



ST. FRANCIS COLLEGE

Koramangala

Affiliated to Bengaluru City University

DEPARTMENT OF MANAGEMENT

B.B.A-NEP

PROGRAMME OUTCOMES (POs):

PO 1: Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and have innovation in business.

PO 2: Acquire qualitative and quantitative skills to consolidate, synthesize, and analyze business information and will apply theoretical with technical knowledge and skills to provide socially, ethically responsible evidence-based business solutions.

PO 3: Attain problem-solving, decision making, and critical thinking skills to provide viable and feasible solutions to business problems.

PO 4: Demonstrate the importance of creativity and innovation in the business organizations and the nature of creativity, and innovation, to translate insights into opportunities and action.

PO 5: Familiarize with the vital essence of modernized technologies to meet the customer demands and there have been many important advances in business management technology in this century which are enabled by ubiquitous broadband internet access, improved software development tools, and have had a significant impact on how businesses operate and how business users interact with prospects and customers.

PO 6: Appreciate diversity to communicate effectively in international and cross-cultural contexts and facilitate collaborative professional partnerships which is most important to succeed in today's global environment.

PO 7: Demonstrate the ability to responsibly collaborate with others to effectively disseminate learning/project/research outcomes to a variety of audiences using highly developed communication skills and work productively within a team of experts in the field and contribute to team goals.



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PO 8: Demonstrate knowledge and understanding of the management principles and practices and apply these to one's own work, as a member and leader in a team, to manage the works/projects in multi-disciplinary environments

PO 9: Recognize, and illustrate the importance of ethical conduct and resolve ethical issues in business and in preparing for citizenship, both local and global
PO 10: Self-building to suit various careers related to Aviation and management

PO 10: Communicate effectively with the community, and with society at large, about complex activities by being able to comprehend and write effective reports, design documentation, make effective presentations, and give clear instructions.

PO 11: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes and provide a scope for holistic development.

PO 12: Understand the issues of environmental contexts and sustainable development and assess societal, environmental, health, safety, legal, and cultural issues within local and global contexts, and the consequential responsibilities relevant to professional management.



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DEPARTMENT OF MANAGEMENT

B.B.A- NEP

COURSE OUTCOMES (COs)-

ODD SEMESTER

I SEM BBA

BBA 1.1 MANAGEMENT PRINCIPLES & PRACTICE

CO 1: The ability to understand concepts of business management, principles and function of management.

CO 2: The ability to explain the process of planning and decision making.

CO 3: The ability to create organization structures based on authority, task and responsibilities.

CO 4: ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.

CO 5: The ability to understand the requirements of a good control system and control techniques.

BBA 1.2 FUNDAMENTALS OF ACCOUNTING

CO 1: Understand the framework of accounting as well accounting standards.

CO 2: The Ability to pass journal entries and prepare ledger accounts

CO 3: The Ability to prepare various subsidiary books

CO 4: The Ability to prepare trial balance and final accounts of proprietary concern.

CO 5: Construct final accounts through application of accounting software tally.



BBA 1.3 MARKETING MANAGEMENT

CO 1: Understand the concepts and functions of marketing.

CO 2: Analyse marketing environment impacting the business.

CO 3: Segment the market and understand the consumer behaviour

CO 4: Describe the 4 p's of marketing and also strategize marketing mix

CO 5: Describe 7 p's of service marketing mix.

SEC: DIGITAL FLUENCY

CO 1: Understand the digital platforms, for better learning and development.

CO 2: Evaluate and interpret information in the digital world.

CO 3: Build essential skills such as design thinking, effective communication and better decision making.

CO 4: Develop holistically by learning essential skills such as effective communication, problem solving, design thinking, and teamwork.

OEC: DEVELOPMENT STUDIES

CO 1: Graduates will be able to excel in higher studies and/or to succeed in profession.

CO 2: Graduates will get a solid foundation of fundamentals required to solve socioeconomic problems and to pursue higher studies.

CO 3: Graduates will demonstrate knowledge to appreciate of the dimensions of contemporary development issues, to generate sensitivity to problems concerning ethics and human values to develop orientation towards effective communication and critical analysis, and to appreciate the interrelationships among disciplines as they relate to everyday realities.

