

2.6.1 PO's and CO's of All Programs

PO's and CO's

DEPARTMENT OF BBA- GENERAL (CBCS)

No.31/1, Kadusonnapanahalli, Hennur-Bagalur Road, Kannur, Bangalore - 562149

**DEPARTMENT OF BUSINESS ADMINISTRATION-BBA(GENERAL)
BBA(GENERAL)-CBCS**

INSTITUTION

Vision

"Be One Among the Top Reflective and Active Learning Institutions."

Mission

"Nurturing an Institutional Environment for Excellence in Education and Positive Transformation in Students & Society."

DEPARTMENT

VISION

To create a knowledgeable society by empowering students with an inclusive environment that cultivates creativity, global leadership qualities, and a passion for lifelong learning.

MISION

Imparting humanitarianism among the students with a focus on innovation, and collaboration through experiential learning to make a meaningful difference in students' lives.

CORE VALUES

1. **Responsibility:** Acknowledging and fulfilling obligations, duties, and commitments towards oneself, others, organizations, and society, taking ownership of actions and their consequences.
2. **Respect:** Showing consideration, tolerance, and acceptance towards diverse perspectives, cultures, beliefs, and backgrounds.
3. **Accountability:** Accepting and being answerable for one's actions, decisions, and behaviors, being transparent, and open to feedback, evaluation, and scrutiny.

PROGRAM EDUCATIONAL OBJECTIVE

PEO1: To instill global perspective among the students and develop them to be the best leaders, collaborators & entrepreneurs in diverse organizational settings.

PEO2: To make students proficient in written, oral, and digital communication, conveying complex business concepts, and ideas with clarity and persuasiveness to diverse stakeholders.

PEO3: To make students exhibit ethical behavior and social responsibility in business practices, demonstrating integrity, accountability, and respect for diverse perspectives and communities.

PEO4: To make them adept at navigating and leading within complex organizational environments, contributing to team cohesion, productivity, and success through their strong interpersonal skills and understanding of team dynamics.

PROGRAM OUTCOME

P01 Critical Thinking and Creativity- Analyzing complex problems and identifying opportunities for novel solutions through interdisciplinary approaches and generating innovative ideas to address societal, scientific, and business challenges.

P02 Teamwork and Collaboration - To work effectively in teams, demonstrating collaboration, interpersonal skills, and the ability to leverage diverse perspectives to achieve common goals and objectives.

P03: Business Ethics and Social Responsibility- To have an awareness of ethical challenges within business environments and exhibit a dedication to upholding ethical standards and promoting social responsibility in their professional conduct.

P04: Self-directed and Lifelong learning- To embody a commitment to lifelong learning and research, continuously seeking new knowledge and methodologies to innovate, solve problems, and contribute to their respective fields.

PROGRAM SPECIFIC OUTCOME

PS01: Career Advancement: Students will be equipped with the necessary business acumen and professional skills to embark on successful careers accompanied by flexible self-directed learning for individual growth, upgrading knowledge, skills, and reskilling in all areas of business.

PS02: Job Competence: Students will demonstrate proficiency in applying theoretical knowledge to practical business situations, effectively utilizing analytical tools and decision-making frameworks.

PS03: Research Proficiency: Students will develop the ability, inclination, and readiness to engage in research activities effectively that will lead to meaningful contributions to their academic discipline and professional field.

PS04: Sustainability Integration: Graduates will understand the principles of sustainable business practices and their implications for organizational success, including environmental stewardship, social responsibility, and ethical governance.

COURSE OUTCOME

SEMESTER-I

I SEMESTER

<u>Sl. No</u>	<u>Course</u>	<u>Course code</u>	<u>No of hours</u>
1	Management Process	BMPC1S	<u>56</u>
2	Fundamentals of Accounting	BFAC1S	<u>56</u>
3	Business Organization and Environment	BBEC1S	<u>56</u>
4	Quantitative Methods for Business - I	BQMC1S	<u>56</u>

COURSE : MANAGEMENT PROCESS

At the end of the course student will be able to

1. **Explain** the functional areas of management in the organizations with the help of the organizational structure of any three companies.
2. **Identify** the corporate social responsibilities of major players and their impact on the goodwill of the company
3. **Design** the mission, vision, objectives and strategies for a company Adopting SMART principle
4. **Explain** the, process and importance of the management functions- POSDCORB.
5. Analyze the importance of the application of 14 principles of management in the organization.

COURSE : FUNDAMENTALS OF ACCOUNTING.

At the end of the course students should be able to

1. Understand the basic concepts of accounting and the golden rules of accounting
2. Differentiate between single entry and double entry system of accounting
3. Examine the Pass journal entries and posting them to ledger accounts
4. Solve problems on final accounts
5. Prepare Bank reconciliation statement.

COURSE: QUANTITATIVE METHODS FOR BUSINESS - I

At the end of the course student will be able to

1. To provide basic knowledge of analysing data using various statistical methods techniques of business decisions.
2. To enable better reporting for decision making.
3. To Highlights the benefits as well as the limits of quantitative analysing areal world context.
4. To orient the students to various hypothesis testing methods as to how and where appropriately they can be applied.
5. To relate a formal quantitative approach to problem solving the decision making and acquire the knowledge.

