

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

**BBA
NEP 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 (Scheme)

I SEMESTER

Management Principles & Practice
Course Code: BBA1.1

Course Outcomes:

1. The ability to understand concepts of business management, principles and function of management.
2. The ability to explain the process of planning and decision making.
3. The ability to create organization structures based on authority, task and responsibilities.
4. The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
5. The ability to understand the requirement of good control system and control techniques.

Fundamentals of Business Accounting
Course Code: BBA1.2

Course Outcomes:

1. Understand the theoretical framework of accounting as well accounting standards.
2. Demonstrate the preparation of financial statement of manufacturing and non-manufacturing entities of sole proprietors.
3. Exercise the accounting treatments for consignment transactions & events in the books of consignor and consignee.
4. Understand the accounting treatment for nonprofit organizations.
5. Exercise the accounting treatments for Joint Venture transactions.

Marketing Management

Course Code: BBA1.3

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.
- Describe 7p's of service marketing mix.

Computer Applications for Business (SEC-SB)

Course Code: BBA1.4

Course Outcomes:

1. To import computer skills and knowledge for commerce students.
2. Provide insights on Microsoft office tools.
3. To inculcate presentation skills.
4. To acquire knowledge on hardware and software system.

Open Elective course

Business Organization and Management

Course Code: BBA1.5

Course Outcomes:

- An ability to describe the different forms of organizations.
- An understanding of the basic concepts of management.
- An understanding of functions of management.
- d) Compare and choose the different types of motivation factors and leadership styles.
- Choose the best controlling techniques for better productivity of an organisation.

Office Organization and Management

Course Code: BBA1.5

Course Outcomes:

1. Understand the primary and administrative functions of office.
2. Understand the essentials of good filing system.
3. Exercise the centralization of mail handling work.
4. Understand the importance of office forms, advantages of using forms.
5. Understand the Annual, revised and estimated office budget.

Service Sector Management

Course Code: BBA1.5

Course Outcomes:

1. Understand the importance of service sector in India.
2. Understand the marketing mix for services sector.
3. Understand the customer care programme.
4. Understand the insurance marketing strategy.
5. Understand the recent trends of Advertising services.

Corporate Administration

Course Code: B.Com1.5

Course Outcomes:

1. Understand the framework of Companies Act of 2013 and different kind of companies.
2. Identify the stages and documents involved in the formation of companies in India.
3. Analyze the role, responsibilities and functions of Key management Personnel in Corporate Administration.
4. Examine the procedure involved in the corporate meeting and the role of company secretary in the meeting.
5. Evaluate the role of liquidator in the process of winding up of the company.

BBA (NEP Scheme)

II SEMESTER

Financial Accounting and Reporting

Course Code: BBA.2.1

Course Outcomes:

1. Understand the accounting treatment for royalty transactions & articulate the Royalty agreements.
2. Learn various methods of accounting for hire purchase transactions.
3. Learn various methods of accounting for installment purchase transactions.
4. Deal with the inter-departmental transfers and their accounting treatment.
5. Demonstrate various accounting treatments for dependent & independent branches.

Human Resource Management

Course Code: BBA2.2

Course Out comes:

1. Ability to describe the role and responsibility y of Human resources management functions on business.
2. Ability to describe HRP, Recruitment and Selection process.
3. Ability to describe to induction, training, and compensation aspects.
4. Ability to explain performance appraisal and its process.
5. Ability to demonstrate Employee Engagement and Psychological Contract.

Business Environment

Course Code: BBA 2.3

Course Outcomes:

1. An Understanding of components of business environment.
2. Ability to analyze the environmental factors influencing business organization.
3. Ability to analyze the impact of economic environmental factors on business.
4. Ability to explain the impact of fiscal policy and monetary policy on business.
5. Ability to analyze the impact of technological and natural environmental factors on business.

Business Mathematics
Course Code: BBA 2.3

Course Outcomes:

1. The Understanding of the basic concepts of business Mathematics and apply them to create solve and interpret application problems in business.
2. Ability to solve problems on various types of equation.
3. Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.
4. Ability to apply the concept of simple interest and compound interest bills discounted etc. and apply the min day-to-day life.
5. Ability to solve problems on Arithmetic progression, Geometric progression and Construct logical application of these concepts.

Open Elective Course

People Management
Course Code: BBA.2.6

Course outcome:

1. Ability to examine the difference between People Management with Human resource Management.
2. Ability to explain the need for and importance of People Management.
3. Ability to explain role of manager in different stages of performance management process.
4. Ability to list modern methods of performance and task assessment.
5. Ability to analyse the factors influencing the work life balance of a working individual.

Retail Management
Course Code: BBA2.6

Course Outcomes:

1. An understanding of the types and forms of Retail business.
2. Ability to examine Consumer Behavior in various environments.
3. Ability to analyze various Retail operations and evaluate them.
4. Ability to analyze various marketing mix elements in retail operations.
5. An understanding of Information Technology in retail business.