CO 4: Graduates will cultivate professional and ethical attitude, effective communication skills, teamwork skills, multidisciplinary



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approach, and to facilitate an advanced understanding and appreciation of the principles, methodologies, valuesystems, and thought processes employed in human inquiries.

II SEM BBA

BBA 2.1 FINANCIAL ACCOUNTING AND REPORTING

CO 1: Ability to understand the conversion of single entry into double entry.

CO 2: The ability to prepare final accounts of partnership firms

CO 3: The ability to understand the process of public issue of shares and accounting for the same

CO 4: The ability to prepare final accounts of joint stock companies.

CO 5: The ability to prepare and evaluate vertical and horizontal analysis of financial statements

BBA 2.2 HUMAN RESOURCE MANAGEMENT

CO 1: Ability to describe the role and responsibility of Human resources management functions on business

CO 2: Ability to understand the HRP, Recruitment and Selection process

CO 3: Ability to describe induction, training, and compensation aspects

CO 4: Ability to explain performance appraisal and its process.

CO 5: Ability to demonstrate Employee Engagement and Psychological Contract.

BBA 2.3 BUSINESS MATHEMATICS

CO 1: The application of equations to solve business problems.

CO 2: The Application of AP and GP in solving business problems.

CO 3: The calculation of simple interest, compound interest and



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discounting of Bills of Exchange.

CO 4: The application of matrices in business.

CO 5: The Application of ratios and proportions in business.

(OR)

BBA 2.4 BUSINESS ENVIRONMENT

CO 1: An Understanding of components of business environment.

CO 2: Ability to analyze the environmental factors influencing business organization

CO 3: demonstrate Competitive structure analysis for select industry.

CO 4: Ability to explain the impact of fiscal policy and monetary policy on business.

CO 5: Ability to analyze the impact of economic environmental factors on business.

SEC: ENVIRONMENTAL STUDIES

CO 1: To gain a fundamental understanding of the interactions between living and non-living things in the environment.

CO 2: To understand the various environmental challenges faced by society. **CO 3:** To recognize the importance of biodiversity in maintaining healthy ecosystems.

CO 4: Ability to correlate the concept of sustainable development and the need for balancing economic, social, and environmental concerns in decision-making.

OEC : CONTEMPORARY INDIAN ECONOMY

CO 1: Understand the current problems of Indian Economy

CO 2: Identify the factors contributing to the recent growth of the Indian economy

CO 3: Evaluate impact of LPG policies on economic growth in India

CO 4: Analyze the sector specific policies adopted for achieving the aspirational goals



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CO 5: Review various economic policies adopted

III SEM BBA

BBA. 3.1 COST ACCOUNTING

CO 1: Demonstrate an understanding of the concepts of costing and cost accounting. **CO 2:** Classify, allocate apportion overheads and calculate overhead absorption rates.

CO 3: Demonstrate the ability to calculate labour cost

CO 4: Demonstrate the ability to prepare a cost sheet.

CO 5: Prepare material related documents, understand the management of stores and issue procedures

BBA 3.2 ORGANIZATIONAL BEHAVIOUR

CO 1: Demonstrate an understanding of the role of OB in business organization. **CO 2:** Demonstrate an ability to understand individual and group behavior in an organization.

CO 3: Be able to explain the effectiveness of organizational change and development of an organization.

CO 4: Demonstrate an understanding of the process of organizational development and OD Interventions.

BBA 3.3 STATISTICS FOR BUSINESS DECISIONS

CO 1: To understand the basic concepts in statistics.

CO 2: To classify and construct statistical tables.

CO 3: To understand and construct various measures of central tendency, dispersion and skewness.

CO 4: To apply correlation and regression for data analysis.



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SEC:FINANCIAL EDUCATION & INVESTMENT AWARENESS

CO 1: To understand the basic concepts of finance, identify and classify simple compound interest and also describe the valuation of security.

CO 2: To remember the facts and basic essential concepts of investment avenues and to discuss stock market concepts

CO 3: Gain insights on mutual funds, the pros and cons and major fund houses in India.

OEC 4.3 CONSTITUTION OF INDIA

CO 1: Understanding the philosophy of the constitution and its structure

CO 2: Measuring the powers and functions of various powerful people of government

CO 3: To understand and appreciate the role of constitution in democracy

IV SEM BBA REGULAR

BBA 4.1 MANAGEMENT ACCOUNTING

CO 1: Explain the application of management accounting and various tool used.

