



**ST. FRANCIS COLLEGE**  
Koramangala  
Affiliated to Bengaluru City University

**DEPARTMENT OF MANAGEMENT**

**B.B.A**

**2019-20 ONWARDS (CBCS SCHEME)**

**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.



# ST. FRANCIS COLLEGE

Koramangala  
Affiliated to Bengaluru City University

**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  
**POIO:** 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.

**PRINCIPAL**

PRINCIPAL  
ST. FRANCIS COLLEGE  
PB NO. 3417, 3RD BLOCK, 8TH MAIN,  
KORAMANGALA BENGALURU-560034



**ST. FRANCIS COLLEGE**

**Koramangala**

**Affiliated to Bengaluru City University**

**DEPARTMENT OF MANAGEMENT**

**B.B.A**

**COURSE OUTCOMES (COs)**

**2019-20 ONWARDS (CBCS SCHEME)**

**I SEM BBA**

**BBA 1.3: FINANCIAL ACCOUNTING (BBA REG)**

**CO 1 :** Ability to learn and understand accounting concepts, principles, conventions and standards

**CO 2:** Ability to learn and understand different kinds of Accounts, Rules, Journal, Ledger and trial balance.

**CO 3:** Ability to learn and understand various types of Cash book and preparation of reconciliation statements

**CO 4:** Ability to learn and prepare the profit and loss account and balance sheet in Vertical form.

**CO 5:** Preparation of profit and loss account and balance sheet using tally software.

**BBA 1.4: PRINCIPLES OF MANAGEMENT (BBA REG)**

**CO 1 :** Identify and communicate the purpose and functions of management.

**CO 2:** To identify the different managerial functions and have same basic knowledge on concept of Organization.

**CO 3:** To understand the planning process in the organization

**CO 4:** To analyze the different types of organization & the process of recruitment, selection, training & development.

**CO5:** Demonstrate the ability to directing, leadership and communicate effectively.



## **ST. FRANCIS COLLEGE**

**Koramangala**  
Affiliated to Bengaluru City University

**CO6:** Evaluate leadership styles to anticipate the consequences of each leadership style.

### **BBA 1.5: CORPORATE ADMINISTRATION (BBA REG)**

**CO 1:** The Students will learn about the meaning of company and procedure for the formation of company. The student also will learn about the companies act and various types of Company.

**CO 2:** The student will learn about the various stages during formation of company and how to obtain Certificate of Incorporation by following various procedures and documentation process

**CO 3:** The student will learn about the various key managerial personnel in an organization and their roles and responsibilities

**CO 4:** The students will learn about the various types of meeting held in an organization and how to prepare agenda, minutes, Meeting resolutions

**CO 5:** This unit Students will learn about procedure for winding up of companies and consequences of winding up of a company

### **BBA 1.6: PRODUCTION AND OPERATIONS MANAGEMENT (BBA REG)**

**CO 1:** The meaning scopes its application including Automation in manufacturing sectors through appropriate application of production and Operation management.

**CO 2:** Location selection, plant layout its importance based on type of manufacturing, its theory, factors and practices while selecting locations

**CO 3:** Material management in a manufacturing unit its economic considerations, inventor management etc

**CO 4:** Production and operation Quality control through the application and practice of changing standards in the manufacturing sectors

**CO 5:** Waste management and maintenance in the factory to reduce waste and utilization of resources effectively and efficiently also management of scrap and surplus materials.

### **BBA FC: INDIAN CONSTITUTION AND HUMAN RIGHTS (BBA REG)**

**CO 1:** Able to understand historical background of the Constitutional making and its importance for building a democratic India, the structure of Indian government, the structure of state government, the local Administration, Knowledge/Understand

**CO 2:** Able to apply the knowledge on directive principle of state policy, the knowledge in strengthening of the constitutional institutions likes CAG, Election Commission and UPSC for sustaining democracy.



# **ST. FRANCIS COLLEGE**

**Koramangala**  
Affiliated to Bengaluru City University

**CO 3:** Able to analyse the History, features of Indian constitution, the role Governor and Chief Minister, role of state election commission, the decentralization of power between central, state and local self-government.

