

Programme Matrix: Bachelor of Business Administration [2019 Batch]



Kristu Jayanti College

AUTONOMOUS Bengaluru
Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

FACULTY OF COMMERCE&MANAGEMNT

BACHELOR OF BUSINESS ADMINISTARTION

BBA

Programme Educational Objectives

PEO1: To empower students with contemporary business knowledge and skills in functional domains of management.

PEO2: To provide experiential learning avenues for managerial professional development and entrepreneurship.

PEO3: To inculcate professional ethics, human values and social responsibility for organizational and societal development.

Programme Outcome

After the successful completion of the three year BBA Programme, the graduate will be able to:

PO1: Demonstrate professional capability for organizational development, global employability and lifelong learning.

Programme Specific Outcomes

After the successful completion of the three year BBA Programme, the graduate will be able to:

PSO1: Apply professional skills in functional areas of management for organizational effectiveness.

PSO2: Appraise managerial issues and problems related to the global economy and international business.

PSO3: Perform marketing, human resource and finance roles in multinational organizations.

Programme Matrix: Bachelor of Business Administration [2019 Batch]

I Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A11	Additional English I	<ol style="list-style-type: none"> 1. Describe and differentiate between ballads and sonnets 2. Analyze critically the writing style of prose writers 3. Develop interest to appreciate one act plays 4. Apply the rules of punctuation to write concisely 5. Demonstrate proficiency in creating leaflets and brochures
AECC	HIN103B12	Hindi I	<ol style="list-style-type: none"> 1. हिन्दी साहित्य के गद्य विधाओं का परिचय 2. अनुवाद तथा व्याकरणबद्ध भाषा का परिचय 3. अर्जित ज्ञान की अभिव्यक्ति 4. इस पाठ्यक्रम के अध्ययन के बाद विद्यार्थियों में निम्न बौद्धिक सामर्थ का विकास ... 5. हिन्दी साहित्य के गद्य विधाओं को समझता है 6. विद्यार्थियों में सामाजिक यथार्थ का मूल्यांकन करने का ज्ञान 7. सृजनात्मक कौशल्य में परिपूर्णता 8. गद्य विधाओं में निहित सामाजिक यथार्थ का विश्लेषण 9. अनुवाद एवं पत्र शैली का विकास
AECC	KAN103B12	Kannada I	<ol style="list-style-type: none"> 1. ಭಕ್ತಿ ಸಾಹಿತ್ಯದ ಮುಖ್ಯ ಗುರಿಗಳು ಪ್ರಸ್ತುತ ಸಮಾಜದ ಬದಲಾವರೆಗೆ ಸ್ಪಂದಿಸುವ ವಿವಿಧ ಬಗೆಗಳನ್ನು ಪರಸ್ಪರ 2. ಹೋಲಿಸುವರು 3. ಲೇಖನ ಕಲೆ, ಸತ್ರಿಕಾ ಬರಹಗಳ ಕೌಶಲ್ಯವನ್ನು ಅಧ್ಯಯನದೊಂದಿಗೆ ಅಭ್ಯಾಸ ಮಾಡುವ ಕಲೆಯನ್ನು ತಿಳಿಯುವರು 4. ಈ ಸಮಾಜದ ಸಂಘರ್ಷಗಳಲ್ಲಿ ಹೋರಾಟ ಹಾಗೂ ಚಳುವಳಿಗಳ ವಿವಿಧ ನೆಲೆಗಳನ್ನು ತಿಳಿಯುವರು 5. ಮನರಂಜನೆ ಹಾಗೂ ವೈಜ್ಞಾನಿಕ ಕ್ಷೇತ್ರಗಳ ಮೂಲಕ ಸಾಮಾಜಿಕ ಜವಾಬ್ದಾರಿಗಳನ್ನು ಹುನರಾವಲೋಕನೆ ಮಾಡುವರು 6. ಡಿಜಿಟಲ್ ಯುಗದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯ ಅಳವಡಿಕೆ ಹಾಗೂ ಅಭಿವೃದ್ಧಿಯನ್ನು ಕುರಿತು ಚರ್ಚಿಸುವರು 7. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಶತ್ರಿಕೋದ್ಯಮದಲ್ಲಿ ಭಾಷೆಯ ಸೋಲು ಹಾಗೂ ಸಾಧ್ಯತೆಗಳನ್ನು ಅಧ್ಯಯನ ಮಾಡುವರು
Compulsory Courses			
AECC	ENG103A12	English I	<ol style="list-style-type: none"> 1. Outline basic figure of speech, simile, metaphor, personification, and alliteration 2. Determine grammatical and syntactical structures suitable for a given context 3. Appreciate the significance of prose and poetry 4. Develop communication skills for greeting, introduction, making request and offering help
DSCC	BBA204A11	Fundamentals of Accounting	<ol style="list-style-type: none"> 1. Apply Generally Accepted Accounting Principles (GAAP) for preparation of the financial statements. 2. Compute the books of accounts of a business. Classify the transactions into the subsidiary books of a firm. 3. Rectify accounting errors in the books of accounts of a firm. 4. Summarize transactions for finalizing the final accounts of business.
DSCC	BBA203A12	Quantitative Methods for Business	<ol style="list-style-type: none"> 1. Appraise the nature and operations of different types of numbers. 2. Apply the progressions in business and economic problems. 3. Construct the business problems into matrix for optimal decision making. 4. Demonstrate interest calculation methods for better revenue creation.