COURSE : BUSINESS ORGANIZATION & ENVIRONMENT

At the end of the course student will be able to

1. **Design** the Forms of organization Structure for the organization at all the levels.
2. **Explain** the behavior of employers at individual, group and organizational level.
3. **Identify** the determinants of personality and the traits which an employers should posses in the organizational environment.
4. **Implement** the principles and theories of learning in the joint stock company.
5. **Design** the group formation process, group goals, roles and responsibilities for achieving the objectives of Business Environment.

II SEMESTER:

<u>Sl. No</u>	<u>Course</u>	<u>Course code</u>	<u>No of hours</u>
1	Financial Accounting	BFAC2S	<u>56</u>
2	Quantitative Methods for Business -II	BQMC2S	<u>56</u>
3	Organizational Behavior	BRBC2S	<u>56</u>
4	Production and Operations Management	BPMC2S	<u>56</u>

COURSE : FINANCIAL ACCOUNTING

At the end of the course students should be able to

1. Calculate Fire Insurance claim.
2. Compute cash price of each installment and interest under Hire Purchase System
3. Understand the Accounting process and entries for public issue of equity shares and preference shares
4. Compute the purchase consideration payable by a purchasing company to a partnership firm under various methods.
5. Pass Journal entries and Calculate various ledger accounts in the book of lessee and lessor under Royalty Accounts

COURSE: ORGANIZATIONAL BEHAVIOR

At the end of the course students should be able to

1. Design the organizational structure for the organization at all the three levels.
2. Explain the behavior of employees at individual, group and organizational level.
3. Identify the determinants of personality and the traits which an employee's should possess in the organizational environment.
4. Identify the components of attitude, their impact on formation of attitude and attitudinal change.
5. Implement the principles and theories of learning in the organization.

COURSE : QUANTITATIVE METHODS FOR BUSINESS DECISION II
AT the end of the course student will be able To

1. Understand of descriptive statistics.
2. Understand collection of data, sampling, classification and tabulation of data.
3. Understand averages, properties of mean, median and mode, frequency polygon.
4. Understand measures of dispersion, mean deviation, standard deviation, coefficient of variation and skewness.
5. Understand the facts are described using the index numbers, uses, steps in construction of index numbers.

COURSE : PRODUCTION AND OPERATIONS MANAGEMENT
At the end of the course student will be able to

1. Identified Production and Operations Management Roles and Responsibilities
2. Understand by the students to produce goods services of right quality and quantity at the right time and right manufacturing cost.
3. Analyze the different types of facilities like building , sanitation ,lighting ,air conditioning and safety for organization physical facilities
4. Evaluate different statistical quality control Techniques for Quality management
5. Design the Waste management , scrap and surplus disposal ,salvage and recovery

III SEMESTER:

<u>Sl. No</u>	<u>Course</u>	<u>Course code</u>	<u>No of hours</u>
1	Soft Skills for Business	BSC3SB	<u>56</u>
2	Corporate Accounting	BCAC3S	<u>56</u>
3	Human Resource Management	BHRC3S	<u>56</u>
4	Business Regulations	BBRC3S	<u>56</u>
5	Corporate Environment	BCEC3S	<u>56</u>
6	Business Ethics	BBEC3S	<u>56</u>

COURSE : SOFT SKILLS FOR BUSINESS

At the end of the course student will be able to

1. Understand the elements of communication.
2. Understand and apply the art of conducting and giving interviews.
3. Participate and conduct group discussions. Brain storming, e- meetings, preparing agenda and minutes of the meeting.
4. Understand business communication.
5. Make Bio-data, covering letter, interview letters, letter of reference. Memos, minutes, circulars & notices.

COURSE : CORPORATE ACCOUNTING

At the end of the course student will be able to

1. To Explains cost accounting systems and introduction.
2. To defines the concepts of cost, expenses, loss and Revenue.
3. To prepare Production cost statement and cost of goods sold statement.
4. To handle accounts of accounting hints of procedure of accounts.
5. To perform develop to cost accounting record.

COURSE: HUMAN RESOURCE MANAGEMENT

At the end of the course student will be able to

1. Summarize the meaning, objectives, functions and process of HRM; duties and responsibilities of HR manager and recent trends in HRM.
2. Understand the meaning and importance of HRP; meaning and methods of Recruitment; meaning and steps in Selection process; problems involved in Placement.
3. Describe the objective, purpose and need for Training and Induction and on-the-job and off-the-job methods of training.
4. Explain the meaning and objectives of Performance Appraisal; traditional and modern methods with their uses and limitations; meaning and objectives of Compensation.
5. Examine the purpose and basis of Promotion; reasons and types of Transfer; Right sizing of workforce and its importance.

