

Look Dr. B.B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA

Department of Business Administration

Course Outcome BBA - NEP 2023-24

| IBBA (I Semester)  |                                     |  |
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| Course Code        | Course Name                         | Course Outcome   |
| BBABMCN101         | Management Principles and Practice  | To introduce the concept of management, its principles and familiarize the functions of management.  |
| BBABMCN102         | Fundamentals of Business Accounting | Understand the framework of accounting as well accounting standards, pass journal entries and prepare ledger accounts, subsidiaries books, trial balance and final accounts of proprietary concern. Construct final accounts through application of tally.   |
| BBABMCN103         | Marketing Management                | The objective of this paper is to acquaint students to concepts and emerging issues of marketing and its applications.   |
| BASPSN101          | Human Rights                        | It enables the students to understand the concern of the concept of Human Rights ,Efforts of the Governmental and Non-Governmental Organisations to protect Human Rights and to find out proper solutions to the violations of Human Rights  |
| BBABMEN101         | Business Organization               | An understanding of the nature, objectives and social responsibilities of business, describe the different forms of organisations, basic concepts and functions of management and understand different types of business combinations  |
| IBBA (II Semester) |                                     |  |
| Course Code        | Course Name                         | Course Outcome   |
| BBABMCN201         | Corporate Accounting & Reporting    | To prepare final accounts of partnership firms , to understand the process of public issue of shares and accounting for the same , to prepare final accounts of joint stock companies, prepare and evaluate vertical and horizontal analysis of financial statements and Company's annual reports.   |
| BBABMCN202         | Human Resource Management           | The objective of this course is to help students understand elements Human Resource Management.  |
| BBABMCN203         | Business Environment                | An Understanding of components of business environment, analyze the environmental factors influencing business organization, demonstrate Competitive structure analysis for selects industry, explain the impact of fiscal policy and monetary policy on business, analyze the impact of economic environmental factors on business.                                   |
| BASPEN201          | Indian Polity: Issues And Concerns  | To enable students to grasp the complex relationship/ linkages between politics and society.<br>To comprehend the dynamics and forces at work in shaping the political process.<br>To enable students to recognize the nature and trends in Indian politics.<br>To enable students to identify and critically reflect on the major issues confronting Indian politics. |
| BBABMEN205         | People Management                   | To understand the need for and importance of People Management, explain role of manager in different stages of performance management process, list modern methods of performance and task assessment and to analyze the factors influencing the work life balance of a working individual.  |

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| BBABMEN205 | Retail Management     | To introduce Retail Management , Consumer Behaviour, Retail operations , Retail Marketing Mix and retailing  |
| COMESN201  | Environmental Studies | It enables the students to understand the importance of Sustainable environmental development and environmental management and guides to find out proper solutions to environmental crisis |

### II BBA (I Semester)

| Course Code | Course Name                       | Course Outcome   |
|-------------|-----------------------------------|--|
| BBABMCN301  | Cost Accounting                   | Be able to demonstrate an understanding of the elements of cost and prepare a cost sheet, material related documents, understand management of stores and issue procedures, calculate Employee costs, classify, allocate apportion overheads and calculate overhead absorption rates, reconcile cost and financial accounts. |
| BBABMCN302  | Organizational behavior           | Demonstrate an understanding of the role of OB in business organization, understand individual and group behavior in an organization, explain the effectiveness of organizational change and development of organisation. Demonstrate an understanding of the process of organizational development and OD Intervention      |
| BBABMCN303  | Statistics for Business Decisions | To understand the basic concepts in statistics.<br>To classify and construct statistical tables.<br>To understand and construct various measures of central tendency, dispersion and skewness.<br>To apply correlation and regression for data analysis.   |

### II BBA (II Semester)

| Course Code | Course Name                      | Course Outcome   |
|-------------|----------------------------------|--|
| BBABMCN401  | Management Accounting            | Explain the application of management accounting and various tool used<br>Make inter – firm and inter- period comparison of financial statements<br>Analyse financial statements using various ratios for business decisions.<br>Prepare fund flow and cash flow statements<br>Prepare different types of budgets for the business           |
| BBABMCN402  | Business Analytics               | Understand types of analytics and data models<br>Understand the role of data indecision making, sources and types of Data.<br>Ability to analyse data using different data analytic tools and draw inferences.<br>Understand applied statistics for business problems.<br>Demonstrate visualization of data                                  |
| BBABMCN402  | Financial Marketing and Services | Understand the financial system, Institutions, financial markets and services.<br>Analyse the concepts relevant to Indian financial market and relevance.<br>Understand concept of financial services, types and functions. Understand the types of financial Instruments.<br>Demonstrate an understanding the functioning of stock markets. |
| BBABMCN403  | Financial Management             | To identify the goals of financial management.<br>To apply the concepts of time value of money for financial decision making.<br>To evaluate projects using capital budgeting techniques.<br>To design optimum capital structure using EBIT and EPS analysis.<br>To evaluate working capital effectiveness in an organization.               |
| BBABMEN401  | Social Media                     | Understand social media marketing goals for successful   |

