



# ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-Accredited 'A' Grade & Affiliated to Bengaluru City University)

Soladevanahalli, Bengaluru-560107

## DEPARTMENT OF MANAGEMENT

**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

### **COURSE OUTCOMES (CO'S)**

#### **BBA – I SEM**

##### **BBA 1.3: Financial Accounting**

**After studying this course, students will be able to:**

- know the basic concept of Accounting and importance of double entry book keeping in the business organization.
- Prepare the final accounts and how to find out the gross profit and net profit of business.
- Apply the concept of accounting and implement them in accounting software and its application in modern business.

##### **BBA 1.4: Principles of Management**

**After studying this course, students will be able to:**

- Learn the conceptual knowledge about nature, complexity, functions of management etc.
- Understand the different aspects of principles of management given by different authors.
- Learn the importance of management of changes, crisis, stress management and it helps to apply Henry Fayol's principles in day to day working life.

##### **BBA 1.5: Corporate Administration**

**After studying this course, students will be able to:**

- Understand the concept of Companies act, rules and regulation to establish the business organization.
- Understand key managerial personal-appointment-qualifications-positions-powers-rights-duties-liabilities-removal-dismissal in the light of CA 2013.
- Understand concept, importance of CSR legislation and its applicability in Business Organization.

## **BBA 1.6: Production and Operation Management**

### **After studying this course, students will be able to:**

- Identify the elements of production and operations management and various transformation processes to enhance productivity and competitiveness of the organization.
- Analyze and evaluate various alternatives facilities, line of production and implement suitable materials handling principles and practices in the production and operations management.
- Aware the importance of quality control and its implementation in the business Quality Management.

## **BBA 1: Indian Constitution and Human rights**

### **After studying this course, students will be able to:**

- Understand and Describe the Emergence, Evolution, Scope and Salient features of Indian Constitution and Human Rights.
- Express and Correlate the knowledge of Indian Constitution and Human Rights concepts in their Personal, Professional and Social spheres of Life.
- Develop Legal Mindset, Analyze and Adapt to Legal Environment, thereby contributing towards collective welfare of Nation.

## **BBA 1: INDUSTRIAL VISIT**

### **After studying this course, students will be able to:**

- Industrial Visit also provide students a good opportunity to gain full awareness about industrial practices.
- Industrial visits offer a great source to gain practical knowledge. Students can observe and learn as to how theatrical concepts are put to into action, thereby aiding their practical learning.
- Students are exposed to real working environment and shown how things are done in an organisation.
- Industrial Visit Bridge the gap between classroom theoretical and practical learning in a real-life environment.
- Using the case study approach within the visit to bring out critical thinking among students and this also gives students a platform to enhance their interpersonal skills

## **BBAII SEM**

### **BBA 2.3: Corporate Accounting**

**After studying this course, students will be able to:**

- Depth knowledge about a company, its characteristics, types of capital and also important types of shares.
- Examine the process involved in the issue of shares and know the benefits of issue of share to business organization.
- Compare the financial performances of a company and can take the decision whether to invest or not in a particular company share.

### **BBA 2.4: Quantitative Analysis**

**After studying this course, students will be able to:**

- Learn the process of usage in statistical tools for validating the findings and interpreting statistical results.
- To acquaint importance of quantitative techniques and enable them with sound business decision making.
- Learn the process of applying appropriate quantitative analysis techniques in business.

### **BBA 2.5: Organisational Behavior**

**After studying this course, students will be able to:**

- Students apply motivational theories in the workplace.
- Manage conflict amongst groups in business environment.
- Identify changes within organizations and power and politics in organizations.

### **BBA 2.6: Marketing Management**

**After studying this course, students will be able to:**

- Students will demonstrate strong conceptual knowledge in the functional area of marketing management and its application.
- Students will develop analytical skills in identification of problems and apply the decision-making skills to forecast and foresight the current market situation.
- Create innovative product and strategies to attract the customer and development new market environment.

## **BBA 2: Environmental Science**

**After studying this course, students will be able to:**

- Apply the basic concepts and fundamentals of environmental health sciences and key environmental health issues.
- Develop the risk assessment concepts and make decisions about the environmental health issues.
- Develop skills in analysing, sensitizing and managing the community about environmental health issues.
- Interpret in appropriate biological, chemical and physical terms the potential consequences of exposure to hazardous environmental/occupational agents
- Diagnose the cause of environmental pollution and design appropriate control measures to improve the health outcomes.