COURSE: BUSINESS REGULATIONS

At the end of the course student will be able to

1. Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract Understand the concept of law system in India and other countries.
2. Analyze the history of Indian contract act and Indian sale of goods act.
3. Understand the information from Right to Information and Right to education as provided by Government of India.
4. Draft a complaint to District Consumer Forum on the deficiency of service in a reputed government hospital for medical negligence.
5. Draft a constructive and innovative suggestions note on global warming reduction.

COURSE : CORPORATE ENVIRONMENT

At the end of the course student will be able to

1. Understand the importance of corporate social responsibility.
2. Able to know the procedure for liquidation.
3. Categorize different type of meeting to be conducted in the organization.
4. Analyze different forms of capital to be raised to start and run business.
5. Able to draft memorandum of association, articles of association and prospectus of the company.

COURSE : BUSINESS ETHICS

At the end of the course student will be able to

1. Understand the role of ethics in business process.
2. Analyse various ethical issues in companies and identify the business ethics risks involved and in a venture.
3. Design the CSR activity for various corporate for environmental awareness.
4. Determine the boundaries and culture of social entrepreneurship.
5. Demonstrate an ability to understand and evaluate corporate governance.

IV SEMESTER:

<u>Sl. No</u>	<u>Course</u>	<u>Course code</u>	<u>No of hours</u>
1	Business Research Methods	BRMC4S	<u>56</u>
2	Marketing Management	BMMC4S	<u>56</u>
3	Financial Management	BFMC4S	<u>56</u>
4	Services Management	BSMC4S	<u>56</u>
5	Banking Regulations & Operations	BREC4S	<u>56</u>
6	Cost Accounting	BCAC4S	<u>56</u>

COURSE : BUSINESS RESEARCH METHODS**At the end of the course student will be able to**

1. Understand the concept of Research and its importance in Business and society.
2. Explain the research approaches and their correct application.
3. Understand the data collection methods used in research.
4. Enumerate the tools used in data collection and the significance of data in research.
5. Understand the importance of correct tabulation in research.

COURSE : MARKETING MANAGEMENT**At the end of the course student will be able to**

1. Understand the importance of Customer relationships and holistic marketing to create marketing value for the organization.
2. Enumerate Marketing segments.
3. Create product and pricing designs for the defined market segments.
4. Design marketing strategies for the given organization.
5. Analyse distribution and integrated marketing communication strategies for the given organization.

COURSE: FINANCIAL MANAGEMENT

At the end of the course student will be able to

1. Understand the concept of financial management, goals of a firm and agency problem of the company
2. Determine the process of banking and insurance sectors calculation in reference to time value of money.
3. Project the company's financial position using comparative analysis through EPS and income statement
4. Prepare the budget for individual life and for the company with effective manner
5. Analyze the short term investment and long term investment using working capital management

COURSE: SERVICES MANAGEMENT

At the end of the course student will be able to

1. Explain the Indian service industry and their contribution towards the growth of Indian economy in terms of GDP.
2. Design the service mix for their desired service organization with the usage of GAP model
3. Identify the market segments in tourism sector by analyzing the profiles of major tourism players in India.
4. Design the service delivery process blue print in hospitality sector by considering the service mix of major players in hospital sector.
5. Analyze and select the type of insurance needed to run the service organization effectively.

COURSE : BANKING REGULATIONS & OPERATIONS

At the end of the course student will be able to

1. Understand the Role and functions of Commercial Bank.
2. Understand the Regulation and Control of Commercial Banks by RBI.
3. Analyze the different types of Negotiable Instruments available and its role in the market.
4. Identify the duties and responsibilities of paying banker and collecting banker
5. Understand the subsidies and credit facilities available for budding entrepreneurs.

COURSE : COST ACCOUNTING
At the end of the course student will be able to

1. Determine and understand the elements of cost and prepare a cost sheet.
2. Analyse material-related documents and draw insight into the management of stores and issue procedures.
3. Cultivate the ability to calculate employee costs
4. Categorize, assign, apportion overheads, and calculate overhead absorption rates.
5. Calculate the amount of wages under Halsey/ Rowan Plans using imaginary data

V SEMESTER:

<u>Sl. No</u>	<u>Course</u>	<u>Course code</u>	<u>No of hours</u>
1	Entrepreneurial Management	BEMC5S	<u>56</u>
2	Computer Applications in Business	BCAC5S	<u>56</u>
3	Investment Management	BNMC5S	<u>56</u>
4	Management Accounting	BMAC5S	<u>56</u>
	Electives : HR		
5	Employee Welfare & Social Security	EWEC5S	<u>56</u>
6	Strategic HRM	HRMC5S	<u>56</u>
	Electives : Finance		
5	Advanced Financial Management	AFMC5S	<u>56</u>
6	Financial Markets & Services	FMSC5S	<u>56</u>
	Electives : Marketing		
5	Consumer Behavior	MCBC5S	<u>56</u>
6	Advertising & Media Management	AMMC5S	<u>56</u>

