

# Programme Matrix: Bachelor of Business Administration – Business Analytics [2019 Batch]



**Kristu Jayanti College**  
AUTONOMOUS Bengaluru  
Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

## FACULTY OF HUMANITIES

### BBA Analytics

#### 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 Business Analytics 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 Business Analytics 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 business analytics, marketing, human resource and finance roles in multinational organizations.

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### I Semester

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

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<b>DSCC</b>	<b>BBA203A12</b>	<b>Quantitative Methods for Business</b>	<ol style="list-style-type: none"><li>1. Appraise the nature and operations of different types of numbers.</li><li>2. Apply the progressions in business and economic problems.</li><li>3. Construct the business problems into matrix for optimal decision making.</li><li>4. Demonstrate interest calculation methods for better revenue creation.</li></ol>
<b>DSCC</b>	<b>BBA203A13</b>	<b>Business Economics</b>	<ol style="list-style-type: none"><li>1. Differentiate market structures to determine price and quantity of goods and services produced and consumed.</li><li>2. Experiment the study of consumer behavior in aspects. Of the consumption pattern of consumer.</li><li>3. Calculate the concepts of cost and examine utilization of resources to manage cost of production.</li><li>4. Determine pricing strategies on platforms of market structure.</li></ol>
<b>DSCC</b>	<b>BBA204A14</b>	<b>Management Process</b>	<ol style="list-style-type: none"><li>1. Apply the principles of management in business scenarios.</li><li>2. Develop plans through planning process.</li><li>3. Classify the types of organization and departments.</li><li>4. Execute the directing function in a team.</li><li>5. Analyze the techniques of the controlling.</li></ol>

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### II Semester

Course Type	Course Code	Course Title	Course Outcomes
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A21	Additional English II	<ol style="list-style-type: none"> <li>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</li> <li>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</li> <li>3. Relate and frame opinions on racial issues, war, struggles of women and the marginalized community</li> <li>4. Interpret film text 'Life is beautiful' and learn the historical background of the reign of Hitler and the injustices in concentration camps</li> <li>5. Solve questions on idioms, super ordinates, and hyponyms</li> </ol>
AECC	HIN103B22	Hindi II	<ol style="list-style-type: none"> <li>1. हिन्दी प्राचीन और आधुनिक काव्य का परिचय</li> <li>2. शब्दानुवाद एवं पत्र लेखन शैली का परिचय</li> <li>3. (ः०प्रा5E 00रु९णा€5:</li> <li>4. अर्जित ज्ञान की अभिव्यक्ति</li> <li>5. इस पाठ्यक्रम के अध्ययन के बाद विद्यार्थियों में निम्न बौद्धिक सामर्थ का विकास ...</li> <li>6. काव्य अध्ययन मे संगीतात्मक शैली को समझ लेता है</li> <li>7. काव्य मे निहित मुल्यों को विश्लेषण करने की क्षमता</li> <li>8. काव्य में निहित विचारों का मूल्यांकन</li> <li>9. काव्य सृजन करने का कौशल्य</li> </ol>
AECC	KAN103B22	Kannada II	<ol style="list-style-type: none"> <li>1. ವಿಷಯದ ಬೋಧನೆಯ ನಂತರ ವಿದ್ಯಾರ್ಥಿಗಳು:</li> <li>2. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಕಾಲಘಟ್ಟಗಳನ್ನು ಸರಿಚಯಿಸುತ್ತದೆ</li> <li>3. 9 ಸಾಮಾಜಿಕ ಪಿಡುಗು, ಶೋಷಣೆಗಳ ಕುರಿತು ಎಚ್ಚರಿಕೆಗಳನ್ನು ವಾಸ್ತವದೊಂದಿಗೆ ಹೋಲಿಸುತ್ತಾ ಮುನರಾವಲೋಕನ</li> <li>4. ಮಾಡುವರು</li> <li>5. ಸರಿಸರ ಕಾಳಜಿ, ಸಂರಕ್ಷಣೆಕುರಿತು ವಿವಿಧ ಪ್ರಾದೇಶಿಕ ಚಟುವಟಿಕೆಗಳ ಮೂಲಕ ಹೋಲಿಕೆ ಮಾಡಿಚರ್ಚಿಸುವರು</li> <li>6. ಸ್ಪಷ್ಟತರಾಜಕೀಯ ವಿಡಂಬನೆ ಕುರಿತು ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳ ಮೂಲಕ ತಮ್ಮಜವಾಬ್ದಾರಿಯನ್ನು ಕಲಿಸುವುದು</li> <li>7. ಆಹಾರ ಹಾಗೂ ಆರೋಗ್ಯದ ವಿಚಾರಗಳ ಕುರಿತು ಸೂಕ್ತ ತಿಳುವಳಿಕೆ ಪಡೆಯುವರು</li> </ol>
<b>Compulsory Courses</b>			
AECC	ENG103A22	English II	<ol style="list-style-type: none"> <li>1. Examine and critically analyze the way in which the present media works and understand its importance.</li> <li>2. Manage day to day and academic life with the use of proper spoken and written English, by constructing grammatically correct sentences.</li> <li>3. Examine prescribed poetic devices and interpret the meanings that the poetic devices provide.</li> <li>4. Illustrate and analyze the approach behind the advertisements, and discover the ideas they project.</li> </ol>
DSCC	BBA204A21	Financial Accounting	<ol style="list-style-type: none"> <li>1. Analyze commonly used financial statements and their components in business.</li> <li>2. Demonstrate the computation of interest or higher purchase and installment purchase.</li> <li>3. Assess insurance claims of a business.</li> <li>4. Use ERP for the preparation of accounts.</li> </ol>

