can read and understand prose and poetic passages by writers of different periods and places.</p> <p>CO2: The student can appreciate poetic/literary use of the English language. The student can locate ideas in the passages, summarize and write coherent paragraphs.</p> <p>CO3: The student is enabled to identify and correct errors in the usage of certain elements of grammar.</p> <p>CO4: The student internalizes the social values of equity, nationalism and humanist understanding of commercial activities</p>

Semester	II SEMESTER
Subject	HINDI
Code	BBAHDLN 201
Learning Objectives	कक्षा व्याख्यान, गवतविवध आधारितवर्क्षण, सामूहक चचाश
Learning Outcomes	<p>CO1: गध्य केतिकेआधाि पि कहानी िचने की क्षमता </p> <p>CO2: िाचन कौर्ल तथा लेखन कौर्ल बढेगा </p> <p>CO3: वहन्दी कथाकेबािि में जानकािी प्राप्त होगी </p> <p>CO4: प्रयोजन मूलक वहन्दीकअितर्गकाशत िाष्ट्र भाषा, िाजभाषा औ सिमिश भाषा प्राप्त होगी </p>

Semester	II SEMESTER
Subject	KANNADA
Code	BBAKALN 201
Learning Objectives	ಕನ್ನಡ ನಾಡು ನುಡಿ ಚಿಂತನೆಯಿಂದಿಗೆ ಫುಲವಹಾರಿಕ ಜ್ಞ ಯು ಕುರಿತು ಕನ್ನಡ ಭೂಷಾ ಸಹಿತಯ ದ ಮೂಲಕ ಅರಿವನುನ ಮೂಡಿಸುವುದು
Learning Outcomes	<p>CO1: ವಿವಿಧ ಬರಹಗಾರರು,ಸಾಹಿತಯ ಕೃತಿಗಳ್ಳ ಮತ್ತು ಸಹಿತಯ ಚಟುವಟಿಕೆಗಳ ಅರಿವು ಹೆಚಿ ಸಿಕಳು ಲು ನೆರವ್ಯಗುತು ದೆ.</p> <p>CO2:ಭೂಷೆ ಸಹಿತಯ ದ ಶ್ಲೀಮಂತಿಕೆಯ ಜೊತೆಗೆ ಮಾನ್ವೀಯ ಮೌಯು ಗಳನುನ ಪ್ರಿಚಯಿಸುತು ದೆ.</p> <p>CO3:ಜೀವನ್ದ ಸೃಳ, ಸ್ವಜ, ವ್ಯಾ಼ ವತೆಯ ಬಗೆೆ ಅರಿವನುನ ಿಂಟುಮಾಡುತು ದೆ.</p> <p>CO4:ಯುವಜನ್ತೆಯಲ್ಲಿ ಸಾಮಾಜಕ ಹೂಣೆಗಾರಿಕೆ ಮತ್ತು ಮಾರಕವ್ಯಗುವ ವಸು ವಿಷಯಗಳಿಿಿಂದ ದೂರವಿರುವಂತೆ ಜ್ಯೂತಿ ಮೂಡಿಸುತು ದೆ.</p> <p>CO5:ಸ್ಮಕಾಲ್ಪೀನ್ ಷಿಯುಮಾನ್ಗಳ ಅರಿವಿನಿಂದಿಗೆ ಸ್ಪೂಧ ಬೂರಿಕಿ ಕ ಢುಕು ತು ನಿಮಾಣಿಕೆ ಫೀರೇಪಿಸುತು ದೆ</p>

Semester	II SEMESTER
Subject	CORPORATE ACCOUNTING AND REPORTING
Code	BBA 2.1
Learning Objectives	<ol style="list-style-type: none"> 1. To enable students, acquire the ability to solve complex accounting problems including analysis, interpretation, and communication of results. 2. To enable students, deliver an effective business document. 3. To enable students identify the impact of business actions on multiple stakeholders.
Learning Outcomes	<p>On successful completion of the course, the students will demonstrate</p> <p>CO1: The ability to prepare final accounts of partnership firms</p> <p>CO2: The ability to understand the process of public issue of shares and accounting for the same</p> <p>CO3: The ability to prepare final accounts of joint stock companies.</p> <p>CO4: The ability to prepare and evaluate vertical and horizontal analysis of financial statements</p> <p>CO5: The ability to understand company's annual reports.</p>