COURSE : ENTREPRENEURIAL MANAGEMENT

At the end of the course student will be able to

1. Understand the concept ENTREPRENEURSHIP.
2. Understand and remember about small scale industries - tiny industries - ancillary industries - cottage industries.
3. Analyze Concept of Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies.
4. Analyse and evaluate causes of Industrial Sickness
5. Understand Implementation of the project and preparation of business plan

COURSE : COMPUTER APPLICATION IN BUSINESS

At the end of the course student will be able to

1. Understand information and information system
2. Analyse the Management Information System and Executive
3. Explain the MS Office.
4. Examine the Database Management System
5. Evaluate the Accounting System

COURSE : INVESTMENT MANAGEMENT

At the end of the course student will be able to

1. Explain the nature and scope of IM.
2. Discuss the different channels or alternatives available to an investor for making investments.
3. Find a pattern of systematic and unsystematic risk.
4. Analysis of variable income securities – fundamental, company and technical analysis.
5. Focus on portfolio theory – Markowitz model, Sharpe’s single index model, efficient frontier with lending and borrowing.

COURSE : MANAGEMENT ACCOUNTING

At the end of the course student will be able to

1. To estimating the accounting concepts.
2. To enhance the management accounts to be operate.
3. To enhance the managerial skills and evaluate.
4. To handle accounts of Management hints of procedure of accounts.
5. To perform develop to management accounting concepts.

HR ELECTIVE

Course : EMPLOYEE WELFARE AND SOCIAL SECURITY

At the end of the course student will be able to

After the completion of this course, the student will be able to

1. Understand the concept of Social and Labour Welfare.
2. Understand the workings of International Labour organization and impact on India.
3. Analyze the statutory and non statutory welfare measures.
4. Understand the concept of Social security and analyze its importance.
5. Analyze the role and responsibilities of Labour administration

Course : STRATEGIC HUMAN RESOURCE MANANGEMENT

At the end of the course student will be able to

1. Understand Strategic Role of HRM.
2. Understand the Investment perspectives of HR
3. Establishing Strategic pay plans.
4. Apply better methods of managing Global Human Resources.
5. Remember the Multinational, Global, and Transnational Strategies.

FINANCE ELECTIVE

Course : ADVANCED FINANCIAL MANAGEMENT

At the end of the course student will be able to

1. Analyse the risks associate with investment decision in business organisations.
2. Understand the theories of capital structure .
3. Understand the importance and types of working capital.
4. Evaluate how factors affects dividend decision under irrelevance theory, MM model and walter and garden model.
5. Evaluate working capital requirement of a company.

Course : FINANCIAL MARKETS & SERVICES

At the end of the course student will be able to

1. Summarize the Financial system, Institutions, Financial markets and services.
2. Organize the concepts applicable to Indian financial market and its relevance.
3. Describe the concept of financial services, classification and functions.
4. Categorize the types of financial Instruments
5. Demonstrate an understanding on the operations of stock markets

MARKETING ELECTIVE

Course : ADVERTISING AND MEDIA MANAGEMENT

At the end of the course student will be able to

1. **Explain** the types of advertising with examples.
2. **Design** the advertising campaign by Adopting DAGMAR approach.
3. **Classify** the advertisements based on the appeals by considering the profile of major players.
4. **Determine** the advertising budget considering all the factors.
5. **Design** the research process for finalizing the advertising media.

COURSE : CONSUMER BEHAVIOR

At the end of the course student will be able to

1. **Understand** the consumer buying decision making process.
2. **Evaluate** the individual and group factors which influence consumer decision making process
3. **Identify** the roles played by consumer while buying the products and services
4. **Explain** the models of consumer buying decision making process.
5. **Design** the strategies for satisfying consumers.

VI SEMESTER:

<u>Sl. No</u>	<u>Course</u>	<u>Course code</u>	<u>No of hours</u>
1	International Business	BNBC66S	<u>56</u>
2	E-Business	BEBC6S	<u>56</u>
3	Income Tax	BNTC6S	<u>56</u>
	Electives : HR		
5	Organizational Change & Development	BCDC6S	<u>56</u>
6	Compensation Management	BCMC6S	<u>56</u>
	Electives : Finance		
5	International Finance	BNFCS6	<u>56</u>
6	Stock and Commodity Markets	BSCC6S	<u>56</u>
	Electives : Marketing		
5	Brand Management	BBMC6S	<u>56</u>
6	Retail Management	BRMC6S	<u>56</u>

COURSE : INTERNATIONAL BUSINESS

At the end of the course student will be able to

1. **Understand** the concepts of International business.
2. Differentiate the Internal and External International Business Environment.
3. Explain the difference between MNC and TNC.
4. Identify the role of International Organisations in International Business.
5. Analyse International Operations Management.

COURSE : E-BUSINESS

At the end of the course student will be able to

1. Understand about information technology and applications of e commerce.
2. Understand how to do trading of products and services using internet.
3. Understand servicing customers ,processing paymentsand e business marketing technologies.
4. Understanding the E commerce Marketing Channels and CRM.
5. Understand the Legal aspects, Cyber laws and Guidelines.