CO 2: Make inter – firm and inter- period comparison of financial statements.

CO 3: Analyze financial statements using various ratios for business decisions.

CO 4: Prepare fund flow and cash flow statements

CO 5: Prepare different types of budgets for the business.

BBA 4.2 FINANCIAL MARKETS AND SERVICES

CO 1: Understand the Overview of Indian financial system

CO 2: Understand the different types of financial institutions and their role.

CO 3: Understand concept of financial services, types and functions

CO 4: Understand the different types of financial instruments and its features.



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CO 5: Understand the different types of financial market and its role.

BBA 4.3 FINANCIAL MANAGEMENT

- CO 1:** To identify the goals of financial management.
- CO 2:** To apply the concepts of time value of money for financial decision making.
- CO 3:** To evaluate projects using capital budgeting techniques
- CO 4:** To design optimum capital structure using EBIT and EPS analysis.
- CO 5:** To evaluate working capital effectiveness in an organization.

V SEM BBA REGULAR

BBA 5.1 PRODUCTION AND OPERATIONS MANAGEMENT

- CO 1:** Understand the ever growing importance of Production and Operations Management in an uncertain business environment.
- CO 2:** Gain an in-depth understanding of Plant Location and Layout
- CO 3:** Appreciate the unique challenges faced by firms in Inventory Management.
- CO 4:** Understand the subject of Production Planning and Control.
- CO 5:** Develop skills to operate competitively in the current business scenario.

BBA 5.2 INCOME TAX – I

- CO 1:** Comprehend the procedure for computation of Total Income and tax liability of an individual.
- CO 2:** Understand the provisions for determining the residential status of an individual.
- CO 3:** Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.
- CO 4:** Compute the income house property for different categories of house property.



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CO 5: Comprehend TDS & advances tax Ruling and identify the various deductions under section 80

BBA 5.3 BANKING LAW AND PRACTICE

CO 1: Open the different types of accounts.

CO 2: Describe the various operations of banks.

CO 3: Understand the different types of crossing of cheques and endorsement.

CO 4: Understanding of different types of E-payments.

CO 5: Understand the legal aspects of banker and customer relationship.

BBA 5.3 FNI ADVANCED CORPORATE FINANCIAL MANAGEMENT

CO 1: Understand and determine the overall cost of capital.

CO 2: Comprehend the different advanced capital budgeting techniques.

CO 3: Understand the importance of dividend decisions and dividend theories.

CO 4: Understand current asset management

BBA 5.3 MK 1: CONSUMER BEHAVIOUR AND MARKET RESEARCH

CO 1: Understanding of Consumer Behavior towards products, brands, and services. **CO 2:** Establish the relevance of consumer behavior theories and concepts to marketing decisions.

CO 3: Implement appropriate combinations of theories and concepts.

CO 4: Understanding of market research process

CO 5: Understanding of Data Analysis and reporting in market research.

BBA 5.3 HRM1: HUMAN RESOURCE DEVELOPMENT AND LEADERSHIP

CO 1: Understand the need of HRD.



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CO 2: Comprehend the framework of HRD.

CO 3: Understand the models for evaluating the HRD.

CO 4: Analyse different leadership styles, types, patterns and functions.

CO5: Demonstrate an understanding of various leadership approaches for effective management of people

BBA 5.3 BDA 1: FINANCIAL ANALYTICS

CO 1: Analyze and model financial data.

CO 2: Access the different open-source domains.

CO 3: Evaluate and build model on time series data.

CO 4: Execute the statistical analysis using python.

BBA 5.3 BBA SCM 1: FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT

CO 1: Understand the fundamentals of Logistics and Supply Chain Management. **CO 2:** Comprehend the relationship between competitive strategies and supply chain strategies

CO 3: Analyse the latest trends and challenges in the field of Logistics and Supply chain management

CO 4: Understand the best practices in SCM

BBA 5.3 BBA 5.6(A) VOCATIONAL: INFORMATION TECHNOLOGY FOR BUSINESS

CO 1: Understand the fundamentals of information technology



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CO 2: Understand usage of information science in business.

CO 3: Learn core concepts of Database Management systems

CO 4: Understanding the usage of MS Excel in Business.

CO 5: Awareness about latest trends in IT.