Semester	II SEMESTER
Subject	HUMAN RESOURCE MANAGEMENT
Code	BBA 2.2/BBABMCN 202
Learning Objectives	<ol style="list-style-type: none"> 1. To study the role and responsibility of Human resources management functions on business 2. To understand HRP, Recruitment and Selection process 3. To understand induction, training, and compensation aspects. 4. To study various performance appraisal and its methods. 5. To understand the concepts Employee Engagement and Psychological Contract
Learning Outcomes	<p>CO1: Ability to describe the role and responsibility of Human resources management functions on business</p> <p>CO2: Ability to describe HRP, Recruitment and Selection process</p> <p>CO3: Ability to describe to induction, training, and compensation aspects.</p> <p>CO4: Ability to explain performance appraisal and its process.</p> <p>CO5: Ability to demonstrate Employee Engagement and Psychological Contract</p>

Semester	II SEMESTER
Subject	BUSINESS ENVIRONMENT
Code	BBA 2.3/ BBABMCN 203
Learning Objectives	<ol style="list-style-type: none"> 1. To understand the concept of components of a business environment. 2. To understand the factor influencing business organization. 3. To understand the impact of economic environmental factors on business and also fiscal policy and monetary policy on business.
Learning Outcomes	<p>CO1: An Understanding of components of business environment.</p> <p>CO2: Ability to analyze the environmental factors influencing business organization.</p> <p>CO3: Ability to demonstrate Competitive structure analysis for select industry.</p> <p>CO4: Ability to explain the impact of fiscal policy and monetary policy on business.</p> <p>CO5: Ability to analyze the impact of economic environmental factors on business.</p>

Semester	II SEMESTER
Subject	ENVIRONMENTAL STUDIES
Code	COMEVSN 201
Learning Objectives	<ol style="list-style-type: none"> 1. To Understand the responsibilities and identities as citizens, consumers and environmental actors in a complex world. 2. 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>

Semester	II SEMESTER
Subject	RETAIL MANAGEMENT
Code	BBAMEN 202
Learning Objectives	<ol style="list-style-type: none"> 1. The objective of this paper is to acquaint students to concepts of 2. retail, computer application in Retail marketing and its applications.
Learning Outcomes	<p>CO1: An understanding of the types and forms of Retail business.</p> <p>CO2: Ability to examine Consumer Behaviour in various environments.</p> <p>CO3: Ability to analyze various Retail operations and evaluate them.</p> <p>CO4: Ability to analyze various marketing mix elements in retail operations.</p> <p>CO5: An understanding of Information Technology in retail business.\</p>

Semester	II SEMESTER
Subject	MONETARY ECONOMICS
Code	BASECEN 204
Learning Objectives	<ol style="list-style-type: none"> 1. To understand the functioning of the monetary system. 2. To acquire Knowledge about monetary policy and problems.
Learning Outcomes	<p>CO1: Understand the current monetary policy and problems</p> <p>CO2: Identify and analyze monetary instruments</p> <p>CO3: Review the various trends and functions of monetary and financial institutions</p>

COURSE OUTCOMES (COs)
THIRD SEMESTER

Semester	III SEMESTER
Subject	GENERIC ENGLISH
Code	BBAENLN301
Learning Objectives	<ol style="list-style-type: none"> 1. Students are expected to be able to read, comprehend and write short and long type answers on the prescribed One Act Plays 2. Students are expected to be familiar with history, culture and life through a study of the prescribed One Act Plays 3. Students are expected to be familiar with the structure and techniques used in theater and drama with specific reference to One Act Plays 4. Students are expected to become proficient in writing cogent descriptive, reflective and argumentative essays. 5. Students are expected to be able to create dialogues, write good letters of application and prepare their C Vs
Learning Outcomes	<p>CO1: A student can read and appreciate novels and their social and aesthetic values</p> <p>CO2: The student can interpret and analyze the situations and conflicts in the novels and connect them to real life situations.</p> <p>CO3: The student can critically examine the contexts, tones and undertones in spoken and written English.</p> <p>CO4: The student acquires the ability to read and write analytical passages, to comprehend and to infer from such writings.</p> <p>CO5: The student attains the ability to appreciate the use of English in modern printed advertisements and posters.</p> <p>CO6: Further, the student can use English creatively in modern contexts.</p>