COURSE : INCOME TAX

At the end of the course student will be able to

1. Understand the procedure for computation of income from business and other Profession.
2. Create the provisions for determining the capital gains.
3. Compute the income from other sources.
4. Demonstrate the computation of the total income of an Individual.
5. Examine the assessment procedure and know the power of income tax authorities.

HR ELECTIVE

Course : ORGANIZATIONAL CHANGE AND DEVELOPMENT

At the end of the course student will be able to

1. Determine the importance of organizational effectiveness.
2. Identify the impact of change on organizational effectiveness.
3. Explain why interventions are important for the organization.
4. Explain the nature of Organizational development.
5. Identify the need for creativity and innovation in the organizations.

Course : COMPENSATION MANAGEMENT

At the end of the course student will be able to

1. Define the traditional and modern methods of Job Evaluation.
2. Identify the performance standards applied in various organizations to evaluate employees.
3. Identify the compensations techniques used in organizations.
4. Understand the different types of incentive schemes used in organizations for different positions.
5. Identify the bases of executive pay plans and the benefits offered.

FINANCE ELECTIVE

Course : STOCK AND COMMODITY MARKETS

1. **At the end of the course student will be able to**
2. Understand the Concept of Capital and Commodity Markets.
3. To Apply and Evaluate Stock Market.
4. To Analyse and create Trading in Stock Market.
5. To Understand Commodity Market.
6. To Analyse and create trading in Commodity markets.

Course : RETAIL MANAGEMENT

At the end of the course student will be able to

1. Classify the retailers based on categories- traditional, merchandise offered ownership operations and non-store retailing and the factors contributing to the GDP growth of Indian retail industry.
2. Evaluate and design their own strategies for satisfying the retail customers and analyse the cases on retail life cycle and strategies taken by the retail players at different stages of PLC.
3. Design the retail business plan by doing SWOT analysis.
4. Design the retail marketing mix and make decisions on product merchandise, price, supply chain, and promotional mix with respect to their retail business.
5. Evaluate the impact of information technology on retail business concerns.

Course : BRAND MANAGEMENT

At the end of the course student will be able to

1. At the end of the course, the student will be able to position the company brand in the market
2. Understand and analyze the market demand
3. Should be able to identify the potential market
4. Able to segment the market considering the various factors
5. Able to generate new ideas to develop a new product.

2.6.1 PO's and CO's of All Programs

PO's and CO's

DEPARTMENT OF BBA- GENERAL (NEP)

No.31/1, Kadusonnapanahalli, Hennur-Bagalur Road, Kannur, Bangalore - 562149

✉ director@kgi.edu.in ☎ +91 81472 15707 🌐 www.kimsbengaluru.edu.in

DEPARTMENT OF BUSINESS ADMINISTRATION-BBA(GENERAL)**INSTITUTION****Vision**

"Be One Among the Top Reflective and Active Learning Institutions."

Mission

"Nurturing an Institutional Environment for Excellence in Education and Positive Transformation in Students & Society."

DEPARTMENT**VISION**

To create a knowledgeable society by empowering students with an inclusive environment that cultivates creativity, global leadership qualities, and a passion for lifelong learning.

MISION

Imparting humanitarianism among the students with a focus on innovation, and collaboration through experiential learning to make a meaningful difference in students' lives.

CORE VALUES

1. **Responsibility:** Acknowledging and fulfilling obligations, duties, and commitments towards oneself, others, organizations, and society, taking ownership of actions and their consequences.
2. **Respect:** Showing consideration, tolerance, and acceptance towards diverse perspectives, cultures, beliefs, and backgrounds.
3. **Accountability:** Accepting and being answerable for one's actions, decisions, and behaviors, being transparent, and open to feedback, evaluation, and scrutiny.

PROGRAM EDUCATIONAL OBJECTIVE

PEO1: To instill global perspective among the students and develop them to be the best leaders, collaborators & entrepreneurs in diverse organizational settings.

PEO2: To make students proficient in written, oral, and digital communication, conveying complex business concepts, and ideas with clarity and persuasiveness to diverse stakeholders.

PEO3: To make students exhibit ethical behavior and social responsibility in business practices, demonstrating integrity, accountability, and respect for diverse perspectives and communities.

PEO4: To make them adept at navigating and leading within complex organizational environments, contributing to team cohesion, productivity, and success through their strong interpersonal skills and understanding of team dynamics.

PROGRAM OUTCOME

P01 Critical Thinking and Creativity- Analyzing complex problems and identifying opportunities for novel solutions through interdisciplinary approaches and generating innovative ideas to address societal, scientific, and business challenges.

P02 Teamwork and Collaboration - To work effectively in teams, demonstrating collaboration, interpersonal skills, and the ability to leverage diverse perspectives to achieve common goals and objectives.

P03: Business Ethics and Social Responsibility- To have an awareness of ethical challenges within business environments and exhibit a dedication to upholding ethical standards and promoting social responsibility in their professional conduct.

