NAAC Accredited with 'A" Grade
Recognised by UGC under sections 2(f) and 12(b) & Affiliated to Bangalore University

DEPARTMENT OF MANAGEMENT STUDIES

BBA COURSE OUTCOMES

BBA Semester I

1.3 ACCOUNTING FOR BUSINESS

By the end of this course the students would acquire conceptual knowledge of the financial accounting discipline and have the skills for preparation of financial statements of different undertakings for acquiring practical wisdom.

1.4 ENTERPRISE MANAGEMENT

By the end of this course the students would understand the principles of enterprise management of a business entity and its recent trends.

1.5 CORPORATE REGULATION

By the end of the course the students would have awareness amongst with the prevalent corporate laws and to nurture administration skills.

1.6 BUSINESS MATHEMATICS AND LOGICAL REASONING

By the end of the course the students would have the necessary mathematical background required for business management and skills of numerical abilities and aptitudes for cracking public service examinations and competitive examinations.

BBA Semester II

2.3 FINANCIAL ACCOUNTING

By the end of the course the students would have acquired knowledge about financial reporting on the global scenario, skills and acumen of accounting treatment in respect of different categories of business undertakings and special type of business.

2.4 HUMAN RESOURCE MANAGEMENT PRACTICES

The outcome of this course is to enable the students to gain knowledge and skills of managing human resources in various organisations.

2.5 STATISTICAL APPLICATIONS IN BUSINESS

By the end of the course the students would have basic knowledge of the fundamentals of Statistics for interpreting business data and their commercial application for decision making in a business.

2.6 PRODUCTION AND INVENTORY MANAGEMENT

By the end of the course the students would understand the concepts of production, operations and Inventory Management of an industrial undertaking and their benefits.

BBA Semester III

3.1 LANGUAGE (KANNADA, MALAYALAM, HINDI, ADD ENGLISH)

The outcome of the language courses are to improve the linguistics skills in the students.

3.2 CORPORATE SKILLS

By the end of the course the students would have developed both oral & written communication skill concerning organizational & business issue

3.3 CORPORATE ACCOUNTING

By the end of the course the students would have acquired a comprehensive understanding about provisions of the company's act and Corporate Accounts

3.4 MODERN MARKETING

By the end of the course the students would have understood the basic concept of marketing and recent trends in Marketing

3.5 FINANCIAL INSTITUTIONS & REGULATORY BODIES

By the end of the course the students would have been acquainted about the functioning of Indian Financial System with reference to its structure, organization, institutions & regulatory bodies.

3.6 BUSINESS FINANCE

By the end of the course the students would have understand the basic concepts of Financial Management and the role of Financial Management in decision making

3.7 SCIENCE & SOCIETY

By the end of the course the students would have developed general knowledge for competitive exams.

BBA Semester IV

4.1 LANGUAGE (KANNADA, MALAYALAM, HINDI, ADD ENGLISH)

By the end of the course the students would have improved the linguistics skills.

4.2 COST ACCOUNTING

By the end of the course the students would have been familiarized with the various concepts and elements of cost

4.3 BANKING OPERATIONS & INNOVATIONS

By the end of the course the students would have some familiarization with the Law, its operations and innovations of Banking

4.4 BUSINESS RESEARCH METHODOLOGY

By the end of the course the students would have been familiarized with the research process, tools & techniques used along with report generation

4.5 Behavioural Science

By the end of the course the students would have understanding of human behaviour in organization and the ability to lead people to achieve more effectively towards increased organizational performance

4.6 ADVANCED CORPORATE ACCOUNTING

By the end of the course the students would have developed awareness about corporate accounting in conformity with the provisions of Companies Act and latest amendments with adoption of accounting standards.

BBA Semester V

5.1 ENTREPRENEURIAL MANAGEMENT

By the end of the course the students would have understanding of the basic concepts of entrepreneurship and prepare business plan to start a small industry.

5.2 COMPUTER APPLICATION IN BUSINESS

By the end of the course the students would have understanding of the concept of information systems used in business and to know the latest trends in doing business in the internet environment.

5.3 INVESTMENT MANAGEMENT

By the end of the course the students would have developed skills in analysing various types of securities and revise a portfolio of securities.

5.4 MANAGEMENT ACCOUNTNG

By the end of the course the students would be able to analysis and interpret financial statements with a view to prepare management reports for decision-making.

5.5 ADVANCED FINANCIAL MANAGEMENT

By the end of the course the students would be familiarized with advanced financial analysis and decision.

5.6 FINANCIAL MARKET AD SERVICES

By the end of the course the students would be familiarized with the traditional and modern financial services.

5.5 CONSUMER BEHAVIOUR

By the end of the course the students would be familiarized with the consumer approach.

5.6 ADVERTISING AND MEDIA MANAGEMENT

By the end of the course the students would be enabled with new strategies related to the advertising and media management.

5.5 EMPLOYEE WELFARE AND SOCIAL SECURITY

By the end of the course the students would have acquired the skills in Labour Welfare and Social Security.

5.6 STRATEGIC HRM

The outcome is to enable students to acquire skills in Strategic Human Resource Management.

BBA Semester VI

6.1 INTERNATIONAL BUSINESS

By the end of the course the students would have an understanding in International Business in a multi-cultural world.

6.2 E-BUSINESS

The outcome is to expose the students to electronic modes of commercial operations.

6.3 INCOME TAX

The outcome of this subject is to expose the students to the various provision of Income Tax Act relating to computation of Income individual assesses only.

6.4 STRATEGIC MANAGEMENT

The outcome of this subject is to expose the students to the various strategic issues such as strategic planning, implementation and evaluation etc. and preparation of project reports.

6.5 INTERNATIONAL FINANCE

By the end of the course the students would be familiarised with International Financial environment, instruments and institutions.

6.6 STOCK AND COMMODITY MARKETS

By the end of the course the students would be provided with a conceptual framework of stock markets and commodity markets, functionaries in these markets and their mode of training.

6.5 BRAND MANAGEMENT

By the end of the course the students would have acquired the skills in product and brand management

6.6 RETAIL MANAGEMENT

By the end of the course the students would have acquired skills in retail management

6.5 ORGANIZATIONAL CHANGE AND DEVELOPMENT

By the end of the course the students would have understood the need for organisational change and development and the OD interventions.

6.6 COMPENSATION MANAGEMENT

By the end of the course the students would understand the various aspects of compensation management.