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|            | Marketing (OEC)                              | <p>online campaigns.</p> <p>Analyze the effective social media marketing strategies for various types of industries and businesses.</p> <p>Design social media content and create strategies to optimize the content's reach to the target audience.</p> <p>Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.</p> <p>Design a suitable social media campaign for the business goals</p>   |
| BBABMEN401 | Rural Marketing (OEC)                        | <p>Describe the importance and application of various concepts of rural marketing.</p> <p>Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behaviour.</p> <p>Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.</p> <p>Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.</p> <p>Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing.</p> |
| COMFISN401 | Financial Education And Investment Awareness | <p>Provide the foundation for financial decision making.</p> <p>List out various savings and investment alternatives for a common man.</p> <p>Give a detailed overview of stock market and stock selection</p> <p>Orient the learners about mutual funds and the criteria for selection</p>   |
|            | India and Indian Constitution                | <p>At the end of the course ,students will be able to understand the importance of Constitutional rule in the nation, Structure and Functions of the government and rights and freedoms of the citizens and their duty towards the nation</p>   |

### IIIBBA (I Semester)

| Course Code | Course Name                          | Course Outcome   |
|-------------|--------------------------------------|--|
| BBABMCN501  | Production and Operations Management | <p>a) Understand ever growing importance of Production and Operations Management in uncertain business environment.</p> <p>b) Gain an in-depth understanding of Plant Location and Layout</p> <p>c) Appreciate the unique challenges faced by firms in Inventory Management.</p> <p>d) Understand the subject as to Production Planning and Control.</p> <p>e) Develop skills to operate competitively in the current business scenario.</p>   |
| BBABMCN 502 | Income Tax – I                       | <p>a) Comprehend the procedure for computation of Total Income and tax liability of an individual.</p> <p>b) Understand the provisions for determining the residential status of an Individual.</p> <p>c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.</p> <p>d) Compute the income house property for different categories of house property.</p> <p>a) Comprehend the procedure for computation of Total Income and tax liability of an individual.</p> <p>b) Understand the provisions for determining the residential status of an Individual.</p> <p>c) Comprehend the meaning of Salary, Perquisites, Profit</p> |

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|             |  | in lieu of salary, allowances and various retirement benefits. d) Compute the income house property for different categories of house property.<br>e) Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.  |
| BBABMCN 503 | Banking Law and Practice   | a) Understand the legal aspects of banker and customer relationship.<br>b) Open the different types of accounts.<br>c) Describe the various operations of banks.<br>d) Understand the different types of crossing of cheques and endorsement.<br>e) Understanding of different types of E-payments.   |
| BBABMC 334  | Finance Elective :<br>Advanced Corporate<br>Financial<br>Management          | a) Understand and determine the overall cost of capital.<br>b) Comprehend the different advanced capital budgeting techniques.<br>c) Understand the importance of dividend decisions and dividend theories.<br>d) Evaluate mergers and acquisition.<br>e) Enable the ethical and governance issues in financial management.   |
| BBABMEN 502 | Marketing Elective:<br>Consumer Behaviour                                    | a) Understanding of Consumer Behaviour towards products, brands and services.<br>b) Distinguish between different consumer behaviour influences and their relationships.<br>c) Establish the relevance of consumer behaviour theories and concepts to marketing decisions.<br>d) Implement appropriate combinations of theories and concepts.<br>e) Recognise social and ethical implications of marketing actions on consumer behaviour. |
| BBABMEN 503 | Human Resource<br>Elective:<br>Compensation and<br>Performance<br>Management | a) Understand the concepts of Compensation management.<br>b) Describe job evaluation and its methods.<br>c) Evaluate the different methods of wages.<br>d) Describe performance management and methods of performance management.<br>e) Preparation of Payroll.   |
|             | Data Analytics:<br>Financial Analytics                                       | a) Analyze and model financial data.<br>b) Access the different open-source domains.<br>c) Evaluate and build model on time series data.<br>d) Execute the statistical analysis using python.   |
|             | Retail Management:<br>Fundamentals of<br>Retail Management                   | a) Understand the Retail Business.<br>b) Understand the business operations in Retailing.<br>c) Formulate the retail strategies of Retail Business.<br>d) Apply the Retailing principles and theories.<br>e) Explore the career opportunities in the Retail sector.   |
|             | Logistic and Supply<br>Chain Management:<br>Freight Transport<br>Management  | a) Understand the different functions of Commercial transport.<br>b) Analyse pricing and pricing strategy.<br>c) Understand transport administration.<br>d) Understand of transport and export documentations.  |
|             | Vocational Course:<br>INFORMATION<br>TECHNOLOGY FOR<br>BUSINESS              | a) Understand the fundamentals of information technology<br>b) Understand usage of information technology in business.<br>c) Learn core concepts of computing and modern systems<br>d) Applications of Excel and SQL.<br>e) Awareness about latest information.   |
| BBABMVN 502 | Digital Marketing  | a). Understand the concept of digital marketing and its real-world iterations<br>b). Articulate innovative insights of digital marketing enabling a competitive edge<br>c). Understand how to create and run digital media based campaigns.   |