P04: Self-directed and Lifelong learning- To embody a commitment to lifelong learning and research, continuously seeking new knowledge and methodologies to innovate, solve problems, and contribute to their respective fields.

PROGRAM SPECIFIC OUTCOME

PS01: Career Advancement: Students will be equipped with the necessary business acumen and professional skills to embark on successful careers accompanied by flexible self-directed learning for individual growth, upgrading knowledge, skills, and reskilling in all areas of business.

PS02: Job Competence: Students will demonstrate proficiency in applying theoretical knowledge to practical business situations, effectively utilizing analytical tools and decision-making frameworks.

PS03: Research Proficiency: Students will develop the ability, inclination, and readiness to engage in research activities effectively that will lead to meaningful contributions to their academic discipline and professional field.

PS04: Sustainability Integration: Graduates will understand the principles of sustainable business practices and their implications for organizational success, including environmental stewardship, social responsibility, and ethical governance.

Curriculum as per National Educational Policy (NEP 2020) 2021-22 Onwards

SEMESTER	COURSE NAME	COURSE CODE
I	Management Principles and Practice	BBA.1.1
	Fundamentals of Business Accounting	BBA.1.2
	Marketing Management	BBA.1.3
II	Financial Accounting and Reporting	BBA.2.1
	Human Resource Management	BBA.2.2
	Business Environment	BBA.2.3
III	Cost Accounting	BBA.3.1
	Organizational Behaviour	BBA.3.2
	Statistics for Business Decisions	BBA.3.3
	Financial Education & Investment Awareness	BBA.3.4
IV	Management Accounting	BBA.4.1
	Financial Markets & Services	BBA.4.2
	Financial Management	BBA.4.3
V	Production and Operations Management	BBA5.1
	Income Tax-I	BBA5.2
	Banking Law and Practice	BBA5.3
	ELECTIVES- 1 HR/FINANCE/MARKETING/LSCM	BBA5.4
	ELECTIVES- 2 HR/FINANCE/MARKETING/LSCM	BBA5.5
	Digital Marketing	BBA5.6
VI	Business Law	BBA 6.1
	Income Tax-II	BBA 6.2
	International Business	BBA 6.3
	ELECTIVES- 1 HR/FINANCE/MARKETING/LSCM	BBA 6.4
	ELECTIVES- 2 HR/FINANCE/MARKETING/LSCM	BBA 6.5
	Goods and Services Tax	BBA 6.6

COURSE OUTCOME

SEMESTER-I

Name of the Course: MANAGEMENT PRINCIPLES AND PRACTICE

Subject Code: BBA 1.1

At the end of this course, students will be able to

1. Understand concepts of business management, principles, and functions of management.
2. Explain the process of planning and decision-making.
3. Create organization structures based on authority, task and responsibilities and understands organizational behaviour, avoid conflicts, accept change and work in groups.
4. Apply the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
5. Analyse the requirement of good control system and control techniques.

Name of the Course: FUNDAMENTALS OF BUSINESS ACCOUNTING

Course Code: BBA 1.2

On successful completion of the course, the student will demonstrate

1. Understand the framework of accounting and accounting standards.
2. Define the journal entries and prepare ledger accounts.
3. Summarize the subsidiaries' books.
4. Interpret the trial balance and final accounts of proprietary concern.
5. Demonstrate final accounts through application of tally.

Name of the Course: MARKETING MANAGEMENT

Course Code: BBA 1.3

On successful completion of the course, the student will demonstrate:

1. Understand the concepts and functions of marketing.
2. Analyse the marketing environment impacting the business.
3. Discuss the Market Segment and understand consumer behavior.
4. Describe the 4P's of marketing and also strategize the marketing mix.
5. Explain the 7P's of service marketing mix.

SEMESTER-II

Name of the Course: FINANCIAL ACCOUNTING AND REPORTING

Course Code: BBA 2.1

On successful completion of the course, the student will be able to

1. Summarize the final accounts of partnership firms
2. Understand the process of public issue of shares and accounting for the same
3. Prepare final accounts of joint stock companies.
4. Create and evaluate vertical and horizontal analysis of financial statements.
5. Analyse the company's annual reports.

Name of the Course: HUMAN RESOURCE MANAGEMENT

Course Code: BBA 2.2

On successful completion of the course, the student will demonstrate:

1. Describe the role and responsibility of Human resources management functions on business.
2. Compare HRP, Recruitment and Selection process.
3. Discuss the importance of induction, training, and compensation aspects.
4. Explain performance appraisal and its process.
5. Distinguish between Employee Engagement and Psychological Contract.

Name of the Course: BUSINESS ENVIRONMENT

Course Code: BBA 2.3.2

On successful completion of the course, the student will demonstrate:

1. Understand of components of business environment.
2. Analyse the environmental factors influencing business organisation.
3. Demonstrate Competitive structure analysis for select industry.
4. Explain the impact of fiscal policy and monetary policy on business.
5. Analyse the impact of economic environmental factors on business.