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<b>DSCC</b>	<b>BBA203A22</b>	<b>Organisational Behaviour</b>	<ol style="list-style-type: none"><li>1. Demonstrate the applicability of models of organizational behavior.</li><li>2. Analyze the behavior of individual and groups in organization.</li><li>3. Evaluate the group dynamics to work effectively in groups.</li><li>4. Conclude the importance of organizational change.</li></ol>
<b>DSCC</b>	<b>BBA203A23</b>	<b>Business Organisation and Corporate Environment</b>	<ol style="list-style-type: none"><li>1. Classify the forms of business organization.</li><li>2. Evaluate the legal documents required for the formation of a company.</li><li>3. Differentiate the types of company capital.</li></ol>
<b>DSCC</b>	<b>BBA203A24</b>	<b>Business Statistics</b>	<ol style="list-style-type: none"><li>1. Employ appropriate techniques for business data analysis.</li><li>2. Solve the business problems through statistical tools and achieve the business objectives.</li><li>3. Assess the business objectives for decision making under subjective conditions.</li><li>4. Construct index numbers for predicting inflation and deflation.</li></ol>

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### III Semester

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

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

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### IV Semester

Course Type	Course Code	Course Title	Course Outcomes
<b>MIL [ Any ONE to be Opted]</b>			
AECC	AEN103A41	Additional English IV	<ol style="list-style-type: none"> <li>1. Interpret select poems of Robert Frost, Sarojini Naidu and William Blake</li> <li>2. Explain the style and significant features of prose writings of R. K Narayan, Willa Cather, Doris Lessing, O. Henry, and Booker. T. Washington</li> <li>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</li> <li>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</li> <li>5. Appraise the literary devices and techniques used in poetry and prose</li> <li>6. Formulate grammatically correct sentences using proper punctuations</li> <li>7. Create citations of books, articles and journals using MLA format 8th edition</li> </ol>
AECC	HIN103B42	Hindi IV	<ol style="list-style-type: none"> <li>1. हिन्दी साहित्य में नाटक का परिचय</li> <li>2. हिन्दी भाषा के व्याकरणिक एवं निबंध कौशल्य का परिचय</li> <li>3. अर्जित ज्ञान की अभिव्यक्ति</li> <li>4. इस पाठ्यक्रम के अध्ययन के बाद विद्यार्थियों में निम्न बौद्धिक सामर्थ का विकास .....</li> <li>5. हिन्दी साहित्य में नाटक अध्ययन करने की शैली को समझलेता है</li> <li>6. नाटक में निहित विचारों का विश्लेषण</li> <li>7. हिन्दी नाटक में अभिव्यक्त विचारों का मूल्यांकन</li> <li>8. निबंधों में निहित आदर्श विचारों का अनुकरण करता है</li> <li>9. नाटक सृजन एवं रंगमंच कौशल्य का विकास</li> </ol>
AECC	KAN103B42	Kannada IV	<ol style="list-style-type: none"> <li>1. ಮಧ್ಯಕಾಲೀನ ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಜೊತೆಗೆ ಆಧುನಿಕ ತಂತ್ರಜ್ಞಾನದ ಜಗತ್ತಿನಲ್ಲಿ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಬೆಳವಣಿಗೆಗಳನ್ನು</li> <li>2. ಗುರ್ತಿಸುವುದು</li> <li>3. ವಿಷಯ ಫಲಿತಗಳು...</li> <li>4. ವಿಷಯದ ಬೋಧನೆಯ ನಂತರ ವಿದ್ಯಾರ್ಥಿಗಳು:</li> <li>5. ಅ ಭಕ್ತಿ ಸಾಹಿತ್ಯದ ಮುಖ್ಯ ಗುರಿಗಳು ಪ್ರಸ್ತುತ ಸಮಾಜದ ಬದಲಾವಣೆಗೆ ಸ್ಪಂದಿಸುವ ವಿವಿಧ ಬಗೆಗಳನ್ನು ತಿಳಿಯುವರು</li> <li>6. ಲೇಖನ ರಚನೆ ಹಾಗೂ ಕತೃಕಾ ಬರಹಗಳ ಕೌಶಲ್ಯ ಇವುಗಳ ನಡುವಿನ ವ್ಯತ್ಯಾಸವನ್ನು ಅಧ್ಯಯನ ಮಾಡುವರು</li> <li>7. ಸಮಾಜದಲ್ಲಿ ಕಂಡುಬರುವ ವಿವಿಧ ಕ್ಷೇತ್ರಗಳ ಹೋರಾಟ ಹಾಗೂ ಚಳುವಳಿಗಳ ವಿವಿಧ ನೆಲೆಗಳನ್ನು ಚರ್ಚಿಸುವರು</li> <li>8. ಸಾಹಿತ್ಯ ಹಾಗೂ ವೈಶ್ವನಿಕ ಕ್ಷೇತ್ರಗಳ ಮೂಲಕ ಸಾಮಾಜಿಕ ಜವಾಬ್ದಾರಿಗಳನ್ನು ಕಲಿಯುವರು</li> <li>9. ಸಮೂಹ ಮಾಧ್ಯಮಗಳೊಂದಿಗೆ ಸಾಹಿತ್ಯ ಅಭಿವ್ಯಕ್ತಿಯ ಕೊರತೆಗಳ ಹಾಗೂ ಸಾಧ್ಯತೆಗಳನ್ನು ಮರುಪರಿಶೀಲಿಸುವರು</li> </ol>