Event Management
Course Code: BBA

Course Outcomes:

1. An understanding of the types, analysis of the event.
2. An ability to describe the event management procedures.
3. To know about different types of corporate events
4. Learn in details about conduct of an event.
5. To acquire knowledge about corporate events.

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III SEMESTER
Cost Accounting
Course Code: BBA 3.1

Course Outcomes:

1. Understand the elements of costing and preparation of cost sheet.
2. The ability to prepare material requisitions and management of store.
3. The ability to compare and contrast labour cost techniques.
4. Ability to differentiate kinds of overhead costing.
5. Ability to reconcile the cost.

Organizational Behaviour
Course Code: BBA 3.2

Course Outcomes:

1. Understanding of the role of OB in business organization.
2. Ability to understand individual and group behavior in an organization.
3. Be able to explain the effectiveness of organizational change and development of organization.
4. Understanding of the process of organizational development and OD Interventions.

Statistics for Business Decisions
Course Code: BBA 3.3

Course Outcomes:

1. Understand the basic concepts in statistics.
2. Classify and construct statistical tables.
3. Understand and construct various measures of central tendency, dispersion, and skewness.
4. Apply correlation and regression for data analysis.

Financial Education and Investment Awareness
Course Code: BBA 3.4 (SEC)

Course Outcomes:

1. Provide the foundations for financial decision making.
2. List out various saving and investment alternatives available for a common man.
3. Give a detailed overview of stock markets and stock selection.
4. Orient the learners about mutual funds and the criteria for selection.

Social Media Marketing
Course Code: BBA 3.6 (OEC)

Course Outcomes:

1. Understand social media marketing goals for successful online campaigns.
2. Analyze the effective social media marketing strategies for various types of industries and businesses.
3. Design social media content and create strategies to optimize the content's reach to the target audience.
4. Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.

Rural Marketing
Course Code: BBA 3.6 (OEC)

Course Outcomes:

1. Describe the importance and application of various concepts of rural marketing.
2. demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behavior.
3. Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.
4. Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.
5. Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing.

Indian Financial System
Course Code: BBA 3.6 (OEC)

Course Outcomes:

1. Understand the concepts of financial system.
2. Provides the knowledge about Financial Markets.
3. Depth knowledge of functions and powers of SEBI.
4. Able to identify the working of financial services in India.
5. To provide the basic knowledge about the existing financial institutions.

Organizational Behaviour
Course Code: BBA 3.6(OEC)

Course Outcomes:

1. Understanding of the role of OB in business organization.
2. Understand individual and group behavior in an organization.
3. Be able to explain the effectiveness of organizational change and development of organization.
4. Demonstrate soft skills.

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NEP (Scheme)

IV SEMESTER
Management Accounting

Course Code: BBA 4.1

Course Outcomes:

1. Explain the application of management accounting and various tool used
2. Make inter – firm and inter- period comparison of financial statements
3. Analyze financial statements using various ratios for business decisions.
4. Prepare fund flow and cash flow statements.
5. Prepare different types of budgets for the business.

Business Analytics

Course Code: BBA 4.2

Course Outcomes:

1. Understand types of analytics and data models.
2. Understand the role of data indecision making, sources and types of Data.
3. Ability to analyse data using different data analytic tools and draw inferences.
4. Understand applied statistics for business problems.
5. Demonstrate visualization of data.

Financial Markets & Services

Course Code: BBA 4.2

Course Outcomes:

1. Understand the financial system, Institutions, financial markets and services.
2. Analyze the concepts relevant to Indian financial market and relevance.
3. understand concept of financial services, types and functions.
4. Understand the types of financial Instruments.
5. Demonstrate an understanding the functioning of stock markets.

Financial Management

Course Code: BBA 4.3

Course Outcomes:

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

Artificial Intelligence

Course Code: BBA 4.5

Course Outcomes:

1. Appraise the theory of Artificial intelligence and list the significance of AI.
2. Discuss the various components that are involved in solving an AI problem.
3. Illustrate the working of AI Algorithms in the given contrast.
4. Analyse the various knowledge representation schemes, Reasoning and Learning techniques of AI.
5. Apply the AI concepts to build an expert system to solve the real-world problems.

Business Leadership Skills

Course Code: BBA 4.6 (OEC)

Course Outcomes:

1. To understand the significance of leadership skills for effective people management.
2. To increase the comprehension of leadership through various leadership theories.
3. To analyses different leadership styles, types, patterns, and functions.
4. To demonstrate an understanding of various leadership approaches for effective management of people.
5. To demonstrate an awareness of ethical leadership.