**CO 4:** Able to evaluate Preamble, Fundamental Rights and Duties, Zilla Panchayat, block level organization, various commissions

## **II SEM BBA**

### **BBA 2.3: CORPORATE ACCOUNTING (BBA REG)**

**CO 1:** Procedure for issue of shares and preparation of balance sheet in vertical form.

**CO 2:** Various statutory provisions in the preparation of company final accounts.

**CO 3:** Various financial statements and analysis using trend percentages and management reporting.

**CO 4:** Understand the basic concepts of IFRS.

**CO 5:** Financial statements for economic decision and to read annual report at corporate level.

### **BBA 2.4: QUANTITATIVE ANALYSIS (BBA REG)**

**CO 1:** To describe matrix concept and its applications in commerce.

**CO 2:** To explain the different types of equations and its applications.

**CO 3:** To define the number theory and the concept of HCF & LCM

**CO 4:** To learn indices, logarithms, proportions and ratios.

**CO 5:** To explain the progressions — Arithmetic and Geometric progressions.

**CO6:** To define different types of interest, annuity and bill discounting.



# **ST. FRANCIS COLLEGE**

**Koramangala**  
Affiliated to Bengaluru City University

## **BBA 2.5: ORGANIZATIONAL BEHAVIOUR (BBA REG)**

**CO 1:** To enable the students to understand the basics of Organizational behavior and Individual behavior.

**CO 2:** To understand the Organizational Dynamics co 3: To learn the Foundations of Organizational behavior and Individual behavior.

**CO 4:** To learn the different theories in Organizational Behavior

**CO 5:** To learn about Motivation and Leadership and understand different theories of motivation and leadership

**CO 6:** To learn about the Team Dynamics and conflicts

**CO 7:** To learn how to manage and resolving conflicts

**CO 8:** To learn and understand about organizational change and resistance to change

## **BBA 2.6: MARKETING MANAGEMENT (BBA REG)**

**CO 1** Students will demonstrate strong conceptual knowledge in the functional area of marketing management.

**CO 2:** Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.

**CO 3:** Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

**CO 4:** To enable students to understand the concept of marketing and its applications and the recent trends in Marketing.

**CO 5:** Apply the theoretical marketing concepts to the practical situations and understand the dynamics of marketing in business

## **BBA FC: ENVIRONMENTAL STUDIES (BBA REG)**

**CO 1:** Recognize the interconnectedness of multiple factors in environmental challenges

**CO 2:** Engage constructively with diverse forms of knowledge and experience.

**CO 3:** Recognize and apply methodological approaches of the social sciences, natural sciences, and humanities





# **ST. FRANCIS COLLEGE**

**Koramangala**

**Affiliated to Bengaluru City University**

**CO 4:** Communicate clearly and competently matters of environmental concern and understanding to a variety of audiences in appropriate forms

## **III SEM BBA**

### **BBA 3.2: CORPORATE COMMUNICATION SKILLS 1 (BBA REG)**

**CO 1:** Develop verbal and non-verbal communication skills by understanding cross cultural dimensions with good speaking and listening techniques

**CO 2:** Understand the importance of public speaking and inculcate the habit of effective presentation skills with usage of technology

**CO 3:** Understand the importance of interview techniques and develop a discipline of facing different kinds of interviews

**CO 4:** Develop and understand the importance of organizing and attending meetings and learning how to prepare agenda and minutes of meeting

**CO 5:** Understand the importance of drafting effective business correspondence concerned with organizational and business issues

### **BBA 3.3: COST ACCOUNTING (BBA REG)**

**CO 1:** Familiarize students with the various concepts and elements of cost and methods of ascertaining the costs.

**CO 2:** Understand how material procurement costs are added to a product at each stage of production cycle and know the inventory control techniques.

**CO 3:** Understand how employee costs are added to a product at each stage of production cycle and know the reasons and effects of labour turnover

**CO 4:** Understand how overhead costs are added to a product at each stage of production cycle and learn to compute machine hour rate

**CO 5:** Understand and apply the steps involved in absorption of overheads using activity based costing system.



# **ST. FRANCIS COLLEGE**

**Koramangala**

**Affiliated to Bengaluru City University**

## **BBA 3.4: HUMAN RESOURCE MANAGEMENT (BBA REG)**

**CO 1:** Learn and understand about the Meaning, Functions, Process of HRM and different roles and Practices to be followed by Human Resource Manager