## Programme Matrix: Bachelor of Business Administration – Business Analytics [2019 Batch]

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

## Programme Matrix: Bachelor of Business Administration – Business Analytics [2019 Batch]

### V Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	BBA204A51	Income Tax I	<ol style="list-style-type: none"> <li>1. Identify agricultural and non-agricultural income.</li> <li>2. Analyze the residential status of an Individual Compute the taxable salary of an individual assessee.</li> <li>3. Demonstrate the taxpayers regarding the exemptions available as per income tax.</li> <li>4. Calculate income from house property of an individual</li> </ol>
DSCC	BBA204A52	Cost Accounting	<ol style="list-style-type: none"> <li>1. Classify the concepts of costs to prepare cost sheet.</li> <li>2. Illustrate the financial accounts and reconciliation statement.</li> <li>3. Compute material, labor and overhead cost.</li> <li>4. Calculate marginal costing.</li> </ol>
DSCC	BBA203A53	Business Research Methods	<ol style="list-style-type: none"> <li>1. Execute the research process.</li> <li>2. Identify the research problem.</li> <li>3. Construct research design for conducting a research.</li> <li>4. Outline the research report as per the guidelines.</li> </ol>
DSCC	BBA203A54	Banking Regulations and Operations	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehension of the principles of banking law and its relationship to banks and customers.</li> <li>2. Analyze the role of paying and collecting banker.</li> <li>3. Classify the types of customers and precautions taken by the banker.</li> <li>4. Explain the key services provided by the bank to the customers.</li> <li>5. Determine the policies and principles of loans and advances</li> </ol>
DSCC	BBA204A55	Strategic Management	<ol style="list-style-type: none"> <li>1. Examine the elements of strategic intent.</li> <li>2. Interpret impact of environmental forces.</li> <li>3. Classify the levels of strategy in an organization.</li> <li>4. Support the implementation process.</li> <li>5. Differentiate operational control and strategic control.</li> </ol>
DSCC	BBN204A51	Business Analytics	<ol style="list-style-type: none"> <li>1. Analyze the business data through various statistical techniques.</li> <li>2. Justify mathematical ideas both in oral and written form.</li> <li>3. Execute a variety of visual models for representing the results of analysis.</li> <li>4. Apply basic business analytics techniques to business problems.</li> </ol>
DSCC	BBN204A52	Business Forecasting	<ol style="list-style-type: none"> <li>1. Develop time series models including exponential smoothing methods, ARIMA methods, and innovations state space models.</li> <li>2. Use SAS to fit visual models for representing the results of analysis.</li> <li>3. Justify arguments within reports and presentations.</li> <li>4. Explain the importance of incorporating uncertainty in forecasting.</li> </ol>
NCCC	EEC5A2A51	Extra-Curricular and Extension Activities as per Annexure II	<ol style="list-style-type: none"> <li>1. Adopt self-awareness, empathy, creative thinking, critical thinking, coping with emotions and stress for intra-personal effectiveness</li> <li>2. Develop communication skills, inter-personal skills, problem solving and decision making skills for inter-personal effectiveness</li> </ol>