d). Identify and utilise various tools such as social media etc.

**IIIBBA (II Semester)**

| Course Code | Course Name   | Course Outcome   |
|-------------|---|--|
| BBABMCN 601 | Business Law  | <p>a). Comprehend the laws relating to Contracts and its application in business activities.</p> <p>b) Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.</p> <p>c). Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.</p> <p>d). Understand the significance of Consumer Protection Act and its features</p> <p>e). Understand the need for Environment Protection.</p> |
| BBABMCN 602 | Income Tax – II   | <p>a) Understand the procedure for computation of income from business and other Profession. b) the provisions for determining the capital gains.</p> <p>c) Compute the income from other sources.</p> <p>d) Demonstrate the computation of total income of an Individual.</p> <p>e) Comprehend the assessment procedure and to know the power of income tax authorities.</p>  |
| BBABMCN 603 | International Business  | <p>a) Understand the concept of International Business.</p> <p>b) Differentiate the Internal and External International Business Environment.</p> <p>c) Understand the difference MNC and TNC</p> <p>d) Understand the role of International Organisations in International Business.</p> <p>e) Understand International Operations Management.</p>  |
|             | Finance Elective:<br>Security Analysis and Portfolio Management | <p>a) Understand the concept of basics of Investment.</p> <p>b) Evaluate the different types of alternatives.</p> <p>c) Evaluate the portfolio and portfolio management.</p> <p>d) Understand the concept of risk and returns</p> <p>e) Gain the knowledge of fundamental and technical analysis.</p>  |
| BBABMEN 602 | Marketing Elective:<br>Advertising and Media Management         | <p>a) Understand the nature, role, and importance of IMC in marketing strategy</p> <p>b) Understand effective design and implementation of advertising strategies</p> <p>c) Present a general understanding of content, structure, and appeal of advertisements</p> <p>d) Understand ethical challenges related to responsible management of advertising and brand strategy. e) Evaluate the effectiveness of advertising and agencies role</p>  |
| BBABMEN 603 | Human Resource:<br>Cultural Diversity at Work Place             | <p>a). Understand, interpret question reflect upon and engage with the notion of “diversity”.</p> <p>b). Recall the cultural diversity at work place in an organization.</p> <p>c). Support the business case for workforce diversity and inclusion.</p> <p>d). Identify diversity and work respecting cross cultural environment.</p> <p>e). Assess contemporary organizational strategies for managing workforce diversity and inclusion.</p>  |
|             | Data Analytics:<br>Marketing Analytics                          | <p>a) Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources</p> <p>b) Apply marketing analytics to develop predictive marketing dashboard for organization</p> <p>c) Analyse data and develop insights to address strategic</p>  |

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|             |  | marketing challenges<br>d) Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing.  |
|             | Retail Management :<br>Retail Operations<br>Management   | a) Compare various retail formats and technological advancements for setting up appropriate retail business.<br>b) Identify the competitive strategies for retail business decisions.<br>c) Examine the site location and operational efficiency for marketing decisions.<br>d) Analyse the effectiveness of merchandising and pricing strategies.<br>e) Assess store layout and planogram for retail business.   |
|             | Logistic and Supply<br>Chain Management:<br>Sourcing for Logistics<br>and Supply Chain<br>Management | a) Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance.<br>b) Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria. c) Develop effective supplier relationship management skills, including negotiation, communication, and collaboration.<br>d) Apply sourcing best practices, including risk management, sustainability, and ethical sourcing.<br>e) Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes.  |
|             | Vocational Course:<br>Goods and Services<br>Tax  | a) Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.<br>b) Analyze the history of indirect taxation in India and the structure of the Indian taxation system.<br>c) Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.<br>d) Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.<br>e) Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability. |
| BBABMVN 602 | Enterprise Resource<br>Planning  | a) Have skills and preparedness for aptitude tests.<br>b) Be equipped with essential communication skills (writing, verbal and non-verbal)<br>c). Master the presentation skill and be ready for facing interviews.<br>d). Build team and lead it for problem solving. .  |



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