Semester	III SEMESTER
Subject	HINDI
Code	BBAHDLN301
Learning Objectives	विविध उद्देश्यों के लिए अपनी भाषा का उपयोग करते हुए बातचीत करना जैसे : कविता, कहानी सुनाना, वनजी अनुभूतियों को साझा करना
Learning Outcomes	<p>CO1: विद्यार्थी को अपनी भाषा का उपयोग करते हुए बातचीत करना जैसे : कविता, कहानी सुनाना, वनजी अनुभूतियों को साझा करना</p> <p>CO2: विद्यार्थी को अपनी भाषा का उपयोग करते हुए बातचीत करना जैसे : कविता, कहानी सुनाना, वनजी अनुभूतियों को साझा करना</p>

Semester	III SEMESTER
Subject	KANNADA
Code	BBAKALN302
Learning Objectives	<p>ಇದರಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ - ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ - ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ</p>
Learning Outcomes	<p>CO1: ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ . CO2: ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ . CO3: ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ, ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ</p>

Semester	III SEMESTER
Subject	COST ACCOUNTING
Code	BBABMCN301
Learning Objectives	<ol style="list-style-type: none"> 1. To understand the basic elements of cost and preparation of the cost sheet. 2. To acquire the knowledge of documentation of materials and its calculations. 3. To know the calculations of wages. 4. To Know the comparison for reconciliation of cost and financial ac.
Learning Outcomes	<p>CO1: Be able to demonstrate an understanding of the elements of cost and prepare a cost sheet.</p> <p>CO2: Be able to prepare material related documents, understand the management of stores and issue procedures.</p> <p>CO3: Develop the ability to calculate Employee costs.</p> <p>CO4: Able to classify, allocate apportion overheads and calculate overhead absorption rates.</p> <p>CO5: Understand and reconcile cost and financial accounts.</p>

Semester	III SEMESTER
Subject	ORGANISATIONAL BEHAVIOR
Code	BBABMCN302
Learning Objectives	<ol style="list-style-type: none"> 1. To understand the behavior of human at work. 2. To know the students attitude in different situations. 3. To develop personal quality through studying the different theories of personality. 4. To motivate the student in classroom and analyze the particular case in his own way.
Learning Outcomes	<p>CO1: Demonstrate an understanding of the role of OB in business organization.</p> <p>CO2: Demonstrate an ability to understand individual and group behavior in an organization.</p> <p>CO3: Be able to explain the effectiveness of organizational change and development of organisation.</p> <p>CO4: Demonstrate an understanding of the process of organizational development and OD Interventions.</p>

Semester	III SEMESTER
Subject	STATISTICS FOR BUSINESS DECISIONS
Code	BBABMCN303
Learning Objectives	<ol style="list-style-type: none"> 1. To inspire knowledge across different areas in Statistics 2. To impart knowledge on Statistical concepts like Data Collection, Measures of Central Tendency, dispersion and skewness.
Learning Outcomes	<p>CO1: To understand the basic concepts in statistics.</p> <p>CO2: To classify and construct statistical tables.</p> <p>CO3: To understand and construct various measures of central tendency dispersion and skewness.</p> <p>CO4: To apply correlation and regression for data analysis.</p>

Semester	III SEMESTER
Subject	DIGITAL ECONOMICS
Code	BASECEN306
Learning Objectives	<ol style="list-style-type: none"> 1. To Know the digital economy influences Market and society 2. To know Digital economic activities 3. To know new opportunities in the Digital Economy.
Learning Outcomes	<p>CO1: Understand Digital technologies and to effectively manage their implementations</p> <p>CO2: Understand Digital Payments and Digital currencies</p> <p>CO3: Understand new opportunities in the Digital Economy</p>