Personal Wealth Management

Course Code: BBA 4.6(OEC)

Course Outcomes:

1. Demonstrate an understanding of the importance of Wealth Management and Financial Planning in personal life.
2. Identify the Real Estate Investment Routes and understand the tax planning that minimizes tax burden.
3. Select and Apply the Asset Allocation strategies to balance between Risk and Return.
4. Analyse the Retirement Planning Benefits and retirement strategies to provide regular income for life.

Financial Literacy and Investment Awareness

Course Code: BBA 4.6(OEC)

Course Outcomes:

1. Provide the foundation for financial decision making.
2. List out various savings and investment alternatives for a common man.
3. Give a detailed overview of stock market and stock selection.
4. Orient the learners about mutual funds and the criteria for selection.

International Marketing

Course Code: BBA 4.6 (OEC)

Course Outcomes:

1. To understand the concept of International Marketing.
2. To learn in depth the International Marketing Environment and its components.
3. To understand the details of Multinational Corporations (MNCs).
4. To learn in depth the International Product Decisions.
5. To learn in depth the Emerging Issues and its Developments.

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V SEMESTER
Production and Operations Management

Course Code: BBA 5.1

Course Outcomes:

1. Understand ever growing importance of Production and Operations Management in uncertain business environment.
2. Gain an in-depth understanding of Plant Location and Layout
3. Appreciate the unique challenges faced by firms in Inventory Management.
4. Understand the subject as to Production Planning and Control.
5. Develop skills to operate competitively in the current business scenario.

Income Tax – I

Course Code: BBA 5.2

Course Outcomes:

1. Comprehend the procedure for computation of Total Income and tax liability of an individual.
2. Understand the provisions for determining the residential status of an Individual.
3. Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.
4. Compute the income house property for different categories of house property.
5. Comprehend TDS & advances tax Ruling and identify the various deductions Under Section 80.

Banking Law and Practice

Course Code: BBA 5.3

Course Outcomes:

1. Understand the legal aspects of banker and customer relationship.
2. Open the different types of accounts.
3. Describe the various operations of banks.
4. Understand the different types of crossing of cheques and endorsement.
5. Understanding of different types of E-payments.

Advanced Corporate Financial Management

Course Code: BBA FN1

Course Outcomes:

1. Understand and determine the overall cost of capital.
2. Comprehend the different advanced capital budgeting techniques.
3. Understand the importance of dividend decisions and dividend theories.
4. Evaluate mergers and acquisition.
5. Enable the ethical and governance issues in financial management.

Consumer Behaviour

Course Code: BBA MK1

Course Outcomes:

1. Understanding of Consumer Behaviour towards products, brands and services.
2. Distinguish between different consumer behaviour influences and their relationships.
3. Establish the relevance of consumer behaviour theories and concepts to marketing decisions.
4. Implement appropriate combinations of theories and concepts.
5. Recognize social and ethical implications of marketing actions on consumer behaviour.

Compensation and Performance Management

Course Code: BBA HRM1

Course Outcomes:

1. Understand the concepts of Compensation management.
2. Describe job evaluation and its methods.
3. Evaluate the different methods of wages.
4. Describe performance management and methods of performance management.
5. Preparation of Payroll.

Financial Analytics
Course Code: BBA DA1

Course Outcomes:

1. Analyze and model financial data.
2. Access the different open-source domains.
3. Evaluate and build model on time series data.
4. Execute the statistical analysis using python.

Fundamentals of Retail Management
Course Code: BBA RM1

Course Outcomes:

1. Understand the Retail Business.
2. Understand the business operations in Retailing.
3. Formulate the retail strategies of Retail Business.
4. Apply the Retailing principles and theories.
5. Explore the career opportunities in the Retail sector.

Freight Transport Management
Course Code: BBA LSCM 1

Course Outcomes:

1. Understand the different functions of Commercial transport.
2. Analyse pricing and pricing strategy.
3. Understand transport administration.
4. Understand of transport and export documentations.

Information Technology for Business
Course Code: BBA 5.6 Vocational

Course Outcomes:

1. Understand the fundamentals of information technology
2. Understand usage of information technology in business.
3. Learn core concepts of computing and modern systems
4. Applications of Excel and SQL.
5. Awareness about latest information.

Digital Marketing
Course Code: BBA 5.6 (B)

Course Outcomes:

Gain knowledge on Digital Marketing and strategies.

1. Gain knowledge on email marketing and Content marketing.
2. Gain knowledge on Social Media Marketing and Web Analytics.
3. Gain knowledge on YouTube Advertising & Conversions.

Cyber Security
Course Code: BBA 5.7 (A)

Course Outcomes:

1. Understand the concept of Cyber security and issues and challenges associated with it.
2. Understand the cybercrimes, their nature, legal remedies and as to how report the crimes through available platforms and procedures.
3. Appreciate various privacy and security concerns on online social media and understand the reporting procedure of inappropriate content, underlying legal aspects and best practices for the use of social media platforms.