Programme Matrix: Bachelor of Business Administration [2019 Batch]

DSCC	BBA203A13	Business Economics	<ol style="list-style-type: none">1. Differentiate market structures to determine price and quantity of goods and services produced and consumed.2. Experiment the study of consumer behavior in aspects. Of the consumption pattern of consumer.3. Calculate the concepts of cost and examine utilization of resources to manage cost of production.4. Determine pricing strategies on platforms of market structure.
DSCC	BBA204A14	Management Process	<ol style="list-style-type: none">1. Apply the principles of management in business scenarios.2. Develop plans through planning process.3. Classify the types of organization and departments.4. Execute the directing function in a team.5. Analyze the techniques of the controlling.

Programme Matrix: Bachelor of Business Administration [2019 Batch]

II Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A21	Additional English II	<ol style="list-style-type: none"> 1. Explain the meaning of select poetry, prose, and drama of writers from India, England, Chile, France, Nigeria, and Canada by placing the texts in the cultural context 2. Analyze the issues of race, problems faced by fisher community and women, futility of war, societal fabrications, Nazism, religion, spirituality, partition, and the political tensions in professional field 3. Relate and frame opinions on racial issues, war, struggles of women and the marginalized community 4. Interpret film text 'Life is beautiful' and learn the historical background of the reign of Hitler and the injustices in concentration camps 5. Solve questions on idioms, super ordinates, and hyponyms
AECC	HIN103B22	Hindi II	<ol style="list-style-type: none"> 1. हिन्दी प्राचीन और आधुनिक काव्य का परिचय 2. शब्दानुवाद एवं पत्र लेखन शैली का परिचय 3. (ः०प्रा5€ 00र९णा€5: 4. अर्जित ज्ञान की अभिव्यक्ति 5. इस पाठ्यक्रम के अध्ययन के बाद विद्यार्थियों में निम्न बौद्धिक सामर्थ का विकास ... 6. काव्य अध्ययन मे संगीतात्मक शैली को समझ लेता है 7. काव्य मे निहित मुल्यों को विशलेषण करने की क्षमता 8. काव्य में निहित विचारों का मूल्यांकन 9. काव्य सृजन करने का कौशल्य
AECC	KAN103B22	Kannada II	<ol style="list-style-type: none"> 1. ವಿಷಯದ ಬೋಧನೆಯ ನಂತರ ವಿದ್ಯಾರ್ಥಿಗಳು: 2. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಕಾಲಘಟ್ಟಗಳನ್ನು ಸರಿಚಯಿಸುತ್ತದೆ 3. 9 ಸಾಮಾಜಿಕ ಪಿಡುಗು, ಶೋಷಣೆಗಳ ಕುರಿತು ಎಚ್ಚರಿಕೆಗಳನ್ನು ವಾಸ್ತವದೊಂದಿಗೆ ಹೋಲಿಸುತ್ತಾ ಮುನರಾವಲೋಕನ 4. ಮಾಡುವರು 5. ಸರಿಸರ ಕಾಳಜಿ, ಸಂರಕ್ಷಣೆಕುರಿತು ವಿವಿಧ ಪ್ರಾದೇಶಿಕ ಚಟುವಟಿಕೆಗಳ ಮೂಲಕ ಹೋಲಿಕೆ ಮಾಡಿಚರ್ಚಿಸುವರು 6. ಸ್ವಸ್ತುತರಾಜಕೀಯ ವಿಡಂಬನೆ ಕುರಿತು ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳ ಮೂಲಕ ತಮ್ಮಜವಾಬ್ದಾರಿಯನ್ನು ಕಲಿಸುವುದು 7. ಆಹಾರ ಹಾಗೂ ಆರೋಗ್ಯದ ವಿಚಾರಗಳ ಕುರಿತು ಸೂಕ್ತ ತಿಳುವಳಿಕೆ ಪಡೆಯುವರು
Compulsory Courses			

