

Programme Matrix: Bachelor of Business Administration Retail Management [2023 Batch]



Kristu Jayanti College

AUTONOMOUS Bengaluru

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

FACULTY OF MANAGEMENT

Programme Matrix: Bachelor of Business Administration Retail Management [2023 Batch]

Programme Outcomes

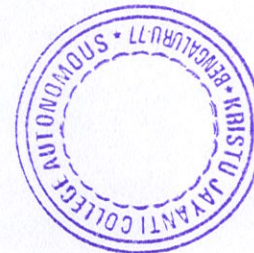
After the successful completion of Bachelor of Business Administration Retail Management programme, the graduate will be able to:

- PO1: Demonstrate Professional Capability for Retail Organizational Development, Global Employability, and Lifelong Learning
- PO2: Perform Managerial Roles in National and International Retail Sector
- PO3: Apply Ethical Standards and Appropriate Techniques for Effective Retail Management
- PO4: Appraise International and Cross-Cultural Contexts to Initiate Collaborative Professional Partnerships in Retail Domain
- PO5: Integrate Innovations in Retail Management for Business Development
- PO6: Design and execute ethical research projects in BBA Retail Management

Date of Approval: 10/2/2023

DEAN


**FACULTY OF COMMERCE AND MANAGEMENT
KRISTU JAYANTI COLLEGE AUTONOMOUS
K. Narayanapura, Kothanur PO
Bengaluru - 560077**



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I Semester			
Course Type	Course Code	Course Title	Course Outcomes
DSC	21BBA2T411	Business Accounting	<ol style="list-style-type: none"> 1. Apply generally accepted accounting principles (GAAP) for preparation of the financial statements 2. Prepare the books of accounts of a business 3. Prepare the subsidiary books 4. Analyze the income and financial position using final accounts 5. Assess the accounting procedures with IFRS framework.
DSC	21BBA2T412	Business Management and Practices	<ol style="list-style-type: none"> 1. Differentiate the types of industries and forms of organisation 2. Apply the principles of management in business scenarios 3. Prepare plans through planning process 4. Differentiate the types of organization and departments 5. Analyze the techniques of the directing and controlling.
DSC	21BBA2T413	Business Economics	<ol style="list-style-type: none"> 1. Analyze the business environment under micro and macro economy 2. Experiment the study of consumer behaviour in aspects of the consumption pattern of consumer 3. Analyze the price and quantity of the goods and services produced and consumed 4. Determine pricing strategies on platforms of market structure 5. Examine the concepts of cost and utilization of resources to manage cost in production.
AECC	22ENG1T313	Contemplations in English Literature	<ol style="list-style-type: none"> 1. Identify the various concepts and usage of grammar and literature through studying prose and poetry 2. Construct impeccable critical analysis of literary texts 3. Apply the theoretical concept language and literature in practical life to communicate effectively
AECC	21KANIT314	Saahithya Saarathi I	<ol style="list-style-type: none"> 1: ಋತುಮಾನಗಳ ಬದಲಾವಣೆಯ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳುವರು 2: ಆಧುನಿಕ ಯುಗದಲ್ಲಿ ಮಾಧ್ಯಮಗಳ ಮಹತ್ವ ತಿಳಿಯುವರು 3: ನಂಬಿಕೆಗಳ ಕುರಿತು ವಿಶ್ಲೇಷಣೆ ಮಾಡುವರು 4: ವ್ಯಕ್ತಿ ಸ್ವಾತಂತ್ರ್ಯದ ನಿಜಾರ್ಥವನ್ನು ಕಂಡುಕೊಳ್ಳುವರು 5: ಪರಂಪರೆಯಲ್ಲಿ ನಿಹಿತವಾಗಿರುವ ಸ್ತ್ರೀ ಸ್ಥಾನಮಾನಗಳ ಬಗ್ಗೆ ಅರ್ಥೈಸಿಕೊಳ್ಳುವರು
AECC	21HIN1T314	Hindi Kahani aur Hindi Vyakaran	<ol style="list-style-type: none"> 1: हिन्दी साहित्य के कहानी विधा का ज्ञान ग्रहण और समझने की क्षमता का विकास 2: विद्यार्थियों में कहानी में सामाजिक यथार्थ और कथा का मुल्यांकन करने का विकास 3: विद्यार्थियों में कहानी में चित्रित कथा का वर्णन करने का विकास 4: व्याकरण बद्ध भाषा का ज्ञान एवं कहानी के कथा का विश्लेषण करने का विकास
AECC	22AEN1T311	Listening and Comprehension in English	<ol style="list-style-type: none"> 1. identify the barriers to listening and describe the key components that contribute to effective listening 2. use their grammatical knowledge to refine their speech and writing 3. analyse complex human situations and challenges that emerge from the prescribed texts