Semester	III SEMESTER
Subject	ARTIFICIAL INTELLIGENCE
Code	COMAISN301
Learning Objectives	<ol style="list-style-type: none"> 1. To Know the theory of Artificial Intelligence 2. To learn the working of AI algorithms 3. To get advance knowledge of AI
Learning Outcomes	<p>CO1: Appraise the theory of Artificial Intelligence and list the significance of AI</p> <p>CO2: Discuss the various competence that are involved in solving an AI problem</p> <p>CO3: Illustrate the working of AI algorithms in the given contrast</p> <p>CO4: Analyze the various knowledge representation schemes, reasoning and learning techniques of AI</p>

Semester	III SEMESTER
Subject	FINANCIAL EDUCATION & INVESTMENT AWARENESS
Code	COMFISN301
Learning Objectives	<ol style="list-style-type: none"> 1. To help students develop the skills and knowledge necessary to make informed financial decisions. 2. To improve the understanding of financial products and concepts and, through information, instruction and objective advice, develop skills and confidence to become more aware of financial risks.
Learning Outcomes	<p>CO1: Provide the foundations for financial decision making.</p> <p>CO2: List out various saving and investment alternatives available for a common man.</p> <p>CO3: Give a detailed overview of stock markets and stock selection.</p> <p>CO4: Orient the learners about mutual funds and the criteria for selection.</p>

Semester	IV SEMESTER
Subject	FINANCIAL MARKET AND SERVICES
Code	BBABMCN403
Learning Objectives	<ol style="list-style-type: none"> 1. To familiarize the concepts and aspects of Indian financial system and develop their conceptual abilities and knowledge in the aforesaid field. 2. To provide the students with an understanding of financial markets, major institutions involved, the framework for these institutions.
Learning Outcomes	<p>CO1: To understand the financial system, Institutions, financial markets and services.</p> <p>CO2: To analyze the concepts relevant to the Indian financial market and relevance.</p> <p>CO3: To understand the concept of financial services, types and functions.</p> <p>CO4: To understand the types of financial Instruments.</p> <p>CO5: To understand the functioning of stock markets.</p>

Semester	IV SEMESTER
Subject	FINANCIAL MANAGEMENT
Code	BBABMCN404
Learning Objectives	<ol style="list-style-type: none"> 1. To know the basic concepts of financial management and its applications 2. To know the concepts like cost of capital, leverages, capital structure, capital budgeting techniques 3. To know the management of working capital and estimate the same for an organization.
Learning Outcomes	<p>CO1: To identify the goals of financial management.</p> <p>CO2: To apply the concepts of time value of money for financial decision making.</p> <p>CO3: To evaluate projects using capital budgeting techniques.</p> <p>CO4: To design optimum capital structure using EBIT and EPS analysis.</p> <p>CO5: To evaluate working capital effectiveness in an organization.</p>

Semester	IV SEMESTER
Subject	CONSTITUTION OF INDIA
Code	COMCOIN401
Learning Objectives	<ol style="list-style-type: none"> 1. To familiarize the students with the key elements of the Indian constitution. 2. To enable students to grasp the constitutional provisions and values. 3. To acquaint the students with the powers and functions of various constitutional offices and institutions. 4. To make students understand the basic premises of Indian politics and role of constitution and citizen-oriented measures in a democracy.
Learning Outcomes	<p>At the end of the course the students will-</p> <p>CO1: Understand the key aspects of the Indian Constitution.</p> <p>CO2: Comprehend the structure and philosophy of the Constitution.</p> <p>CO3: Understand the power and functions of various constitutional offices and institutions.</p> <p>CO4: Realise the significance of the constitution and appreciate the role of constitution and citizen-oriented measures in a democracy.</p>

Semester	IV SEMESTER
Subject	FINANCIAL EDUCATION & INVESTMENT AWARENESS
Code	COMFISN401
Learning Objectives	<ol style="list-style-type: none"> 1. To help students develop the skills and knowledge necessary to make informed financial decisions. 2. To improve the understanding of financial products and concepts and, through information, instruction and objective advice, develop skills and confidence to become more aware of financial risks.
Learning Outcomes	<p>CO1: Provide the foundations for financial decision making</p> <p>CO2: List out various saving and investment alternatives available for a common man.</p> <p>CO3: Give a detailed overview of stock markets and stock selection.</p> <p>CO4: Orient the learners about mutual funds and the criteria for selection.</p>