## Programme Matrix: Bachelor of Business Administration – Business Analytics [2019 Batch]

### VI. Semester

Course Type	Course Code	Course Title	Course Outcomes
DSCC	BBA204A61	Income Tax II	<ol style="list-style-type: none"> <li>Analyze the taxable income of business and profession.</li> <li>Assess the total taxable income of an individual assessee.</li> <li>Calculate the deductions u/s 80 from gross total income of an individual assessee.</li> <li>Explain the powers and duties of income tax authorities.</li> <li>Demonstrate filing of return of an individual assessee.</li> </ol>
DSCC	BBA203A62	Business Ethics and Corporate Governance	<ol style="list-style-type: none"> <li>Interpret need for ethics in business.</li> <li>Determine important ethical issues that arise in marketing.</li> <li>Evaluate the ways in which people may respond to ethical issues at work.</li> <li>Critique the ethical and business values of different countries and societies.</li> <li>Evaluate the concept of corporate governance and its application in business.</li> </ol>
DSCC	BBA203A63	Entrepreneurship Development	<ol style="list-style-type: none"> <li>Examine the concepts and functions of entrepreneurship.</li> <li>Interpret the MSME sector in India.</li> <li>Evaluate the feasibility of a startup idea.</li> <li>Develop a working business plan for the proposed venture.</li> <li>Examine the institutional and government support to entrepreneurs.</li> </ol>
DSCC	BBN204A61	Business Simulation	<ol style="list-style-type: none"> <li>Solve Monte Carlo and discrete event simulation problems.</li> <li>Execute the types of simulation and have insight into the domains.</li> <li>Develop system dynamics problems in qualitative or quantitative data.</li> <li>Experiment using the three simulation approaches.</li> </ol>
DSCC	BBN204A62	Business Analytics Programming	<ol style="list-style-type: none"> <li>Design an algorithm to conduct technical calculations, manipulate data and create graphical user interfaces.</li> <li>Test the files using a programming language and integration with other packages.</li> <li>Apply techniques for debugging an algorithm.</li> <li>Implement an algorithm to conduct technical calculations.</li> </ol>
DSCC	BBA204A64	Leadership Development	<ol style="list-style-type: none"> <li>Interpret the concept of leadership with the theoretical foundations.</li> <li>Analyze the role of leadership in an organization.</li> <li>Relate leadership, organizational culture and climate.</li> <li>Demonstrate leadership skills to achieve organizational objectives.</li> <li>Assess the relationship between leadership and emotional quotient.</li> </ol>
DSCP	BBA2P4A61	Project Report, Industrial Visits and Viva Voce	<ol style="list-style-type: none"> <li>Determine the functions of an organization.</li> <li>Interpret the manufacturing practices of the organization.</li> <li>Execute the stages of research process.</li> <li>Prepare research report as per the standards.</li> </ol>
SEC	BBA402A61	E-Business	<ol style="list-style-type: none"> <li>Analyze the e-business framework and its advantages and disadvantages.</li> <li>Classify e-business models.</li> <li>Identify e-commerce security threats and electronic payment systems.</li> <li>Examine different e-marketing strategies.</li> <li>Interpret the emerging trends in e-business.</li> </ol>