## **BBA 2: COMMUNITY SERVICES**

**After studying this course, students will be able to:**

- To sensitize the students towards community service.
- To enable students to learn about social entrepreneurship.
- To give the student a thorough understanding of the societal context in which the concept of Corporate Social Responsibility (CSR) has emerged.
- To review the development of CSR governance initiatives, and evaluate the limits and potentials of CSR as a device for promoting sustainable development.

## **BBA III SEM**

### **BBA 3.2: Corporate Communication Skills 1**

**After studying this course, students will be able to:**

- Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.
- Students will demonstrate his/her ability to write error free while making an optimum use of corrects Business Vocabulary & Grammar.
- Commanding Communication skills will help the students to communicate effectively with Business People and strengthen the individual courage to face the business challenges.

### **BBA 3.3: Cost Accounting**

**After studying this course, students will be able to:**

- Associate students with cost concepts and to make the students learn the fundamentals of cost accounting as a separate system of accounting which helps in internal decision making of the company.
- Acquaint the students in demonstrating how materials, labor and overhead costs are added to product at each stage of the production cycle.
- Enable the students to identify the methods and techniques applicable for different types of industries through which they can reduce the cost of the product.

### **BBA 3.4: Human Resources Management**

**After studying this course, students will be able to:**

- Enumerate strong conceptual theoretical and practical knowledge of human resource management, various aspects of HR planning and appraisal system in HRM.
- To understand and sort out the various issues arise in business HR like Industrial relations, employee grievance handling and redressal etc.
- To analyze the strategy involved in extracting the work and lead Human Resource towards successful business.

### **BBA 3.5: Financial Market & Services**

**After studying this course, students will be able to:**

- Understand and summarize the components of Financial System and its role in modern business.
- Incorporate the knowledge regarding operating system of Stock Markets and examine the difference of national and international financial system.
- Evaluate the various financial products and its usage and impact for the development of business globally.

### **BBA 3.6: Business Data Analysis**

**After studying this course, students will be able to:**

- To develop the analytical ability to deal the business with numerical and quantitative issues.
- To enable the usage of statistical, graphical and algebraic techniques wherever relevant in modern business.

- To have a proper understanding and applicability of Statistical tools in Business Management

### **BBA 3.7: Corporate Financial Management**

**After studying this course, students will be able to:**

- Demonstrate theoretical and practical applicability of corporate financial management
- Apply the concept of time value of money, Capital structure for any investment decision in future.
- Implement various techniques in managing working capital and alternative sources of finance and investment opportunities.

### **BBA 3: Personality Development**

**After studying this course, students will be able to:**

- To Develop and exhibit accurate sense of self development.
- To Develop and nurture a deep understanding of personal motivation.
- To Develop an understanding of and practice personal and professional responsibility.
- To Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.
- Learn to balance confidence with humility.
- Assert strengthened personal character and further, an enhanced ethical sense.

### **BBA 3: CASE STUDY**

**After studying this course, students will be able to:**

- Demonstrate Exploratory investigation skills.
- Demonstrate Problem Solving abilities
- Decision Making in complex situation
- Enables Coping with ambiguities
- Enriched Analytical Skills

### **BBA IV SEM**

#### **BBA 4.2: Corporate Communication Skills II**

**After studying this course, students will be able to:**

- Students will demonstrate increased competence by identifying, explaining, and applying active communication skills in a variety of contexts.
- Students will apply appropriate Business Communication formats and channels used in developing and presenting business messages.
- Students will implement various communication strategies and principles through effective communication for national and international business environment.

### **BBA 4.3: Business Research Methods**

**After studying this course, students will be able to:**

- Understand the concept of research like various kinds of research, objectives of doing research, research process research designs and sampling.
- Formulate research problem and develop a sufficiently coherent research design and apply the qualitative, quantitative techniques to find out the solution for business problems.
- Examine the awareness of data analysis, including descriptive & inferential measures to take the business decisions.

