

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

**BBA
NEP(Resived) Scheme**

VISION

Envisions to provide excellent and value-based Commerce and Management Education

MISSION

- To equip the students with sound knowledge and application skills to excel in their career.
- To train the students with required levels of competence for employment.
- To make the students globally competent without losing humanity.
- To motivate the students to explore them as Women Entrepreneur.

BBA
NEP (Revised)

I SEMESTER

Principles & Practices of Management
Course Code: Major 1.1

Course Outcomes:

- 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.

Fundamentals of Business Accounting
Course Code: Major 1.2

Course Outcomes:

- The ability to understand framework of accounting as well accounting standards.
- The ability to pass journal entries and prepare ledger accounts
- The ability to prepare subsidiaries books
- The ability to prepare trial balance and final accounts of proprietary concern.
- The ability to prepare final accounts through application of tally.

Business Economics
Course Code: Major 1.3

Course Outcomes:

- To make students understand the demand and supply analysis in business applications.
- To understand the pricing and output decisions under various market structure.
- To understand the concepts of national income.
- To understand the system of cost analysis

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

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.

Financial Accounting Reporting

Course Code: Major 2.2

Course Outcomes:

- The ability to prepare final accounts of partnership firms
- The ability to understand the process of public issue of shares and accounting for the same
- The ability to prepare final accounts of joint stock companies
- The ability to prepare liquidators final accounts.
- e) The ability to understand company's annual report.

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.

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
Cost Accounting
Course Code: BBA 3.1

Course Outcomes:

- Be able to demonstrate an understanding of the elements of cost and prepare a cost sheet.
- Be able to prepare material related documents, understand the management of stores and issue procedures.
- Develop the ability to calculate Employee costs.
- Able to classify, allocate apportion overheads and calculate overhead absorption rates.
- Understand and reconcile cost and financial accounts.

Business Statistics II
Course Code: BBA 3.2

Course Outcomes:

- Apply time series in real-world business forecasting.
- Apply Consumer Price Index in construction of Mutual Fund Index.
- Use probability distributions to model and analyze business risks.
- Formulate and solve optimization problems using linear programming.
- Make rational decisions using decision theory under risk and uncertainty.

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.

Banking and Financial Services
Course Code: BBA 3.5.1

Course Outcomes:

- Understand the financial system, Institutions, financial markets and services.
- Analyse the concepts relevant to Indian financial market and relevance.
- Understand concept of financial services, types and functions.
- Understand the types of financial Instruments.
- Demonstrate and understanding the functioning of stock markets.

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.

IV SEMESTER
Financial Management
Course Code: Major - 4.1

Course Outcomes:

- Identify the goals of financial management.
- Apply the concepts of time value of money 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.

Human Resource Management
Course Code: BBA 4.2

Course Outcomes:

- Identify the goals of Human Resource Management.
- Understand the core concepts in HRM function - Entry to Exit.
- Understand the Recruitment and Selection, Training/HRD methods.
- Understand the performance appraisal, Compensation Structure and Separation Process.
- Establish the link between the theoretical aspects and the recent trends in HRM in reality

Management Accounting
Course Code: Major - 4.3

Course Outcomes:

- Explain the application of management accounting and various tools used.
- Make inter-firm and inter-period comparison of financial statements.
- Analyse 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.

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

Business Analytics

Course Code: BBA 4.4.2

Course Outcomes:

- Analyze the role of business analytics in management decisions.
- Use spreadsheet tools for basic business data analysis.
- Understand conceptual predictive analytics applications.
- Relate analytics applications to Finance, HR, Marketing, and Operations.
- Present basic data visualizations and business reports.

Information Technology for Business

Course Code: BBA 4.5

Course Outcomes:

- Explain the fundamentals of information technology
- Analyze usage of information technology in business.
- Learn core concepts of computing and modern systems
- Applications of Excel.
- Awareness about latest information.