Semester	IV SEMESTER
Subject	Cyber security
Code	CONCSSN401
Learning Objectives	<ol style="list-style-type: none"> 1. To understand the basics of cybersecurity. 2. To familiarize students on Information technology act and its amendments. 3. To acquire the basic knowledge of Artificial Intelligence and its applications. 4. To know the recent developments in social media which can affect cyber security.
Learning Outcomes	<p>CO1. Explain the application of cyber security and various tool used</p> <p>CO2. Make students aware of dos and don'ts on the internet.</p> <p>CO3. Analyze cyber security measures using various tools for business decisions.</p>

COURSE OUTCOMES (COs)

FIFTH SEMESTER

Semester	V SEMESTER
Subject	PRODUCTION & OPERATIONS MANAGEMENT
Code	BBABMCN501
Learning Objectives	<ol style="list-style-type: none">1. To Know the production and operations aspects of industry and business relationship2. To understand different types of production layouts3. To know the various operations layouts4. To acquaint different types quality management5. To know the different types waste
Learning Outcomes	<p>CO1: Understand different types of production</p> <p>CO2: Acquired knowledge operations management</p> <p>CO3: Understand types of quality standards</p> <p>CO4: Understand legal aspects waste and maintains management</p>

Semester	V SEMESTER
Subject	INCOME TAX - I
Code	BBABMCN502
Learning Objectives	<ol style="list-style-type: none">1. To acquaint the students with the procedure for computation of total income and tax liability of an individual.2. To understand the provisions for determining the residential status of an individual3. To comprehend the meaning of salary, perquisites, allowances and various retirement benefits4. To compute the income from house property for different categories of house.5. To calculate the TDS and advance tax
Learning Outcomes	<p>CO1: Students will be able to understand the provisions for determining the residential status of an individual.</p> <p>CO2: Comprehend the procedure for computation of total income and tax liability of an individual.</p> <p>CO3: Comprehend the meaning of salary, perquisites, allowances and various retirement benefits.</p> <p>CO4: Compute the income from house property for different categories of house.</p> <p>CO5: Comprehend TDS and advance tax Sruling.</p>

Semester	V SEMESTER
Subject	BANKING LAW & PRACTICE
Code	BBABMCN503
Learning Objectives	<ol style="list-style-type: none"> 1. To Know the legal aspects of Banker and customer relationship 2. To understand different types of account 3. To know the various operations of Bank 4. To acquaint different types of crossing of Cheques 5. To know the different types of E payments
Learning Outcomes	<p>CO1: Understand different types of Account</p> <p>CO2: Acquired knowledge operations of bank</p> <p>CO3: Understand types of crossing of cheques</p> <p>CO4: Understand legal aspects of Banker and customer relationships</p>

Semester	V SEMESTER
Subject	ADVANCED CORPORATE FINANCIAL MGT.
Code	BBABMEN501
Learning Objectives	<ol style="list-style-type: none"> 1. To acquaint with concept of cost of capital and capital structure theories 2. To develop understanding of different advanced capital budgeting techniques. 3. To develop understanding dividend decisions and dividend theories. 4. To be able to evaluate mergers and acquisition. 5. To acquaint with the ethical and governance issues in financial management.
Learning Outcomes	<p>CO1: Understand and determine the overall cost of capital.</p> <p>CO2: Comprehend the different advanced capital budgeting techniques.</p> <p>CO3: Understand the importance of dividend decisions and dividend theories.</p> <p>CO4: Evaluate mergers and acquisition.</p> <p>CO5: Enable the ethical and governance issues in financial management.</p>

Semester	V SEMESTER
Subject	COMPENSATION & PERFORMANCE MGT.
Code	BBAB ME503
Learning Objectives	<ol style="list-style-type: none"> 1. Familiarizing students with the concept of compensation. 2. Understanding of wage & salary structure in organizations. 3. Evaluation of performance management. 4. Legal & ethical issues in performance management.
Learning Outcomes	<p>CO1: Students will be able to understand in organization, on what basis compensation is paid.</p> <p>CO2: Importance of payroll in organization.</p> <p>CO3: Importance of performance appraisal in organization.</p> <p>CO4: Retention of talented employees for the long term.</p> <p>CO5: Handling legal & ethical issues in performance management.</p>