Programme Matrix: Bachelor of Business Administration [2019 Batch]

AECC	ENG103A22	English II	<ol style="list-style-type: none"> 1. Examine and critically analyze the way in which the present media works and understand its importance 2. Manage day to day and academic life with the use of proper spoken and written English, by constructing grammatically correct sentences 3. Examine prescribed poetic devices and interpret the meanings that the poetic devices provide 4. Illustrate and analyze the approach behind the advertisements, and discover the ideas they project 5. Plan and develop stories and poems with proper understanding of the plot and structure
DSCC	BBA204A21	Financial Accounting	<ol style="list-style-type: none"> 1. Analyze commonly used financial statements and their components in business. 2. Demonstrate the computation of interest or higher purchase and installment purchase. 3. Assess insurance claims of a business. 4. Use ERP for the preparation of accounts.
DSCC	BBA203A22	Organizational Behavior	<ol style="list-style-type: none"> 1. Demonstrate the applicability of models of organizational behavior. 2. Analyze the behavior of individual and groups in organization. 3. Evaluate the group dynamics to work effectively in groups. 4. Conclude the importance of organizational change.
DSCC	BBA203A23	Business Organisation and Corporate Environment	<ol style="list-style-type: none"> 1. Classify the forms of business organization. 2. Evaluate the legal documents required for the formation of a company. 3. Differentiate the types of company capital.
DSCC	BBA203A24	Business Statistics	<ol style="list-style-type: none"> 1. Employ appropriate techniques for business data analysis. 2. Solve the business problems through statistical tools and achieve the business objectives. 3. Assess the business objectives for decision making under subjective conditions. 4. Construct index numbers for predicting inflation and deflation.
DSCC	BBA203A24	Business Statistics	<ol style="list-style-type: none"> 1. Employ appropriate techniques for business data analysis. 2. Solve the business problems through statistical tools and achieve the business objectives. 3. Assess the business objectives for decision making under subjective conditions. 4. Construct index numbers for predicting inflation and deflation.

Programme Matrix: Bachelor of Business Administration [2019 Batch]

III Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A31	Additional English III	<ol style="list-style-type: none"> 1. Appreciate the theme of love and suspense in the works of Alfred Noyes, Robert Southey, Sir Arthur Conan Doyle and Shakespeare 2. Discover the sufferings of human being in the works of Tagore, Mary Fisher, Charley Chaplin, John Stainbeck and Philip Larkin 3. Analyses the dramatic techniques in the prescribed one act play 4. Outline the difference between essay writings and precis writing 5. Develop the interest on poem and prose
AECC	HIN103B32	Hindi III	<ol style="list-style-type: none"> 1. हिन्दी साहित्य में खण्ड काव्य का परिचय 2. साहित्यिक विधाएँ और भाषा कौशल का परिचय 3. अर्जित ज्ञान की अभिव्यक्ति 4. इस पाठ्यक्रम के अध्ययन के बाद विद्यार्थियों में निम्न बौद्धिक सामर्थ का विकास ... 5. हिन्दी कविता और खण्डकाव्य के भेद को समझलेता है 6. पौराणिक कथा का विश्लेषण 7. पौराणिक आदर्श विचारों का अनुकरण करता है 8. आधुनिक और पौराणिक विचारों का मुल्यांकन 9. काव्य सृजन शैली का विकास
AECC	KAN103B32	Kannada III	<ol style="list-style-type: none"> 1. ವಿಷಯದ ಬೋಧನೆಯ ನಂತರ ವಿದ್ಯಾರ್ಥಿಗಳು: 2. ಹೊಸಗನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ವಿವಿಧ ಮನೋಧರ್ಮಗಳನ್ನು ಚರ್ಚಿಸುವರು 3. ಸೃಷ್ಟಿಆರಾಧನೆಯೊಂದಿಗೆಡಾಂಭಿಕ ಭಕ್ತಿಯ ನಿರಾಕರಣೆಯನ್ನು ಮುನರಾವಲೋಕನ ಮಾಡುವರು 4. ಜಾಗತಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಬಂಡವಾಳಶಾಹಿಗಳ ಶೋಷಣೆಯಿಲ್ಲದೇಉದ್ಯೋಗ ಕ್ಷೇತ್ರಗಳ ಅಭಿವೃದ್ಧಿಯನ್ನು 5. ಸಾಧಿಸುವಕುರಿತುಚರ್ಚಿಸುವರು 6. ಮನರಂಜನೆ ಹಾಗೂ ವೈಜ್ಞಾನಿಕ ಕ್ಷೇತ್ರಗಳ ಮೂಲಕ ಸಾಮಾಜಿಕ ಜವಾಬ್ದಾರಿಗಳನ್ನು ಕಲಿಯುವರು 7. ಶರಣ. ಸಂಸ್ಕೃತಿಯಿಂದ ಸಮಾಜದ ಬದಲಾವಣೆಗಳನ್ನು ವಾಸ್ತವ ಬದುಕಿನಜೊತೆಯಲ್ಲಿ ಹೋಲಿಸುವರು
Compulsory Courses			
AECC	NES102A01	Environmental Science	<ol style="list-style-type: none"> 1. Discuss the overexploitation of natural resources. 2. Appraise the components of ecosystem. 3. Assess the conservation of biodiversity. 4. Criticize the mitigation process of natural disasters 5. Survey the effects of pollution in the environment. 6. Recommend the various policies for the betterment of environment.

Programme Matrix: Bachelor of Business Administration [2019 Batch]

DSCC	BBA203A31	International Business	<ol style="list-style-type: none"> 1. Analyze the international business environment factors for deciding the mode of entry into International Business. 2. Demonstrate the research skills to develop an international business strategy. 3. Appraise the process of exporting and importing products, incentives and schemes available to international firms.
DSCC	BBA203A32	Business Communication	<ol style="list-style-type: none"> 1. Illustrate the stages in the process of communication. 2. Execute key communication skills as per the role assigned within the organization. 3. Demonstrate business letters writing skills and email etiquette to operate in the business world. 4. Employ presentation tools for the interactive presentation.
DSCC	BBA204A33	Corporate Accounting	<ol style="list-style-type: none"> 1. Compute the final accounts as per the Companies Act 2013. 2. Demonstrate accounting treatments for issue of shares and debentures. 3. Compute purchase consideration for business combinations. 4. Demonstrate the accounting treatments for business combinations.
DSCC	BBA203A34	Service Management	<ol style="list-style-type: none"> 1. Implement the strategies to fill the service gaps in retaining customers in the service industry. 2. Categorize the public services offered by the government. 3. Apply marketing mix strategies for starting a venture in the tourism sector. 4. Grade facilities and services in the hospitality and healthcare industry. 5. Illustrate the process of online transaction and payment.
DSCC	BBA204A35	Human Resource Management	<ol style="list-style-type: none"> 1. Demonstrate the concept of human resource management and its relevance in organizations. 2. Analyze the role of recruitment and selection in realizing the objectives of HRM. 3. Apply advanced training strategies for the delivery of training programs. 4. Differentiate the techniques involved in the performance appraisal process. 5. Analyze the importance of internal mobility and the benefits to both employee and employer. 6. Interpret the impact of work environment on manpower of an organization.

