

Programme Matrix: Bachelor of Business Administration [2023 Batch]



Kristu Jayanti College

AUTONOMOUS Bengaluru

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

FACULTY OF MANAGEMENT

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Programme Outcomes

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

- PO1: demonstrate professional capability for organisational development, global employability and lifelong learning
- PO2: perform marketing, human resource, accounting and finance roles in national and international organisations
- PO3: apply ethical standards and appropriate techniques for effective business management
- PO4: appraise international and cross-cultural contexts to initiate collaborative professional partnerships
- PO5: integrate innovations in management for business development
- PO6: design and execute ethical research projects in Business Management

Date of Approval: 10/2/2023

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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 ಸ್ಮಾನ್ಮಾನಗಳ ಬಗ್ಗೆ ಅರ್ಥೈಸಿಕೊಳ್ಳುವರು

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AECC	21HINIT314	Hindi Kahani aur Hindi Vyakaran	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	22AENIT311	Listening and Comprehension in English	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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II Semester			
Course Type	Course Code	Course Title	Course Outcomes
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	21BBA2T423	Business and Corporate Environment	<ol style="list-style-type: none"> 1. Differentiate the forms of business environment 2. Evaluate government relationships and co-operations 3. Evaluate the legal documents required for the formation of a company 4. Differentiate the types of company capital and types of meetings 5. Assess the importance of winding up procedures.
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	22AENIT321	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 listening2. Use their grammatical knowledge to refine their speech and writing3. Analyse complex human situations and challenges that emerge from the prescribed texts
AECC	21EVSIT321	Environmental Studies	<ol style="list-style-type: none">1. Understand the concept of Environment and ecosystems2. Gain knowledge on various components controlling the stability of ecosystem3. Understand the Policies and laws pertaining to the welfare of life forms

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III Semester			
Course Type	Course Code	Course Title	Course Outcomes
DSC	21BBA2T431	Advanced Business Accounting	<ol style="list-style-type: none"> 1. Prepare the financial statement as per the Companies Act 2013 2. Analyze the case study of major amalgamations of companies in India 3. Prepare balance sheet after External reconstruction of company 4. Prepare balance sheet after internal reconstruction of company 5. Construct the liquidation final statement.
DSC	21BBA2T432	Global Business Management	<ol style="list-style-type: none"> 1. Analyze the International trade theories 2. Develop International Business strategies through research skills 3. Evaluate the firms that undertake International Business 4. Evaluate and design the IMIS architecture 5. Analyze the EXIM procedure of India
DSC	21BBA2T433	Marketing and Services Management	<ol style="list-style-type: none"> 1. Infer the functions of marketing 2. Understanding consumer buying behaviour 3. Classify elements of marketing mix 4. Implement the strategies to fill the service gaps in the service Industry 5. Categorizes the public services offered by the government.
AECC	21ENG1T333	Confluence of 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	21KANIT334	Saahithya Saarathi III	<ol style="list-style-type: none"> 1: ರಂಗಭೂಮಿ ಕ್ಷೇತ್ರದಲ್ಲಾಗುತ್ತಿರುವ ಬದಲಾವಣೆಯ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳುವರು 2: ಆಧುನಿಕ ಯುಗದಲ್ಲಿ ಮಾಧ್ಯಮಗಳ ಮಹತ್ವ ತಿಳಿಯುವರು 3: ರಾಷ್ಟ್ರೀಯ ಹಾಗೂ ಅಂತರಾಷ್ಟ್ರೀಯ 4: ವ್ಯಕ್ತಿ ಸ್ವಾತಂತ್ರ್ಯದ ನಿಜಾರ್ಥವನ್ನು ಕಂಡುಕೊಳ್ಳುವರು 5: ಪರಂಪರೆಯಲ್ಲಿ ನಿಹಿತವಾಗಿರುವ ಸ್ತ್ರೀ ಸ್ಥಾನಮಾನಗಳ ಬಗ್ಗೆ ಅರ್ಥೈಸಿಕೊಳ್ಳುವರು