Employability Skills
Course Code: BBA 5.7 (B)

Course Outcomes:

1. Develop systematic problem-solving abilities.
2. Enhance verbal and non-verbal reasoning skills.
3. Improve numerical and analytical abilities.
4. Enhance English language and communication skills.

Employability Skills
Course Code: BBA 5.7 SEC-VB

Course Outcomes:

1. Have the information on various vacancies notified by Central and State Government authorities as well as Private organizations.
2. Solve the problems on quantitative aptitude, logical reasoning and analytical ability.
3. Demonstrate the basic computer skills like MS word, MS excel, MS PPTs. Email etiquettes Etc.,
4. Exhibit the communication and leadership skills.
5. Conduct self SWOC analysis and set his career goals.

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V SEMESTER
Business Law

Course Code: BBA 6.1

Course Outcomes:

1. Comprehend the laws relating to Contracts and its application in business activities.
2. Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.
3. Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.
4. Understand the significance of Consumer Protection Act and its features
5. Understand the need for Environment Protection.

Income Tax – II

Course Code: BBA 6.2

Course Outcomes:

1. Understand the procedure for computation of income from business and other Profession.
2. The provisions for determining the capital gains.
3. Compute the income from other sources.
4. Demonstrate the computation of total income of an Individual.
5. Comprehend the assessment procedure and to know the power of income tax authorities.

International Business

Course Code: BBA 6.3

Course Outcomes:

1. Understand the concept of International Business.
2. Differentiate the Internal and External International Business Environment.
3. Understand the difference MNC and TNC.
4. Understand the role of International Organizations in International Business.
5. Understand International Operations Management.

Security Analysis and Portfolio Management

Course Code: BBA FN2

Course Outcomes:

1. Understand the concept of basics of Investment.
2. Evaluate the different types of alternatives.
3. Evaluate the portfolio and portfolio management.
4. Understand the concept of risk and returns
5. Gain the knowledge of fundamental and technical analysis.

Advertising and Media Management

Course Code: BBA MK2

Course Outcomes:

1. Understand the nature, role, and importance of IMC in marketing strategy
2. Understand effective design and implementation of advertising strategies
3. Present a general understanding of content, structure, and appeal of advertisements
4. Understand ethical challenges related to responsible management of advertising and brand strategy.
5. Evaluate the effectiveness of advertising and agency's role.

Cultural Diversity at Work Place

Course Code: BBA HRM2

Course Outcomes:

1. Understand, interpret question reflect upon and engage with the notion of diversity.
2. Recall the cultural diversity at work place in an organization.
3. Support the business case for workforce diversity and inclusion.
4. Identify diversity and work respecting cross cultural environment.
5. Assess contemporary organizational strategies for managing workforce diversity and inclusion.

Marketing Analytics
Course Code: BBA DA2

Course Outcomes:

1. Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources
2. Apply marketing analytics to develop predictive marketing dashboard for organization
3. Analyze data and develop insights to address strategic marketing challenges
4. Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing.

Cultural Diversity at Work Place
Course Code: BBA HRM2

Course Outcomes:

1. Understand, interpret question reflect upon and engage with the notion of diversity.
2. Recall the cultural diversity at work place in an organization.
3. Support the business case for workforce diversity and inclusion.
4. Identify diversity and work respecting cross cultural environment.
5. Assess contemporary organizational strategies for managing workforce diversity and inclusion.

Retail Operations Management
Course Code: BBA RM2

Course Outcomes:

1. Compare various retail formats and technological advancements for setting up appropriate retail business.
2. Identify the competitive strategies for retail business decisions.
3. Examine the site location and operational efficiency for marketing decisions.
4. Analyze the effectiveness of merchandising and pricing strategies.
5. Assess store layout and planogram for retail business.

Sourcing for Logistics and Supply Chain Management

Course Code: BBA LSCM2

Course Outcomes:

1. Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance.
2. Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria.
3. Develop effective supplier relationship management skills, including negotiation, communication, and collaboration.
4. Apply sourcing best practices, including risk management, sustainability, and ethical sourcing.
5. Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes.

Goods and Services Tax

Course Code: BBA 6.6 Vocational

Course Outcomes:

1. Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.
2. Analyze the history of indirect taxation in India and the structure of the Indian taxation system.
3. Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.
4. Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.
5. Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.

Enterprise Resource Planning

Course Code: BBA 6.6(B)

Course Outcomes:

1. Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.
2. Integrate and automate the business processes and shares information enterprise-wide.
3. Explore the significance of ERP to provide a solution for better project management.
4. Enable the students to understand the various process involved in implementing ERP in a variety of business environment
5. Understand the issues involved in design and implementation of ERP systems.

