

**JSS COLLEGE FOR WOMEN (Autonomous)  
SARSWATHIPURAM, MYSURU-09  
DEPARTMENT OF COMMERCE**

**BBA  
NEP(Resived) Scheme**

**I SEMESTER**

**Principles & Practices of Management**

**Course Outcomes:**

**Course Code: Major 1.1**

- The ability to understand concepts of business management, principles and function of management.
- The ability to explain the process of planning and decision making.
- The ability to create organization structures based on authority, task and responsibilities.
- The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- The ability to understand the requirement of good control techniques.
- A basic knowledge about globalization of management thoughts emerged in India and basic terms used in management.

**BUSINESS COMMUNICATION**

**Course Code: Major 1.4**

**Course Outcomes:**

- The ability to understand concepts of business communication.
- The basic technics of modern forms of business communication
- To enable the students to acquire soft skills.
- The use of basic and advanced business writing skills.

## **II SEMESTER**

### **Business Statistics Course Code: Major 2.3**

#### **Course Outcomes:**

- To understand the basic concepts in statistics
- To summaries data sets using descriptive statistics
- Analyze the relationship between two variables of various business or managerial situations.
- To understand and construct various measures of central tendency, dispersion and skewness.
- To apply correlation and regression for data analysis.

## **ORGANISATIONAL BEHAVIOUR**

### **Course Code: Major 2.1**

#### **Course Outcomes:**

- Demonstrate an understanding of the role of OB in business organization
- Demonstrate an ability to understand individual and group behavior in an organization.
- Explain the effectiveness of organizational change and development of organization.
- Demonstrate an understanding of the process of organizational development.

### **Marketing Management Course Code: Major - 2.4**

#### **Course Outcomes:**

- Understand the concepts and functions of marketing.
- Analyze marketing environment impacting the business.
- Segment the market and understand the consumer behavior.
- Describe the 4p's of marketing and also strategize marketing mix.

## **III SEMESTER**

### **BUSINESS ENVIRONMENT**

**Course Code: BBA 3.3**

#### **Course Outcomes:**

- Identify and explain key internal and external factors that affect business operation
- Analyse the business environment using the Economic environment framework
- Know the impact of social and cultural environment on business.
- Apply basic environment scanning tools to real world national and local business scenarios.
- Understand the concepts of environmental enactments.

### **Entrepreneurship and Start-up Eco System**

**Course Code: Major - 3.4**

#### **Course Outcomes:**

- Explain the fundamental concepts and significance of entrepreneurship in the economic and social context.
- Identify viable business ideas and translate them into structured business models and plans.
- Demonstrate knowledge of the Indian startup ecosystem and institutional support available for entrepreneurs.
- Explain strategies growth, innovation, and sustainability in a startup environment.
- Develop an entrepreneurial mindset equipped with critical thinking, innovation, and ethical business practices.

## **IV SEMESTER**

### **Management Accounting**

Course Code: Major - 4.3

#### **Course Outcomes:**

- Explain the application of management accounting and various tool used.
- Make inter- firm and inter period comparison of financial statements.
- Analyses financial statements using various ratios for business decisions.
- Prepare fund flow and cash flow statements.
- Application of marginal costing techniques for decision making.
- Prepare different types of budgets for the business.
- Application of variance analysis to identify the deviation.

### **Financial Management**

Course Code: Major - 4.1

#### **Course Outcomes:**

- Identify the goals of financial management.
- Apply the concepts of time value of only for financial decision making.
- Evaluate projects using capital budgeting techniques.
- Design optimum capital structure using EBIT and EPS analysis.
- Evaluate working capital effectiveness in an organization.

### **Digital Marketing**

Course Code: BBA 3.5.2

#### **Course Outcomes**

- Gain knowledge on Digital Marketing and strategies.
- Practically apply the Email and Content marketing.
- Practically use Social Media Marketing and Web Analytics.
- Gain knowledge on YouTube Advertising & Conversions.

## **Logistics and supply chain management**

**Course Code: Major - 4.4.1**

### **Course Outcomes:**

- Understand the basic concepts in supply chain management and allied function
- Analyse the escalating importance of logistics and supply chain management as crucial.
- Apprise the applications of supply chain management to business.
- Understand logistics and customer services