Programme Matrix: Bachelor of Business Administration [2019 Batch]

IV Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
AECC	AEN103A41	Additional English IV	<ol style="list-style-type: none"> 1. Interpret select poems of Robert Frost, Sarojini Naidu and William Blake 2. Explain the style and significant features of prose writings of R. K Narayan, Willa Cather, Doris Lessing, O. Henry, and Booker. T. Washington 3. Compare the ethical and cultural differences in Wole Soyinka's play 'The Lion and the Jewel' and learn the unique native culture of Nigeria 4. Assess the issues related to marriage, education, moral code of conduct, the concept of sublime, modernity, tradition, and the mindsets of human beings in life 5. Appraise the literary devices and techniques used in poetry and prose 6. Formulate grammatically correct sentences using proper punctuations 7. Create citations of books, articles and journals using MLA format 8th edition
AECC	HIN103B42	Hindi IV	<ol style="list-style-type: none"> 1. हिन्दी साहित्य में नाटक का परिचय 2. हिन्दी भाषा के व्याकरणिक एवं निबंध कौशल्य का परिचय 3. अर्जित ज्ञान की अभिव्यक्ति 4. इस पाठ्यक्रम के अध्ययन के बाद विद्यार्थियों में निम्न बौद्धिक सामर्थ का विकास 5. हिन्दी साहित्य में नाटक अध्ययन करने की शैली को समझलेता है 6. नाटक में निहित विचारों का विश्लेषण 7. हिन्दी नाटक में अभिव्यक्त विचारों का मूल्यांकन 8. निबंधों में निहित आदर्श विचारों का अनुकरण करता है 9. नाटक सृजन एवं रंगमंच कौशल्य का विकास
AECC	KAN103B42	Kannada IV	<ol style="list-style-type: none"> 1. ಮಧ್ಯಕಾಲೀನ ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಜೊತೆಗೆ ಆಧುನಿಕ ತಂತ್ರಜ್ಞಾನದ ಜಗತ್ತಿನಲ್ಲಿ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಬೆಳವಣಿಗೆಗಳನ್ನು 2. ಗುರ್ತಿಸುವುದು 3. ವಿಷಯ ಫಲಿತಗಳು... 4. ವಿಷಯದ ಬೋಧನೆಯ ನಂತರ ವಿದ್ಯಾರ್ಥಿಗಳು: 5. ಆ ಭಕ್ತಿ ಸಾಹಿತ್ಯದ ಮುಖ್ಯ ಗುರಿಗಳು ಪುಸ್ತಕ ಸಮಾಜದ ಬದಲಾವಣೆಗೆ ಸ್ಪಂದಿಸುವ ವಿವಿಧ ಬಗೆಗಳನ್ನು ತಿಳಿಯುವರು 6. ಲೇಖನ ರಚನೆ ಹಾಗೂ ಕತೃಕಾ ಬರಹಗಳ ಕೌಶಲ್ಯ ಇವುಗಳ ನಡುವಿನ ವ್ಯತ್ಯಾಸವನ್ನು ಅಧ್ಯಯನ ಮಾಡುವರು 7. ಸಮಾಜದಲ್ಲಿ ಕಂಡುಬರುವ ವಿವಿಧ ಕ್ಷೇತ್ರಗಳ ಹೋರಾಟ ಹಾಗೂ ಚಳುವಳಿಗಳ ವಿವಿಧ ನೆಲೆಗಳನ್ನು ಚರ್ಚಿಸುವರು 8. ಸಾಹಿತ್ಯ ಹಾಗೂ ವೈಶ್ವನಿಕ ಕ್ಷೇತ್ರಗಳ ಮೂಲಕ ಸಾಮಾಜಿಕ ಜವಾಬ್ದಾರಿಗಳನ್ನು ಕಲಿಯುವರು 9. ಸಮೂಹ ಮಾಧ್ಯಮಗಳೊಂದಿಗೆ ಸಾಹಿತ್ಯ ಅಭಿವ್ಯಕ್ತಿಯ ಕೊರತೆಗಳ ಹಾಗೂ ಸಾಧ್ಯತೆಗಳನ್ನು ಮರುಪರಿಶೀಲಿಸುವರು

