



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU – 575 003 (DAKSHINA KANNADA)

Office : 0824-2494186
Principal : 0824-2496980

NAAC Reaccredited (2023)
with 'A' Grade

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

COURSE OUTCOMES

STATE EDUCATION POLICY (SEP)

(2024 Batch onwards)

COURSE OUTCOMES (COs)

FIRST SEMESTER

Semester	I SEMESTER
Subject	ENGLISH
Code	BBAENLS101
Learning Objectives	Creative and critical response to literature in light of cultural values and literary history.
Learning Outcomes	CO1: To enable students to understand and utilize the English language in various forms (speaking, listening, reading, writing) across different contexts, including everyday conversations, academic situations, and professional settings, by developing their vocabulary, grammar, pronunciation, and comprehension skills to effectively communicate in English.

Semester	I SEMESTER
Subject	HINDI
Code	BBAHDLS101
Learning Objectives	कथा पठन, कक्षा व्याख्यान, सामूहिक चर्चा, व्याकरण अभ्यास
Learning Outcomes	CO1: हिन्दी कहानी साहित्य का ज्ञान CO2: जीवन मूल्यों का विकास CO3: भाषा शुद्धिकरण की ओर प्रेरित करना

Semester	I SEMESTER
Subject	KANNADA
Code	BBAKALS101
Learning Objectives	<ul style="list-style-type: none">• ಸಾಹಿತ್ಯ ಸಂಸ್ಕೃತಿಯ ಅಭಿರುಚಿಯನ್ನು ಹುಟ್ಟು ಹಾಕುವ ಉದ್ದೇಶ• ನೈತಿಕತೆಯ ಅರಿವು ಪಡೆಯಲು ಭಾಷಾ ಬೋಧನೆ ಅಗತ್ಯ.
Learning Outcomes	CO1: ವಿದ್ಯಾರ್ಥಿಗಳ ಭಾಷಾ ಕೌಶಲ್ಯ, ಸಾಹಿತ್ಯದ ಮಾನವೀಯ ಸಂವೇದನೆ, ಸಮಕಾಲೀನ ವಿದ್ಯಮಾನಗಳ ಅರಿವು, ಸಂಸ್ಕೃತಿಯ ಕಲಿಕೆಯಲ್ಲಿ ಭಾಷಾ ಬೋಧನೆಯು ಮಹತ್ವದ ಪತ್ರ ವಹಿಸುವುದು. CO2: ಭಾಷೆಯ ಕಲಿಕೆ ವಿದ್ಯಾರ್ಥಿಯ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಯನ್ನು ಮಾಡುತ್ತದೆ.

Semester	I SEMESTER
Subject	PRINCIPLES OF MANAGEMENT
Code	BBABMCS101
Learning Objectives	<ul style="list-style-type: none"> • To understand and explain the fundamental concepts, functions, and principles of management. • To analyze real-world business scenarios using management theories and decision-making processes.
Learning Outcomes	<p>CO1: Students will be able to describe the key functions of management (planning, organizing, leading, and controlling) and their importance in business operations.</p> <p>CO2: Students will demonstrate the ability to apply management principles to solve organizational challenges and improve business performance.</p>

Semester	I SEMESTER
Subject	BUSINESS ACCOUNTING - I
Code	BBABMCS102
Learning Objectives	<p>This course will enable students:</p> <ul style="list-style-type: none"> • To comprehend the fundamental principles and concepts of accounting, including accounting standards. • To develop the ability to record journal entries and maintain ledger accounts. • To acquire proficiency in preparing subsidiary books. • To learn to create depreciation accounts and correct accounting errors. • To gain expertise in preparing trial balances and final accounts for non-manufacturing sole proprietorships.
Learning Outcomes	<p>On successful completion of the course, the students will be able to:</p> <p>CO1: Gain an understanding of accounting mechanisms and accounting standards.</p> <p>CO2: Record journal entries and maintain ledger accounts.</p> <p>CO3: Develop the ability to prepare subsidiary books.</p> <p>CO4: Comprehend the principles of depreciation accounting.</p> <p>CO5: Prepare trial balances and final accounts for sole proprietorships.</p>

Semester	I SEMESTER
Subject	CONTEMPORARY MARKETING MANAGEMENT
Code	BBABMCS103
Learning Objectives	<p>This course will enable students</p> <ul style="list-style-type: none"> • To Understand the concepts and functions of marketing. • To Analyse marketing environment impacting the business. • To Segment the market and understand the consumer behaviour. • To Describe the 4 Ps of marketing and also strategize marketing mix
Learning Outcomes	<p>On successful completion of the course, the students will be able to</p> <p>CO1: Understand the concepts and functions of marketing. CO2: Analyse marketing environment impacting the business. CO3: Segment the market and understand the consumer behaviour. CO4: Describe the 4 Ps of marketing and also strategize marketing mix</p>

Semester	I SEMESTER
Subject	ECONOMICS FOR MANAGERS
Code	BBABMOS103
Learning Objectives	<ul style="list-style-type: none"> • To increase student economic way of thinking and analysing business decision problems • To develop critical thinking skills of students and analytical abilities in resolving business problems by employing various tools of economics • To make students comprehend how economic variables are interpreted, analyzed using various economic tools and techniques
Learning Outcomes	<p>CO1: Able to use applications of managerial economics. CO2: Enhance optimization and utility including consumer behaviour. CO3: Assess the relationships between short-run and long-run costs. CO4: Analyse perfectly competitive markets including substitution. CO5: Describe uniform pricing and how it relates to price discrimination and total revenue</p>

Semester	I SEMESTER
Subject	CONSTITUTIONAL VALUES
Code	COMCOVS101
Learning Objectives	<ul style="list-style-type: none"> ● To equip with comprehensive understanding the principles and their relevance in daily life ● To understand the basic fundamental rights and duties applicable in daily life
Learning Outcomes	<p>CO1: Students are equipped with democratic values, critical thinking skills and civic engagement</p> <p>CO2: Students can engage in organizing and promoting social changes by strengthening their understanding of constitutional values</p>



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**COURSE OUTCOMES (COs)
SECOND SEMESTER**

Semester	II SEMESTER
Subject	ENGLISH
Code	BBAENLS201
Learning Objectives	To enable students to learn and comprehend the written and spoken form of English Language.
Learning Outcomes	CO1: To enable the learner to communicate effectively and appropriately in real life situation.