Semester	V SEMESTER
Subject	FUNDAMENTALS OF RETAIL MANAGEMENT
Code	BBABMEN505
Learning Objectives	<ol style="list-style-type: none"> 1. To identify the relevance of Retail Business in marketing. 2. To find out the business operations in Retailing. 3. To equip with the knowledge to formulate the strategies of Retail Business. 4. To apply the Retailing principles and theories. 5. To explore the career opportunities in the Retail sector
Learning Outcomes	<p>CO1: Understand the Retail Business.</p> <p>CO2: Understand the business operations in Retailing.</p> <p>CO3: Formulate the retail strategies of Retail Business.</p> <p>CO4: Apply the Retailing principles and theories.</p> <p>CO5: Explore the career opportunities in the Retail sector</p>

Semester	V SEMESTER
Subject	DIGITAL MARKETING
Code	BBABMVN502
Learning Objectives	<ol style="list-style-type: none"> 1. To Understand the concept of digital marketing and its real-world iterations 2. To Articulate innovative insights into digital marketing enabling a competitive edge 3. To Understand how to create and run digital media-based campaigns 4. To Identify and utilize various tools such as social media etc.
Learning Outcomes	<p>CO1: Gain knowledge on Digital Marketing, Email Marketing and Content marketing.</p> <p>CO2: Understand Search Engine Optimization tools and techniques.</p> <p>CO3: Gain skills in the creation of Google AdWords & Google AdSense.</p> <p>CO4: Gain knowledge of Social Media Marketing and Web Analytics.</p> <p>CO5: Gain knowledge on YouTube Advertising & Conversions.</p>

Semester	V SEMESTER
Subject	EMPLOYABILITY SKILLS
Code	COMESSN501
Learning Objectives	<ol style="list-style-type: none"> 1. To develop problem-solving abilities. 2. To enhance verbal and non-verbal reasoning ability. 3. To improve numerical and logical ability. 4. To enhance the English language. 5. To improve communication skills.
Learning Outcomes	<p>On successful completion of the course, the students will be able to</p> <p>CO1: Develop systematic problem-solving abilities.</p> <p>CO2: Enhance verbal and non-verbal reasoning skills.</p> <p>CO3: Improve numerical and analytical abilities.</p> <p>CO4: Enhance English language and communication skills.</p>

COURSE OUTCOMES (COs)

SIXTH SEMESTER

Semester	VI SEMESTER
Subject	BUSINESS LAW
Code	BBABMCN601
Learning Objectives	<ol style="list-style-type: none">1. To understand the essential elements and enforceability of a valid contract in business dealings.2. To comprehend the rules governing the sale and purchase of goods, including rights and obligations of buyers and sellers.3. To gain knowledge about negotiable instruments and their role in facilitating secure financial transactions.4. To understand consumer rights and the legal mechanisms available for addressing grievances and ensuring fair trade practices.5. To develop an understanding of environmental laws aimed at preventing pollution and promoting sustainable development.
Learning Outcomes	<p>CO1: Comprehend the laws relating to Contracts and its application in business activities</p> <p>CO2: Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller</p> <p>CO3: Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.</p> <p>CO4: Understand the significance of Consumer Protection Act and its features</p> <p>CO5: Understand the need for Environment Protection.</p>

Semester	VI SEMESTER
Subject	INCOME TAX-II
Code	BBABMCN602
Learning Objectives	<ol style="list-style-type: none"> 1. To impart the concept of business, profession, and vocation and to compute the income from business and other Profession. 2. To know the different types of capital assets and compute capital gain covering different provisions as per act 3. To acquaint the students with the concept of income from other sources. 4. To understand the assessment of an Individual. 5. To know the assessment procedure and the power of income tax authorities.
Learning Outcomes	<p>CO1: Understand the procedure for computation of income from business and other Profession.</p> <p>CO2: Understand the provisions for determining the capital gains.</p> <p>CO3: Compute the income from other sources.</p> <p>CO4: Demonstrate the computation of total income of an Individual.</p> <p>CO5: Comprehend the assessment procedure and to know the power of income tax authorities.</p>