Programme Matrix: Bachelor of Business Administration [2019 Batch]

Compulsory Courses			
DSCC	BBA203A41	Business Law	<ol style="list-style-type: none"> 1. Compare the sources of business law. 2. Determine the valid contract for business as per contract act. 3. Execute a complaint in the consumer redressal forum. 4. Use the patent form for filing a patent as per patent act.
DSCC	BBA204A42	Management Accounting	<ol style="list-style-type: none"> 1. Differentiate the types of accounting. Apply techniques for financial statement analysis. 2. Interpret the financial statement of companies. 3. Assess the change in and movement of funds and cash in business through preparation of fund flow and cash flow statements. 4. Classify the types of budget.
DSCC	BBA204A43	Financial Management	<ol style="list-style-type: none"> 1. Compute the cost involved in raising capital. 2. Analyze the leverages of companies to measure their financial performance. 3. Appraise profitable projects and investments using evaluation tools. 4. Analyze the composition of current assets and liabilities leading to estimation of working capital.
DSCC	BBA204A44	Production and Operations Management	<ol style="list-style-type: none"> 1. Analyze the functions of production and operations management. 2. Differentiate the types of plant layouts. 3. Inventory the optimum material requirements. 4. Evaluate the quality control techniques of an organization. 5. Infer the effective techniques of maintenance and waste management.
DSCC	BBA204A45	Marketing Management	<ol style="list-style-type: none"> 1. Infer the importance and functions marketing. 2. Apply the principles of segmentation, targeting and positioning to launch new a product. 3. Classify the elements of marketing mix. 4. Examine the recent trends in marketing and their implication in business.
NCCC	LSE5A2A41	Life Skills Education	<ol style="list-style-type: none"> 1. After successful completion of the course, the student will be able to: 2. Develop self-competency and confidence in their day to day life 3. Evaluate the problems and find the sustainable solutions in their daily life 4. Enhance interpersonal relationship effectively in the community <p style="margin-left: 20px;">Develop coping mechanisms to manage their stress effectively in their environment</p>

Programme Matrix: Bachelor of Business Administration [2019 Batch]

V Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	BBA204A51	Income Tax I	<ol style="list-style-type: none"> 1. Identify agricultural and non-agricultural income. 2. Analyze the residential status of an Individual. Compute the taxable salary of an individual assessee. 3. Demonstrate the taxpayers regarding the exemptions available as per income tax. 4. Calculate income from house property of an individual
DSCC	BBA204A52	Cost Accounting	<ol style="list-style-type: none"> 1. Classify the concepts of costs to prepare cost sheet. 2. Illustrate the financial accounts and reconciliation statement. 3. Compute material, labor and overhead cost. 4. Calculate marginal costing.
DSCC	BBA203A53	Business Research Methods	<ol style="list-style-type: none"> 1. Execute the research process. 2. Identify the research problem. 3. Construct research design for conducting a research. 4. Outline the research report as per the guidelines.
DSCC	BBA203A54	Banking Regulations and Operations	<ol style="list-style-type: none"> 1. Demonstrate a comprehension of the principles of banking law and its relationship to banks and customers. 2. Analyze the role of paying and collecting banker. 3. Classify the types of customers and precautions taken by the banker. 4. Explain the key services provided by the bank to the customers. 5. Determine the policies and principles of loans and advances
DSCC	BBA204A55	Strategic Management	<ol style="list-style-type: none"> 1. Examine the elements of strategic intent. 2. Interpret impact of environmental forces. 3. Classify the levels of strategy in an organization. 4. Support the implementation process. 5. Differentiate operational control and strategic control.
DSCC	BMA204A51	Advanced Strategic Management	<ol style="list-style-type: none"> 1. Identify the dynamics of an organization's environment. 2. Integrate information and technology with the processes of a firm. 3. Connect the steps to lead change management in an organization. 4. Determine the implementation of strategies in an organization. 5. Construct frameworks for measuring the performance of business.
DSEC	BBAA04A51	Financial Markets and Services	<ol style="list-style-type: none"> 1. Outline the structure of financial markets. 2. Evaluate the functions of different regulatory institutions. 3. Classify the different services provided by financial institutions. 4. Assess the performance of equity and commodity markets. 5. Demonstrate the emerging services of the financial institutions.
DSEC	BBAA04A52	Insurance and Risk Management	<ol style="list-style-type: none"> 1. Analyze the risk exposures in business activities. 2. Explain the evolution of insurance industry. 3. Classify products of Life Insurance. 4. Outline claim management systems and re-insurance concepts. 5. Assessing the various General Insurance products and get insight of provincial control.
DSEC	BBAB04A51	International Human Resource Management	<ol style="list-style-type: none"> 1. Assess socio-cultural aspects in the global context of HRM. 2. Compare staffing methods in international HRM. 3. Identify cross-cultural training methods in an MNC. 4. Develop employee engagement strategies in an organization.

Programme Matrix: Bachelor of Business Administration [2019 Batch]

DSEC	BBAB04A52	Compensation Management	<ol style="list-style-type: none"> 1. Outline the behavioral theories relevant to compensation management. 2. Analyze the environmental factors that have an impact on the pay structure. 3. Interpret employer's obligations under labor statutes governing wage and salary administration. 4. Explain the types of compensation plans assess the employee benefits in Indian perspective.
DSEC	BBAC04A51	Sales and Distribution Management	<ol style="list-style-type: none"> 1. Demonstrate skills in sales and distribution management. 2. Examine the tools and strategies to motivate the sales force. 3. Classify the types of distribution channels. 4. Differentiate logistics and supply chain management.
DSEC	BBAC04A52	Advertising and Consumer Behavior	<ol style="list-style-type: none"> 1. Interpret importance of advertising in marketing practices. 2. Examine the functions of advertising agency. 3. Interpret the concepts of consumer behavior. 4. Analyze the factors which can influence the consumer behavior.
DSEC	BBAA04A53	Advanced Management Accounting	<ol style="list-style-type: none"> 1. Explain the various methods of costing. 2. Integrate pricing strategies with the organizational objectives. 3. Assess long term road maps for accomplishing organizational goals. 4. Construct framework to control and manage organizational risks.
DSEC	BBAA04A54	Advanced Financial Reporting	<ol style="list-style-type: none"> 1. Compare the various sources of short term finance. 2. Evaluate the various sources of long term finance. 3. Compute the financial reports based on International Accounting Standards. 4. Appraise the financial performance of the organization through reports.
NCCC	EEC5A2A51	Extra-Curricular and Extension Activities as per Annexure II	<ol style="list-style-type: none"> 1. Adopt self-awareness, empathy, creative thinking, critical thinking, coping with emotions and stress for intra-personal effectiveness 2. Develop communication skills, inter-personal skills, problem solving and decision making skills for inter-personal effectiveness

Programme Matrix: Bachelor of Business Administration [2019 Batch]