### **BBA 4.4: Banking Law & Operation**

**After studying this course, students will be able to:**

- Identify and articulate the various operating systems in the Banking industry.
- Connect the procedure involved in modern banking practices and its adaptability in new business era.
- Enumerate Banking innovations and technology involved in payment and receipt system in worldwide business.

### **BBA 4.5: Entrepreneurship Development**

**After studying this course, students will be able to:**

- Understanding basic concepts, role of entrepreneurship development.
- Developing personal innovation, creativity and entrepreneurial initiative to start the business.
- Adopting the new business idea and process involved in successful development of entrepreneurial ventures.

### **BBA 4.6: Management Accounting**

**After studying this course, students will be able to:**

- Students will learn to demonstrate the techniques and methods of management accounting which helps to solve the management problems in companies.
- It help the students to develop an understanding of internal control issues and the effects of the regulatory environment in various types of industries.
- Students will get deeper insight in how to prepare budget and use budgets for performance evaluation after flexing the budget.

### **BBA 4.7: Customer Relationship Management**

**After studying this course, students will be able to:**

- Understand the basic concepts and marketing aspects of Customer relationship management.
- Examine the various techniques involved in development of CRM.
- Apply the theoretical knowledge into practically aspect in modern business to retain the customer.

### **BBA 4: Science & Society**

**After studying this course, students will be able to:**

- To Understand a broad and coherent body of knowledge in Liberal Arts and Sciences and in a selected discipline(s) relevant to science and society, with in-depth knowledge of relevant concepts, theories, skills, debates, emerging issues and methods of inquiry within these disciplines.
- Apply creative and critical thinking to identify and solve problems within complex scientific, social, political and cultural contexts using rigorous techniques of inquiry involving a variety of primary and secondary sources.
- Identify social, political, economic and cultural issues relating to science and society and their ethical implications, and demonstrate the capacity to operate with personal and professional integrity in a range of social contexts.

### **BBA 4: BUSINESS PLAN FOR START UP'S**

**After studying this course, students will be able to:**

- To introduce students to the basic steps required to plan, start and run a business by having them actually do all of these things that are part of a startup.
- To provide exposure for Start-ups and New Age Business Models.
- To develop entrepreneurial mindset among students.

## **BBA V SEM**

### **BBA 5.1: Income Tax 1**

**After studying this course, students will be able to:**

- Understand and prepare the various provision of Income Tax Act relating to the computation of Income of Individual Assesses.
- Compute the Residential Status, Income from Salary, Income from House Property and Exempted Income.
- Prepare the Form 16, file the Income tax return and list of enclosures to be made along with IT returns special reference to salary & House property.

### **BBA 5.2: Business Regulation**

**After studying this course, students will be able to:**

- Be aware of various rules and regulations governing Business Operations.
- Observe and stimulate the laws relate to Business and policies bound to protect the customers.
- Conclude the importance of these laws and practices in current Business Scenario.

### **BBA 5.3: Indirect Taxes**

**After studying this course, students will be able to:**

- Impart the knowledge and make them to understand the rules, regulation and procedures relating to GST and Customs Duty.
- Compute the GST Liability, Input tax credit and Custom Duty Liability.
- Ascertain and applicability of GST in Business transaction.

### **BBA 5.4: Information Technology for Business 1**

**After studying this course, students will be able to:**

- Students will understand and apply the core aspects of information technology principles and tools, and implement in a business context.
- Students will relate current technical concepts and practices in the core information technologies of networking, data management and computer security.
- Students will recognize the strengths and limitations of current technologies and apply them intelligently to meet the needs of each application.

### **BBA FN 5.5: Advance Corporate Financial Management**

**After studying this course, students will be able to:**

- Value the equity, operations and debt of companies using different valuation approaches/models and financial statement information.
- Analyze and reformulate financial statements to identify a firm business strategy, alternative financing proposals value drivers so as to facilitate forecasting and valuation.
- Formulate the various methods of corporate restructuring and designing capital structure.
- Analyze the key strategic financial issues that must be considered in an acquisition or merger, including valuation of the company and Methods of financing an acquisition including cash and debt

### **BBA FN 5.6: Security Analysis & Portfolio Management**

**After studying this course, students will be able to:**

- Apply the acquired knowledge of capital market for valuation of both equity and fixed income securities under goal-based investment planning.
- Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, mutual funds and how to buy and sell these assets in financial markets by applying different valuation models to evaluate their returns & risk.
- Designing and managing the bond as well as equity portfolios & measuring the portfolio performances in the real word.
- Analyze market share prices, value drivers and financial measures, e.g., profitability, growth, P/B and P/E ratios, and their relations to estimated fundamental value.