**CO 2:** Understand the HRM Planning, Forecasting, Staffing, Recruitment and selection Procedures

**CO 3:** Understand about the Induction of Employees and procedures regarding Training and Compensation.

**CO 4:** Learn about the overview of Performance appraisal, Promotion and Transfer

**Procedures CO 5:** Learn about the meaning and various types of Employee Engagement and about the Psychological Contracts

## **BBA 3.5: FINANCIAL MARKETS AND SERVICES (BBA REG)**

**CO 1:** Understand the basics and components of Indian financial system

**CO 2:** Understand the structure and types of financial institutions in Indian financial system and explain their functions and roles in economic development

**CO 3:** Understand different financial services offered by the financial institutions in India and their effect on economic development

**CO 4:** Understand the roles and functions of financial markets and to be able to distinguish the effect of money market tools on financial system

**CO 5:** Understand the basics of stock market and its functioning & gain brief knowledge on BSE, NSE & OTCEI

## **BBA 3.6: BUSINESS DATA ANALYSIS (BBA REG)**

**CO 1:** Describe and discuss the key terminology, concepts, tools and techniques used in business statistical analysis.

**CO 2:** Critically evaluate the underlying assumptions of analysis tools

**CO 3:** Understand and critically discuss the issues surrounding sampling and significance

**CO 4:** Discuss critically the uses and limitations of statistical analysis





**ST. FRANCIS COLLEGE**  
Koramangala  
Affiliated to Bengaluru City University

**CO 5:** Solve a range of problems using the techniques covered and Conduct basic statistical analysis of data.

**BBA 3.7: CORPORATE FINANCIAL MANAGEMENT (BBA REG)**

**CO 1:** Understand the fundamental concepts of financial management and the importance of financial planning.

**CO 2:** Understand the importance of time value of money and the importance of valuation of bonds, debentures and shares

**CO 3:** Understand the capital structure decisions of the companies and determinants of dividend policy

**CO 4:** Learn and understand the techniques of capital budgeting and its implication on investment decisions

**CO 5:** Understand the concept of working capital requirements and estimation of working capital and determining the significance of it.

**BBA FC: SCIENCE AND SOCIETY (BBA REG)**

**CO 1:** Have a basic understanding of what science is (and is not)

**CO 2:** Able to appreciate and critically evaluate the S & T impact on our lives

**CO 3:** Understand the future course of technological evolutions and participate in the democratic

**IV SEM BBA**

**BBA 4.2: CORPORATE COMMUNICATION SKILLS 11 (BBA REG)**

**CO 1:** Enables the students to gain comprehensive knowledge on corporate communication and internal corporate communication system

**CO 2:** Understand the importance and principles of strategic communication regard to employee productivity, corporate branding, and public relation and media enquiries.

**CO 3:** Enables the students to understand the concept of leadership communication and its essential components in corporate meetings

**CO 4:** Enables the students to gain comprehensive knowledge on marketing campaign, digital marketing, product promotion, advertising and its strategies for maintaining productivity.



# **ST. FRANCIS COLLEGE**

**Koramangala**  
Affiliated to Bengaluru City University

**CO 5:** Understand the need of communication in crisis management and the principles to be followed in pre and post crisis period in the corporate entity.

## **BBA 4.3: BUSINESS RESEARCH METHODS (BBA REG)**

**CO 1 :** Understand the basic framework of research & research process.

**CO 2:** Understand the various sources of literature review & research designs and techniques.

**CO 3:** Experiment various sources & methods of data collection & use appropriate sampling techniques to select samples

**CO 4:** Evaluate the statistical analysis tools, which includes various parametric test and nonparametric test and ANOVA technique to analyse the data

**CO 5:** Write quality research report.

## **BBA 4.4: BANKING LAW AND OPERATIONS (BBA REG)**

**CO 1 :** Understand the banker and customer relationship and there will be a scope to understand the procedure and practice followed by the banks to open and operate the accounts of different customers

**CO 2:** Enables the students to understand and familiarize with the duties and responsibilities of collecting banker

**CO 3:** Understand the concept of paying banker and will be able to understand the crossing of cheques and its types, endorsement and its types and grounds of dishonor of cheques

**CO 4:** Familiarize with the principles of bank lending and different kinds of lending by the banks and the Government regulations on priority lending