Semester	II SEMESTER
Subject	HINDI
Code	BBAHDLS201
Learning Objectives	रचनात्मकता और कल्पनाशक्ति का विकास
Learning Outcomes	CO1: साहित्य के प्रति रूचि उत्पन्न करना CO2: आत्मनिर्भर होने की ओर प्रवृत्त

Semester	II SEMESTER
Subject	KANNADA
Code	BBAKALS201
Learning Objectives	ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಕಲೆ,ಸಾಹಿತ್ಯ, ಸಂಸ್ಕೃತಿಯ ಅಭಿರುಚಿಯನ್ನು ಹುಟ್ಟು ಹಾಕುವ ಉದ್ದೇಶ.
Learning Outcomes	CO1: ಭಾಷೆ ಕೇವಲ ಮಾಧ್ಯವಾಗಿರದೆ ಅದೊಂದು ಸಂಸ್ಕೃತಿ ಎಂಬ ಅರಿವು ಮೂಡುತ್ತದೆ. CO2: ಭಾಷಾ ಭೋಧನೆ ವಿದ್ಯಾರ್ಥಿಯ ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನದಲ್ಲಿ ಮಹತ್ವದ ಪಾತ್ರವನ್ನು ವಹಿಸುತ್ತದೆ.

Semester	II SEMESTER
Subject	BUSINESS ENVIRONMENT
Code	BBABMCS201
Learning Objectives	<ol style="list-style-type: none"> 1. To orient the learners towards the basic concepts of Indian and global business environment. 2. To acquaint with the nature and dimensions of the evolving business environment and how they influence managerial decisions.
Learning Outcomes	<p>CO1: Explore the dynamic nature of business in an intensely competitive environment.</p> <p>CO2: Examine the two-way impact of Business on Environment and Environment on Business.</p> <p>CO3: Identify and evaluate the multidimensional settings within which businesses operate.</p> <p>CO4: Forecast possible impacts of change in policies and laws on operations of business.</p> <p>CO5: Build a conducive internal business environment for the firm to operate.</p>

Semester	II SEMESTER
Subject	BUSINESS ACCOUNTING - II
Code	BBABMCS202
Learning Objectives	<ol style="list-style-type: none"> 1. To familiarize with the different forms of business organisations. 2. To learn the accounting treatment in different business forms. 3. To keep pace with the contemporary business trends and accounting practices.
Learning Outcomes	<p>CO1: Understand and prepare accounts for consignment.</p> <p>CO2: Prepare accounts for the Not-For-Profit Organisations.</p> <p>CO3: Understand the distinction between Unlimited and Limited Liability Partnership.</p> <p>CO4: Prepare accounts of Partnership Firms in the various circumstances of Admission, Retirement and Death of a Partner.</p> <p>CO5: Prepare accounts on Dissolution of Partnership Firm.</p>

Semester	II SEMESTER
Subject	WORK FORCE MANAGEMENT
Code	BBABMCS203
Learning Objectives	<ol style="list-style-type: none"> 1. To create awareness about the concepts of Workforce or Human Resource. 2. To create knowledge about the process of getting employment. 3. To make aware of the recent developments in the field of Workforce or Human Resource Management.
Learning Outcomes	<p>CO1: To understand the basic concepts of Workforce or Human Resource Management.</p> <p>CO2: To be aware of how the Human Resource works in an organization.</p> <p>CO3: To understand about the role and functions of Human Resource.</p>

Semester	II SEMESTER
Subject	FOREIGN TRADE MANAGEMENT
Code	BBABMOS203
Learning Objectives	<ol style="list-style-type: none"> 1. To introduce the concept of foreign trade and recent trends in foreign trade management. 2. To understand Government policies and framework. 3. To familiarize the student with the export and import policy of the government of India. 4. To understand current status of foreign trade policy and future prospects of Foreign Trade.
Learning Outcomes	<p>On successful completion of the course, the students will</p> <p>CO1: Get awareness about development in import and export of India.</p> <p>CO2: Understand the comprehend theories of International Trade.</p> <p>CO3: Apply appropriate Trade mechanism to manage foreign trade in India.</p>

Semester	II SEMESTER
Subject	ENVIRONMENTAL STUDIES
Code	COMEVSS201
Learning Objectives	<ol style="list-style-type: none"> 1. To make Students realize the importance of a healthy environment and understand the various aspects of ecosystem 2. To enable students to grasp the significance and issues related to biodiversity and natural resources and way of conservation 3. To raise awareness of environmental policies and conservation efforts and encourage public awareness and individual role in protecting the environment through sustainable practices
Learning Outcomes	<p>CO1: Student will able to understand environmental significance.</p> <p>CO2: Engage in conservation efforts, - Develop confidence and skills to actively participate in the conservation of water, soil and biodiversity.</p> <p>CO3: Mitigate climate change and pollution - Initiate and adopt eco-friendly practices in daily life to contribute change mitigation and pollution prevention.</p>