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AECC	21HIN1T334	Hindi Kavitha, Samachaar Lekhan aur Reporting	1: हिन्दी पद्य विधाओं का ज्ञान ग्रहण करने की क्षमता का विकास। 2: विद्यार्थियों में सामाजिक मूल्यांकन और यथार्थ को समझना। 3: विद्यार्थियों में पद्य विधाओं का वर्णन और विश्लेषण करने की क्षमता का विकास। 4: समाचार लेखन एवं रिपोर्टिंग में सृजनात्मक कौशल का विकास।
AECC	21AENIT331	Essential English Reading	1. Recognize the techniques of effective reading and demonstrate their competence in comprehension. 2. Articulate their thoughts and structure written compositions as needed in official contexts 3. Formulate their responses to contemporary challenges that emerge from the prescribed texts

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IV Semester			
Course Type	Course Code	Course Title	Course Outcomes
DSC	21BBA2T441	Logistics and Supply Chain Management	<ol style="list-style-type: none"> 1. Summarizing the fundamental knowledge of management within broad framework of supply chain and logistics management 2. Evaluate the strategic role of logistics and supply chain management in the cost reduction and offering improved service to the customers 3. Use information technology in the traditional physical distribution to have sustainable competitive advantage to the organization globally 4. Determine responsiveness and efficiency in business with the help of supply chain drivers 5. Apply inventory management techniques for efficient use of resources.
DSC	21BBA2T442	Financial Management	<ol style="list-style-type: none"> 1. Compute the time value of money using compounding and discounting 2. Calculate the overall cost of capital 3. Appraise the optimal capital structure and leverages of companies 4. Examine profitable projects and investments using evaluation tools 5. Evaluate the dividend decisions with respect to value of the firm.
DSC	21BBA2T443	Human Resource Management	<ol style="list-style-type: none"> 1. Understand the importance and relevance of human resource management in the present scenario 2. Assess the role of recruitment, selection and training in achieving the objectives of human resource management 3. Evaluate the techniques involved in the performance appraisal and compensation 4. Evaluate the different sources of conflict and methods of resolving 5. Assess the impact of work environment on manpower of an organization.
AECC	21ENG1T343	Reminiscence of 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.

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AECC	21KANIT344	Saahithya Saarathi IV	<p>1: ಯುದ್ಧದಿಂದಾಗುವ ಅನಾಹುತಗಳ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳುವರು</p> <p>2: ರಾಷ್ಟ್ರೀಯತೆ, ರಾಷ್ಟ್ರವಾದದ ಬಗ್ಗೆ ತಿಳಿಯುವರು</p> <p>3: ವಿಶ್ವಶಾಂತಿಯ ಮಹತ್ವದ ಬಗ್ಗೆ ಅರಿಯುವರು</p> <p>4: ವ್ಯಕ್ತಿ ಸ್ವಾತಂತ್ರ್ಯಕ್ಕೆ ಶಾಂತಿಯ ನಿಜಾರ್ಥವನ್ನು ಕಂಡುಕೊಳ್ಳುವರು</p> <p>5: ಯುದ್ಧ ಮತ್ತು ಶಾಂತಿಯ ಮಹತ್ವವನ್ನು ಅರಿಯುವರು.</p>
AECC	21HINIT344	Hindi Natak Sahitya, Patralekhan aur Aalekhan	<p>1: हिन्दी नाटकों के संवादों को स्मरण करने की योग्यता का विकास।</p> <p>2: विद्यार्थियों में सामाजिक, यथार्थ घटनाओं को समझने का विकास।</p> <p>3: नाटक लेखन और अभिनय कौशल का वर्णन एवं विश्लेषण करता है।</p> <p>4: पत्रलेखन और आलेखन कला का मूल्यांकन करने में प्राविण्यता।</p>
AECC	21AENIT341	Fundamentals of English Written Communication	<p>1. Examine the features of effective writing and demonstrate their skills in complex, non- formulaic writing</p> <p>2. Identify and fix common stylistic errors in written English</p> <p>3. Analyze the representation of cross-cutting issues in literary works.</p>
AECC	21INC1T341	India and Indian Constitution	<p>1. Evaluate the philosophy of the Constitution and its structure</p> <p>2. Appraise the powers and functions of various offices under the Constitution</p> <p>3. Analyze the Indian values, Ideals and the role of Constitution in a Democracy.</p>

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