**CO 5:** Enable the students to understand the latest innovation in banking system and will be able to practically experience the procedure of e-payments

## **BBA 4.5: ENTREPRENEURSHIP DEVELOPMENT (BBA REG)**

**CO 1 :** Enables students to understand the basic concepts of Entrepreneurship

**CO 2:** Understand the procedures and challenges faced by MSMEs

**CO 3:** Develop and strengthen the entrepreneurial qualities and understand the aspects of Entrepreneurship



# **ST. FRANCIS COLLEGE**

**Koramangala**  
Affiliated to Bengaluru City University

**CO 4:** Development of business plan and business model

**CO 5:** Understand the institutional assistance for entrepreneurship under different schemes

## **BBA 4.6: MANAGEMENT ACCOUNTING (BBA REG)**

**CO 1:** Enhance the abilities of learners to develop the concept of management accounting and its significance in the business.

**CO 2:** Analyze the financial statement using various ratios

**CO 3:** Enable the learners to understand, develop and Prepare Cash Flow Statement which helps in planning for intermediate and long-term finances

**CO 4:** Apply Marginal Costing in taking Managerial Decision

**CO 5:** Prepare a budget and demonstrate an understanding of the relationship between the components of budget

## **BBA 4.7: CUSTOMER RELATIONSHIP MANAGEMENT (BBA REG)**

**CO 1:** Course will enable the students to understand the basic concepts of customer relationship management

**CO 2:** Students will learn the concept of CRM with specific focus in marketing with customer satisfaction measurement

**CO 3:** Students will understand the sales process with sales force automation for effective CRM

**CO 4:** Understand the CRM analytics with customer information database. Warehousing, mining and analysis

**CO 5:** Understand the concept of CRM implementation by defining success factors and choosing CRM tools with strategy.

## **BBA FC: PERSONALITY DEVELOPMENT (BBA REG)**

**CO 1:** Course will enable the students to understand and familiarize Personality Development through Self-Awareness, goal setting and creativity

**CO 2:** Students will learn the on developing Interpersonal skills with techniques and its benefits.



# **ST. FRANCIS COLLEGE**

**Koramangala**  
Affiliated to Bengaluru City University

Also Effects of stress on body and mind-Stress removal techniques

**CO 3:** Course will enable the students to enhance personality through effective time management

## **V SEM BBA**

### **BBA 5.1: INCOME TAX 1 (BBA REG)**

**CO 1:** Acquire the knowledge of basic concepts of income tax and the conceptual knowledge of Direct taxes

**CO 2:** Understand the concept of exempted incomes u/s 10

**CO 3:** Learn and understand the calculation of residential status of an individual and computation of incidence of tax

**CO 4:** Understand the various provisions of income from salary and computation of taxable income from salary of individual residents.

**CO 5:** Understand the various provisions of income from house property and computation of taxable income from house property of residents.

### **BBA 5.2: BUSINESS REGULATIONS (BBA REG)**

**CO 1:** Understand the concepts in business laws and the Indian contract law and learn the essentials of a valid contract.

**CO 2:** Understand the law of sale of goods and contract of sale

**CO 3:** Gain the knowledge of information law and the provisions of right to information act of 2005 and the information technology act 2000

**CO 4:** Understand the provisions of competition act of 2002 and consumer laws framed to protect the consumers

**CO 5:** economic and environmental laws framed by the act to protect the environment.



**ST. FRANCIS COLLEGE**  
Koramangala  
Affiliated to Bengaluru City University

**BBA 5.3: INDIRECT TAXES (BBA REG)**

**CO 1:** Enable the students to understand the basics of indirect taxation with its meaning, types and history of indirect taxes

**CO 2:** Learn the scope and framework of Goods and Services tax with exemptions

**CO 3:** Learn the concept of levy and collection i.e. time of supply, place and value of supply

**CO 4:** Familiarize with the calculation of GST liability along with input tax credit mechanism.

**CO 5:** Learn and understand the calculation of customs duty for imports.

**BBA 5.4: INFORMATION TECHNOLOGY FOR BUSINESS 1 (BBA REG)**

**CO I :** Learn and understand the Importance of Information systems in decision making and strategy building and the role of information technology.