Semester	VI SEMESTER
Subject	INTERNATIONAL BUSINESS
Code	BBABMCN603
Learning Objectives	<ol style="list-style-type: none"> 1. To impart the concept of International Business. 2. To know the different types of Internal and External International Business Environment. 3. To understand the difference MNC and TNC 4. To know the role of International Organisations in International Business. 5. To Understand International Operations Management.
Learning Outcomes	<p>CO1: Understand the concept of International Business.</p> <p>CO2: Differentiate the Internal and External International Business Environment.</p> <p>CO3: Understand the difference MNC and TNC</p> <p>CO4: Understand the role of International Organisations in International Business.</p> <p>CO5: Understand International Operations Management.</p>

Semester	VI SEMESTER
Subject	RETAIL OPERATIONS MANAGEMENT
Code	BBABMEN605
Learning Objectives	<ol style="list-style-type: none"> 1. To recognize the structure & functioning of the retail sector. 2. To evaluate the process of retail stores operations. 3. To infer the processes associated with retail store practices.
Learning Outcomes	<p>CO1: Compare various retail formats and technological advancements for setting up appropriate retail business.</p> <p>CO2: Equip with the knowledge of competitive strategies for retail business decisions.</p> <p>CO3: Examine the site location and operational efficiency for marketing decisions.</p> <p>CO4: Analyze the effectiveness of merchandising and pricing strategies.</p> <p>CO5: Assess store layout and planogram for retail business.</p>

Semester	VI SEMESTER
Subject	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Code	BBABMEN601
Learning Objectives	<ol style="list-style-type: none"> 1. To acquaint the students with basics of Investment. 2. To equip with evaluation of the different types of alternatives. 3. To equip with evaluation of the portfolio and portfolio management. 4. To acquaint with the concept of risk and returns 5. To acquaint with knowledge of fundamental and technical analysis.
Learning Outcomes	<p>CO1: Understand the concept of basics of Investment.</p> <p>CO2: Evaluate the different types of alternatives.</p> <p>CO3: Evaluate the portfolio and portfolio management.</p> <p>CO4: Understand the concept of risk and returns</p> <p>CO5: Gain the knowledge of fundamental and technical analysis.</p>

Semester	VI SEMESTER
Subject	CULTURAL DIVERSITY AT WORKPLACE
Code	BBABMEN603
Learning Objectives	<ol style="list-style-type: none"> 1. To recall the cultural diversity at work place in an organization. 2. To support the business case for workforce diversity and inclusion. 3. To assess contemporary organizational strategies for managing workforce diversity and inclusion
Learning Outcomes	<p>CO1: To understand, interpret question reflect upon and engage with the notion of diversity.</p> <p>CO2: To identify diversity and work, respecting cross cultural environment.</p>

Semester	VI SEMESTER
Subject	GOODS AND SERVICES TAX
Code	BBABMVN601
Learning Objectives	<ol style="list-style-type: none"> 1. To comprehend the concepts of Goods and Services tax. 2. To understand the fundamentals of GST. 3. To analyse the GST Procedures in the Business. 4. To know the GST Assessment and its computation.
Learning Outcomes	<p>CO1: Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.</p> <p>CO2: Analyze the history of indirect taxation in India and the structure of the Indian taxation system.</p> <p>CO3: Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.</p> <p>CO4: Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.</p> <p>CO5: Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.</p>

Semester	VI SEMESTER
Subject	MINI PROJECT
Code	BBAPRON601
Learning Objectives	<ol style="list-style-type: none"> 1. To introduce the student to an area of operation of business. 2. To help the student understand different areas in which she or he may work as a management students 3. To equip the student with skills in studying the realities that exist in the field of finance, marketing, HR and operations 4. To learn to assess the research studies and findings. 5. To develop the skills for library work and documentation for research. 6. To develop logical thinking and critical analysis.
Learning Outcomes	<p>CO1: Students will understand different areas in which she or he may work as a manager.</p> <p>CO2: Equips the student with skills in studying the realities that exist in the field of business management.</p> <p>CO3: Improves analytical skills in research studies and findings.</p> <p>CO4: Develops the skills for library work and documentation for research.</p> <p>CO5: Develops logical thinking and critical analysis.</p>