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DSC	21BBA2T421	Statistics for Managerial Decisions	<ol style="list-style-type: none"> 1. Illustrate and interpret diagrammatic and graphical representation of data 2. Apply appropriate techniques for business data analysis 3. Calculating the business problems using statistical tools and achieve the business objectives 4. Assess the business objectives for decision making under subjective conditions 5. Calculate index numbers for predicting inflation and deflation.
DSC	21BBA2T422	Organisational Behaviour and Communication	<ol style="list-style-type: none"> 1. Apply the models of organisational behaviour 2. Analyse the behaviour of individual and groups in organization 3. Explain the stages in the process of communication and types 4. Prepare the business letters and email in the business world.
DSC	23BBR2T421	Retail Management	<ol style="list-style-type: none"> 1. Infer the basics of retailing and its operations 2. Analyze the effectiveness of planning in the area of retail 3. Identify the competitive strategies for retail business decisions 4. Develop digital marketing strategies in the present digital environment 5. Apply the techniques for better communication in retail process
AECC	22ENG1T323	Glance: Readings from English Literature	<ol style="list-style-type: none"> 1. Examine particular themes as hope, love, and truth in prose 2. Analyze the poems based on themes and techniques to understand human values 3. Compose effective dialogues and speeches with precise grammatical structures.
AECC	21KAN1T324	Saahithya Saarathi II	<ol style="list-style-type: none"> 1 : ದೈಹಿಕ ಆರೋಗ್ಯದ ಮಹತ್ವ ಅರಿಯುವರು 2 : ನಾಡು-ನುಡಿಯ ಬಗ್ಗೆ ಅಭಿಮಾನ ಇಮ್ಮಡಿಯಾಗುವುದು 3 : ವ್ಯಂಗ್ಯ ಸಾಹಿತ್ಯ ಅಧ್ಯಯನದ ಬಗ್ಗೆ ಆಸಕ್ತಿ ಉಂಟಾಗುವುದು 4 : ಕ್ರೀಡಾ ಮನೋಭಾವ, ಚಟುವಟಿಕೆಗಳನ್ನು ಕುರಿತು ಚರ್ಚಿಸುವರು 5 : ಕರ್ನಾಟಕದ ಏಕೀಕರಣದ ನಿಜಾರ್ಥವನ್ನು ವಿಶ್ಲೇಷಿಸುವರು
AECC	21HIN1T324	Hindi Gadhya aur Prayojan Mulak Hindi	<ol style="list-style-type: none"> 1: हिंदी गद्य विधाओं का विश्लेषण एवं समझने की योग्यता का विकास। 2: विद्यार्थियों में सामाजिक यथार्थ और मुल्यांकन करने का विकास । 3: हिंदी गद्य लेखन और पठन में रुचि एवं सृजनात्मक कौशल्य का विकास। 4: प्रयोजनमूलक यं दी के स्वरूप का ज्ञान प्राप्ती और अनुवाद, भाषा कौशल में प्रायवण्यता

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AECC	22AEN1T321	Conversation Practice in English	<ol style="list-style-type: none"> 1. Identify the barriers to listening and describe the key components that contribute to effective listening 2. Use their grammatical knowledge to refine their speech and writing 3. Analyse complex human situations and challenges that emerge from the prescribed texts
AECC	21EVS1T321	Environmental Studies	<ol style="list-style-type: none"> 1. Understand the concept of Environment and ecosystems 2. Gain knowledge on various components controlling the stability of ecosystem 3. Understand the Policies and laws pertaining to the welfare of life forms



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