**CO 2:** Enables the students to understand the analytical and technical framework of emerging world of e-commerce

**CO 3:** Students will be familiarized with nature and purpose of database Systems and how they work

**CO 4:** Develop skills among the students to design and implement simple Computer based business Information Systems using MS EXCEL

**CO 5:** Students will be familiarized with the latest aspects of Information Technology used in business context

**BBA FN 5.5: ADVANCED CORPORATE FINANCIAL MANAGEMENT (BBA REG)**

**CO 1:** Demonstrate the applicability of the concept of financial management and understand the managerial decisions and corporate capital structure.

**CO 2:** Understand the corporate valuation using different methods including with DCF and APV method

**CO 3:** Learn and understand the value based management using different approaches and learn the concept of balanced scorecard



**ST. FRANCIS COLLEGE**  
**Koramangala**  
Affiliated to Bengaluru City University

**CO 4:** Familiarize with the forms of capital restructuring in the event of change of law and designing and re-designing of capital structure

**CO 5:** concept of mergers and acquisitions and valuation of firms using different approaches.

**BBA FN 5.6: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (BBA REG)**

**CO 1:** Understand the basic concepts of Investment with goals, process and constraints.

**CO 2:** Students will learn various investment alternatives

**CO 3:** Students will learn the concept of stock selection & valuation required for portfolio construction.

**CO 4:** Students will familiarize with the concept of bond basics and pricing.

**CO 5:** Students will learn the valuation of mutual fund with understanding on different plans.

**BBA MK 5.5: CONSUMER BEHAVIOUR (BBA REG)**

**CO 1:** Establish the relevance of consumer behaviour theories and concepts to marketing decisions.

**CO 2:** Understand the individual determinants of consumer behaviour and nature of consumer attitude

**CO 3:** Understand the environmental determinants of consumer behaviour and factors influencing the customer behaviour

**CO 4:** Develop an understanding about the consumer decision-making process and its applications in marketing function of firms

**CO 5:** Understand the concept of customer satisfaction and sources of consumer dissatisfaction and will know the growth of consumerism in India.

**BBA MK 5.6: INTEGRATED MARKETING COMMUNICATION (BBA REG)**

**CO 1:** Understanding the basics of marketing communication

**CO 2:** Exposure to the various facets of communication and its role in marketing activities





# **ST. FRANCIS COLLEGE**

**Koramangala**  
Affiliated to Bengaluru City University

**CO 3:** Understanding the marketing communication mix and its design and implementation

**CO 4:** Understanding digital marketing, its importance and the paradigm shift of the entire way advertising is carried out in today's day and age

**CO 5:** Understand the evolution of technology and convergence of digital media and advertising.

## **BBA FC: CULTURE DIVERSITY AND SOCIETY (BBA REG)**

**CO 1:** Understand the geographical, cultural and religious diversity of India and to communicate different cultural views and values

**CO 2:** Understand the way in which race, ethnicity, caste and family structure are socially constructed and to recognize that social system developed out of adaptation to environmental circumstances

**CO 3:** Understand the contemporary challenges before the Indian society and having awareness of ethical problems, social rights, values & responsibilities of individuals

## **VI SEM BBA**

### **BBA 6.1: INCOME TAX II**

**CO 1:** Understand the tax treatment of the various expenses and incomes and computation of taxable income from profits and gains of business and profession

**CO 2:** Understand the concept of capital assets, capital gains and computation of taxable capital gains after allowing for exemptions

**CO 3:** Enables the students to understand the income from other sources and tax treatment of it

**CO 4:** Understand various deductions available from 80C — 80U to the individual assessee from Gross Total Income

**CO 5:** Understand the concept of set off and carry forward of losses and will be able to compute total income and tax liability of individuals.



# **ST. FRANCIS COLLEGE**

**Koramangala**

**Affiliated to Bengaluru City University**

## **BBA 6.2: STRATEGIC MANAGEMENT**

**CO 1:** Course will enable the students to understand the basic concepts of strategic management with strategic decision making and business ethics.

**CO 2:** Students will learn the concept of environmental appraisal for business for strategic decision with SWOT and value analysis.