VI Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	BBA204A61	Income Tax II	<ol style="list-style-type: none"> 1. Analyze the taxable income of business and profession. 2. Assess the total taxable income of an individual assessee. 3. Calculate the deductions u/s 80 from gross total income of an individual assessee. 4. Explain the powers and duties of income tax authorities. 5. Demonstrate filing of return of an individual assessee.
DSCC	BBA203A62	Business Ethics and Corporate Governance	<ol style="list-style-type: none"> 1. Interpret need for ethics in business. 2. Determine important ethical issues that arise in marketing. 3. Evaluate the ways in which people may respond to ethical issues at work. 4. Critique the ethical and business values of different countries and societies. 5. Evaluate the concept of corporate governance and its application in business.
DSCC	BBA203A63	Entrepreneurship Development	<ol style="list-style-type: none"> 1. Examine the concepts and functions of entrepreneurship. 2. Interpret the MSME sector in India. 3. Evaluate the feasibility of a startup idea. 4. Develop a working business plan for the proposed venture. 5. Examine the institutional and government support to entrepreneurs.
DSCC	BBA204A64	Leadership Development	<ol style="list-style-type: none"> 1. Interpret the concept of leadership with the theoretical foundations. 2. Analyze the role of leadership in an organization. 3. Relate leadership, organizational culture and climate. 4. Demonstrate leadership skills to achieve organizational objectives. 5. Assess the relationship between leadership and emotional quotient.
DSCP	BBA2P4A61	Project Report, Industrial Visits and Viva Voce	<ol style="list-style-type: none"> 1. Determine the functions of an organization. 2. Interpret the manufacturing practices of the organization. 3. Execute the stages of research process. 4. Prepare research report as per the standards.
DSEC	BBAA04A61	International Finance	<ol style="list-style-type: none"> 1. Analyze the types of payment system in international business. 2. Examine the factors of foreign exchange rate determination. 3. Assess the role of international financial market. 4. Analyze the impact of global economic crisis.
DSEC	BBAA04A62	Portfolio Management	<ol style="list-style-type: none"> 1. Analyze the avenues of investment. 2. Demonstrate the functioning of stock market with the help of fundamental and technical analysis. 3. Evaluate the risk and return involved in portfolio investment. 4. Analyze the theories of portfolio management.
DSEC	BBAB04A61	Training and Development	<ol style="list-style-type: none"> 1. Explain the process of training and development in an organization. 2. Assess the training needs and programs in an organization. 3. Examine the training implementation process. 4. Evaluate the training program and the outcomes.

Programme Matrix: Bachelor of Business Administration [2019 Batch]

DSEC	BBAB04A62	Organisational Change and Development	<ol style="list-style-type: none"> 1. Analyze the organizational design and structures. 2. Relate organizational culture and organizational effectiveness. 3. Explain the steps involved to manage organizational change. 4. Implement OD interventions designs and their effectiveness. 5. Apply the importance of creativity and innovation in an organization.
DSEC	BBAC04A61	Online Marketing	<ol style="list-style-type: none"> 1. Evaluate the components and impact of the internet. 2. Develop online marketing strategies in the present digital environment. 3. Analyze the means of digital marketing. 4. Interpret the legal issues in online marketing.
DSEC	BBAC04A62	Retail Management	<ol style="list-style-type: none"> 1. Apply retailing concepts in retail business. 2. Compare the traditional retailers and category specialists. 3. Distinguish the management tools for merchandising. 4. Evaluate current retailing trends based on consumer segments.
DSEC	BBAA04A63	Financial Strategy	<ol style="list-style-type: none"> 1. Develop the financial strategies to achieve the firm's objectives. 2. Develop the plans to finance the investment decisions of a firm. 3. Determine dividends based on the approach and objectives of management. 4. Create the proposals for mergers and acquisitions.
DSEC	BBAA04A64	Risk Management	<ol style="list-style-type: none"> 1. Design techniques to management risks in a business. 2. Evaluate the various forms of risks associated with a business. 3. Implement control mechanisms for control of risk. 4. Assess the levels of risk through internal audit. 5. Design systems leveraging on MIS to monitor and control risk.
SEC	BBA402A61	E-Business	<ol style="list-style-type: none"> 1. Analyze the e-business framework and its advantages and disadvantages. 2. Classify e-business models. 3. Identify e-commerce security threats and electronic payment systems. 4. Examine different e-marketing strategies. 5. Interpret the emerging trends in e-business.