SEC: EMPLOYABILITY SKILLS

CO 1: Solve the problems on quantitative aptitude, logical reasoning and analyticalability.

CO 2: Exhibit the communication and leadership skills.

CO 3: Face interviews and write resumes

CO 4: Conduct self SWOC analysis and set his career goals.

SEC: ARTIFICIAL INTELLIGENCE

CO 1: Understand the various characteristics of problem solving agents and applyproblem solving through search for AI applications.

CO 2: Appreciate the concepts of knowledge representation using Propositional logicand Predicate calculus and apply them for inference/reasoning.

CO 3: Obtain insights about Planning and handling uncertainty through probabilisticreasoning and fuzzy systems.

CO 4: Understand basics of computer vision and Natural Language Processing andunderstand their relevance in AI applications.

CO 5: Obtain insights about machine learning, neural networks, deep learning networks and their significance



OEC:ECONOMICS OF HUMAN DEVELOPMENT

CO 1: Differentiate between Human Resource Development (HRD), Human Development (HD) and HRM

CO 2: Understand the concepts of Human Security, describe dimensions of humandevlopment.

CO 3: Appreciate various practices and policies of human development, HDI and India.

VI SEM BBA

BBA. 6.1 BUSINESS LAW

CO 1: Comprehend the laws relating to Contracts and its application in businessactivities.

CO 2: Comprehend the rules for Sale of Goods and rights and duties of a buyer and aSeller.

CO 3: Understand the importance of Negotiable Instrument Act and its provisionsrelating to Cheque and other Negotiable Instruments.

CO 4: Understand the significance of Consumer Protection Act and its features

CO 5: Understand the need for Environment Protection.

BBA 6.2 INCOME TAX II

CO 1: Understand the procedure for computation of income from business and otherProfession.

CO 2: Ability to compute capital gains.

CO 3: Compute the income from other sources.

CO 4: Demonstrate the computation of total income of an Individual.

CO 5: Comprehend the assessment procedure and to know the power of income



tax authorities

BBA 6.3 INTERNATIONAL BUSINESS

- CO 1:** Understand the concept of International Business.
- CO 2:** Differentiate the Internal and External International Business Environment.
- CO 3:** Understand the difference between MNC and TNC
- CO 4:** Understand the role of International Organisations in International Business.
- CO 5:** Understand International Operations Management.

BBA 6.3 : FN2: SECURITY ANALYSIS AND PORTFOLIOMANAGEMENT

- CO 1:** Understand the concept of basics of Investment.
- CO 2:** Evaluate the different types of investment alternatives.
- CO 3:** Evaluate portfolio and portfolio management.
- CO 4:** Understand the concept of risk and returns.
- CO 5:** Understand fundamental and technical analysis

BBA 6.3 : MK 2 ADVERTISING AND MEDIA MANAGEMENT

- CO 1:** Understand the nature, role, and importance of IMC in marketing strategy
- CO 2:** Understand effective design and implementation of advertising strategies
- CO 3:** Present a general understanding of content, structure, and appeal of advertisements
- CO 4:** Understand ethical challenges related to responsible advertising and brand strategy management.
- CO 5:** Evaluate the effectiveness of advertising and agencies role



BBA 6.3 HRM 2 COMPENSATION AND PERFORMANCE MANAGEMENT

CO 1: Understand the concepts of Compensation management.

CO 2: Describe job evaluation and its methods.

CO 3: Evaluate the different methods of wages.

CO 4: Describe performance management and methods of performance management.

CO 5: Preparation of Payroll.

BBA 6.3 BDA 2: MARKETING ANALYTICS

CO 1: Understand the importance of marketing analytics for the forward-looking and systematic allocation of marketing resources

CO 2: Apply marketing analytics to develop a predictive marketing dashboard for the

CO 3: Analyse data organisation, and develop insights to address strategic marketing challenges

CO 4: Execute the models on Predictions and Classifications on R Software.

CO 5: Know the applications of analytics in marketing.

BBA 6.6 (B) VOCATIONAL: EVENT MANAGEMENT

CO 1: Understand the significance of various events

CO 2: Demonstrate the ability to organize the event.

CO 3: Demonstrate the ability to conduct the event.

CO 4: Prepare the budget required for conducting an event.

CO 5: Learn the planning and executing of corporate events.



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