**CO 3:** Students will understand the strategic planning process with different types of strategy and its levels

**CO 4:** Understand the aspects of implementation of strategy from overall perspective of organizational system

**CO 5:** Understand the concept of Strategy Evaluation and Control with Focus on Key Result Areas.

## **BBA 6.3: INTERNATIONAL BUSINESS**

**CO 1:** Enable the students to understand the basics of international business, rudimentary concepts around the various theories & frameworks pertinent to international trade

**CO 2:** Students will understand the various modes of entering international business, comparison of the different modes and the various strategies for BRICS economies

**CO 3:** Students will understand the meaning of globalization, environment of international business & OECD guidelines for multinational enterprises.

**CO 4:** Understand international marketing intelligence (IMI) such as international marketing information system (IMIS) & international marketing research (IMR).

**CO 5:** Understand financing techniques in the international business environment, methods of payment & credit, foreign exchange, export trade & documentation

## **BBA 6.4: INFORMATION TECHNOLOGY FOR BUSINESS**

**CO 1:** Students will be familiarized with the aspect of internet, email, and search engines and will be acquainted with the knowledge of various Google features

**CO 2:** Enables the students to understand the analytical and technical framework of emerging world of e-commerce



# **ST. FRANCIS COLLEGE**

**Koramangala**  
Affiliated to Bengaluru City University

**CO 3:** Understand the various electronic payment systems and its importance in the era of digitalization and also learn risk involved in B2C payment systems

**CO 4:** Enables the students to understand the strategies of e-marketing and advertising and the importance of customer relationship management

**CO 5:** Familiarize students with the aspects of social networks and online communities and will know the future of social networks

## **BBA FN 6.5: RISK MANAGEMENT & DERIVATIVES**

**CO 1:** Course will enable the students to understand various risks associated with business and its analysis techniques.

**CO 2:** Students will get the knowledge on basic concepts of derivatives and its types in investment risk evaluation

**CO 3:** Students will gain the knowledge on hedging and trading through future contracts

**CO 4:** Understand the basic concepts and strategies under options **CO 5:** Learn Option pricing with different methods and theory.

## **BBA FN 6.6: INTERNATIONAL FINANCE**

**CO 1:** Understand the fundamental theories and concepts of international finance and currency structure and apply for management decisions

**CO 2:** Integrate concepts and apply concept of capital budgeting decisions to mitigate the financial risks of organization

**CO 3:** Demonstrate knowledge of basic theorems of exchange rate determination

**CO 4:** Analysis interest rates and inflation and the role of arbitrage in keeping the foreign exchange market efficient

**CO 5:** Apply knowledge of foreign exchange hedging to identify and manage the foreign exchange risks faced by globally active firms.

## **BBA MK 6.5: DIGITAL MARKETING**

**CO 1:** Understand the concept of digital marketing and its importance in the changing trends in modernized era.



# **ST. FRANCIS COLLEGE**

**Koramangala**  
Affiliated to Bengaluru City University

**CO 2:** Enable the students to understand the trends in search engine optimization and its linking strategies and off page optimization

**CO 3:** Familiarize the students with the concept of search engine marketing and the paid platforms available for creating the campaigns

**CO 4:** Helps the students to understand the importance of conversion in digital marketing and the different types of online and offline conversions

**CO 5:** Understand the importance of social media marketing and the digital communities to reach out to customers in the modernized way and contribute to the success of organizations.

## **BBA MK 6.6: SUPPLY CHAIN AND LOGISTICS MANAGEMENT (BBA REG)**

**CO 1:** Course will enable the students to understand the concept of SCM, focus areas and trends in SCM

**CO 2:** Students will obtain an understanding about the logistical aspects in the supply chain

**CO 3:** Students will understand the importance of customer relations and focus, supplier relations and the likes

**CO 4:** Understand the various strategies pertinent to supply chain

**CO 5:** Understanding of demand management in the supply chain.

## **BBA FC: CREATIVITY & INNOVATION (BBA REG)**

**CO 1 :** Enable learners to understand concepts of creativity and factors affecting creativity

**CO 2:** Students would be acquainted with the importance of innovation, process of typology and evaluation of effectiveness of innovation

**CO 3:** Understand the forms and characteristics of various Painting Traditions, Sculpture and contemporary art forms

**PRINCIPAL**  
**PRINCIPAL**

**ST. FRANCIS COLLEGE**  
**PB NO. 3417, 3RD BLOCK, 8TH MAIN,**  
**KORAMANGALA BENGALURU-560034**