SEMESTER-III

Name of the Course: COST ACCOUNTING

Course Code: BBA 3.1

On successful completion of the course, the students will be able to -

1. Determine and understand the elements of cost and prepare a cost sheet.
2. Analyze material-related documents and draw insight into the management of stores and issue procedures.
3. Cultivate the ability to calculate employee costs.
4. Categorize, assign, apportion overheads, and calculate overhead absorption rates.
5. Calculate the amount of wages under Halsey / Rowan Plans using imaginary data

Name of the Course: ORGANIZATIONAL BEHAVIOUR

Course Code: BBA 3.2

On successful completion of the course, the students will be able to:

1. Understanding individual behavior within organizations, including motivation, perception, attitudes, and personality.
2. Exploring organizational culture and its impact on behavior and performance.
3. Analyzing group dynamics and team effectiveness in the workplace.
4. Applying theories and concepts of OB to real-world organizational challenges and scenarios.
5. Developing interpersonal and communication skills for effective workplace interactions.

Name of the Course: STATISTICS FOR BUSINESS DECISIONS

Course Code: BBA 3.3

On successful completion of the course, the students will be able to:

1. Understand the basic Statistical Concepts.
2. Categorize and build statistical tables.
3. Describe and construct various measures of central tendency and dispersion.
4. Apply correlation and regression for data analysis.
5. Compare and contrast changes in data over a period of time through the construction of index numbers.

Name of the Course: FINANCIAL EDUCATION AND INVESTMENT AWARENESS (SEC)

Course Code BBA 3.4

On successful completion of the course, the students will be able to:

1. Understand basic Financial Literacy and financial concepts such as budgeting, saving, debt management, and understanding financial statements.
2. Create awareness about Financial Planning and gain practical skills in areas such as retirement planning, estate planning, risk management, and various saving and investment alternatives available for a common man.
3. Analyse the stock markets and stock selection.
4. Explain mutual funds and the criteria for selection.

SEMESTER-IV

Name of the Course: MANAGEMENT ACCOUNTING

Course Code: BBA 4.1

On successful completion of the course, the students will demonstrate to:

1. Describe the relevance of management accounting and various tool used.
2. Interpret inter-firm and inter-period comparability of financial statements.
3. Compare financial statements using various ratios for business decisions.
4. Design fund flow and cash flow statements.
5. Formulate different types of budgets for the business enterprises.

Name of the Course: FINANCIAL MARKETS & SERVICE

Course Code: BBA 4.2.2

On successful completion of the course, the students will be able to:

1. Summarize the Financial system, Institutions, Financial markets and services.
2. Organize the concepts applicable to Indian financial market and its relevance.
3. Describe the concept of financial services, classification and functions.

4. Categorize the types of financial Instruments.
5. Demonstrate an understanding on the operations of stock markets.

Name of the Course: FINANCIAL MANAGEMENT

Course Code: BBA 4.3

On successful completion of the course, the students will able to:

1. Recognize the goal and need of financial management.
2. Analyze and interpret financial statements.
3. Examine the concept of the time value of money for better financial decision-making.
4. Analyze projects using capital budgeting techniques.
5. Formulate an ideal capital structure using EBIT and EPS analysis.

SEMESTER V

Name of the Course: Production and Operations

Course Code: BBA 5.1

On successful completion of the course, the students will be able to

1. Understand ever growing importance of Production and Operations Management in uncertain business environments.
2. Explain the factors influencing Plant Location and Layout
3. Identify the unique challenges faced by firms in Inventory Management.
4. Demonstrate the importance of Production Planning and Control.
5. Design ideas to manage industrial waste and focus at sustainability.

Name of the Course: Income Tax - I**Course Code: BBA 5.2****On successful completion of the course, the students will be able to:**

1. Define the procedure for computation of the Total Income and tax liability of an individual.
2. Understand the provisions for determining the residential status of an Individual.
3. Explain the meaning of Salary, Perquisites, Profit instead of salary, allowances, and various retirement benefits.
4. Estimate the income of house property for different categories of house property.
5. Appraise PAN, TDS & advanced tax Ruling.

Name of the Course: Banking Law and Practice**Course Code: BBA 5.3**

On successful completion of the course, the students will be able to:

1. Understand the legal aspects of banker and customer relationship.
2. Compare the different types of accounts.
3. Explain the various operations of banks.
4. Identify the different types of crossing of cheques and endorsements.
5. Distinguish different types of E-payments.

Finance Elective**Name of the Course: Advanced Corporate Financial Management****Course Code: BBA FN1****On successful completion of the course, the students will be able to:**

1. Understand and determine the overall cost of capital.
2. Illustrate the different advanced capital budgeting techniques.
3. Infer the importance of dividend decisions and dividend theories.
4. Evaluate mergers and acquisition.
5. Categorize the ethical and governance issues in financial management.

Marketing Elective

Name of the Course: Consumer Behaviour

Course Code: BBA MK 1

On successful completion of the course, the students will be able to

1. Understanding of Consumer Behaviour towards products, brands and services.
2. Distinguish between different consumer behavior influences and their relationships.
3. Examine the relevance of consumer behavior theories and concepts to marketing decisions.
4. Justify appropriate combinations of theories and concepts.
5. Interpret the social and ethical implications of marketing actions on consumer behaviour.

Human Resource Elective

Name of the Course: Compensation and Performance Management

Course Code: BBA HRM1

On successful completion of the course, the students will be able to:

1. Understand the concepts of Compensation management.
2. Explain job evaluation and its methods.
3. Evaluate the different methods of wages.
4. Analyse performance management and methods of performance management.
5. Elaborate the Preparation of Payroll.

Logistic and Supply Chain Management Elective

Name of the Course: Freight Transport Management

Course Code: BBA LSCM 1

On successful completion of the course, the students will be able to:

1. Understand the different functions of Commercial transport.
2. Analyse pricing and pricing strategy.
3. Explain the transport administration.
4. Discuss transport and export documentation.
5. Create a BOL for shipment of goods

Name of the Course: Digital Marketing

Course Code: BBA 5.6 (B) Vocational

On successful completion of the course, the students will be able to:

1. Understand Digital Marketing, Email Marketing, and Content marketing.
2. Explain Search Engine Optimization tools and techniques
3. Develop skills in the creation of Google AdWords & Google AdSense
4. Examine the use of Social Media Marketing and Web Analytics in business.
5. Interpret YouTube Advertising & Conversions.

Name of the Course: Employability Skills

Course Code: BBA 5.7

On successful completion of the course, the students will be able to

1. Examine the information on various vacancies notified by Central and State Government authorities as well as Private organizations.
2. Solve the problems on quantitative aptitude, logical reasoning, and analytical ability.
3. Demonstrate basic computer skills like MS Word, MS Excel, and MS PPTs. Email etiquettes Etc.,
4. Exhibit communication and leadership skills.
5. Construct self-WOC analysis and set career goals.

SEMESTER VI

Name of the Course: Business Law

Course Code: BBA 6.1

On successful completion of the course, the students will be able to:

1. Understand the laws relating to Contracts and their application in business activities.
2. Define the rules for the Sale of Goods and the rights and duties of a buyer and a Seller

3. Explain the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.
4. Summarize the significance of Consumer Protection Act and its features
5. Identify the need for Environment Protection.

Name of the Course: Income Tax – II

Course Code: BBA 6.2

On successful completion of the course, the students will be able to:

1. Understand the procedure for computation of income from business and other Profession.
2. Create the provisions for determining the capital gains.
3. Compute the income from other sources.
4. Demonstrate the computation of the total income of an Individual.
5. Examine the assessment procedure and know the power of income tax authorities.

Name of the Course: International Business

Course Code: BBA 6.3

On successful completion of the course, the students will be able to:

1. Understand the concept of International Business.
2. Differentiate the Internal and External International Business Environment.
3. Explain the difference between MNC and TNC.
4. Identify the role of International Organisations in International Business.
5. Analyse International Operations Management.

Finance Elective**Course Code: BBA FN2****Name of the Course: Security Analysis and Portfolio Management**

On successful completion of the course, the students will be able to:

1. Understand the concept of basics of Investment.
2. Reflect the different types of alternatives.
3. Evaluate the portfolio and portfolio management.
4. Interpret the concept of risk and returns
5. Apply the knowledge of fundamental and technical analysis.

Marketing Elective**Course Code: BBA MK 2****Name of the Course: Advertising and Media Management**

On successful completion of the course, the students will be able to:

1. Understand the nature, role, and importance of IMC in marketing strategy.
2. Identify the effective design and implementation of advertising strategies.
3. Outline the general understanding of content, structure, and appeal of advertisements
4. Relate the ethical challenges related to responsible management of advertising and brand strategy.
5. Evaluate the effectiveness of advertising and agency's role.

Human Resource Elective**Course Code: BBA HRM2****Name of the Course: Cultural Diversity at Work Place**

On successful completion of the course, the students will be able to:

1. Understand, interpret questions reflect upon, and engage with the notion of "diversity".
2. Recall the cultural diversity at workplace in an organization.
3. Demonstrate the business case for workforce diversity and inclusion.
4. Identify diversity and work respecting cross cultural environment.
5. Assess contemporary organizational strategies for managing workforce diversity and inclusion.

Logistic and Supply Chain Management Elective

Course Code: BBA LSCM 2

Name of the Course: Sourcing for Logistics and Supply Chain Management

On successful completion of the course, the students will be able to:

1. Understand the role of sourcing in logistics and supply chain management and its impact on overall business performance.
2. Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria.
3. Develop effective supplier relationship management skills, including negotiation, communication, and collaboration.
4. Apply sourcing best practices, including risk management, sustainability, and ethical sourcing.
5. Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes.

Name of the Course: Goods and Services Tax

Course Code: BBA 6.6(A) Vocational

On successful completion of the course, the students will be able to:

1. Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.
2. Analyze the history of indirect taxation in India and the structure of the Indian taxation system.
3. Elaborate the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.
4. Identify the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.
5. Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.