### **BBA MK 5.5: Consumer Behavior**

**After studying this course, students will be able to:**

- Understand the concept, principles, factors, strategy and impact of Consumer behavior.
- Compute the marketing analytical skills to assess the consumer decision making process and to form the marketing strategies for the development of organization.

- Critically evaluate the various promotion and influencing factors to develop and attract the consumer towards purchasing behavior of the consumer.

### **BBA MK 5.6: Integrated Marketing Communication**

#### **After studying this course, students will be able to:**

- Describe the marketing research and apply the concept to develop competitive strategies to select the target audience for the Integrated Marketing Communication campaign plan.
- Develop an integrated cross-media strategy and create creative message to reach the target audience through brand promise in IMC campaign.
- Prepared the structure campaign plan and application of marketing concepts, principles, and practices for the development of organization.

### **BBA HR 5.5: Industrial Relation & Employee legislation**

#### **After studying this course, students will be able to:**

- Elaborate the concepts of Industrial Relations and employee Legislation.
- Illustrate the role of trade union in the Industrial setup and various laws that will protect the interest of employees' interest.
- Understand the causes and impact of Industrial disputes and understands the elaborate mechanism to settle the procedure of Industrial Dispute.

### **BBA HR 5.6: Compensation & Performance Management**

#### **After studying this course, students will be able to:**

- Recognize how pay decisions help the Organization achieve a competitive advantage.
- Analyze and utilize the knowledge of Compensation related problems and employee motivation.
- Design rational and contemporary compensation system that suits modern style work environment

### **BBA DA 5.5: Business Analytics**

#### **After studying this course, students will be able to:**

- Understand, identify and critically apply the concepts, model and methods of business analytics.
- Act to exhibits and interpret the problem-solving techniques to solve the complex structured and unstructured business problems.

- It Foster the analytical skills and ability to manage the business and communities better way.
- It Encourage the sharing of experiences to enhance the benefits of collaborative learning

### **BBA DA 5.6: Marketing Analytics**

#### **After studying this course, students will be able to:**

- It describes the concept, importance of customer data analysis and its techniques to solve the marketing problems.
- Develop the ability to evaluate and determine the appropriate course of action for the critical market problems.
- Apply their analytical ability and interpret the analytical evidence for the development of business and competitors' strategies.

### **BBA 5: CULTURE DIVERSITY & SOCIETY**

#### **After studying this course, students will be able to:**

- It will examine historical and contemporary experiences from perspectives of both women and men of diverse races, ethnicities, social class, religions, sexual orientation, ages, and abilities.
- Students will explore their particular inherited and constructed traditions, identify communities and significant life experiences while learning from the varied experiences and perspectives of those who are different.
- Students will become more aware of the nature of personal, institutional, and societal inequalities and the processes leading to a more equitable society. Students will be encouraged to develop a critical consciousness and to explore ways of empowering to help eliminate ideologies of unequal treatment.

### **BBA 5: Employability Skills Training**

#### **After studying this course, students will be able to:**

- It helps students to explore their values and career choices through individual skill assessment.
- It helps to realistic employment choices and to identify the steps necessary to achieve a goal.

- It helps to develop and practice self-management skills for the work site.
- It helps to explore and practice basic communication skills.
- It helps to learn skills for discussing and resolving problems on the work site.
- It helps to assess and improve personal grooming.

## **BBA VI SEM**

### **BBA 6.1: Income Tax 2**

#### **After studying this course, students will be able to:**

- Understand the computation of Taxable Income and Tax Liability of individuals.
- Compute the profits and gains from Business and Profession, Capital Gains, other sources, Deduction under section 80 C to 80 U and setoff & Carry forward of losses and assessment of Individual.
- Prepare the Form 16, file the Income tax return and list of enclosures to be made along with IT returns of individual.

### **BBA 6.2: Strategic Management**

#### **After studying this course, students will be able to:**

- Understand the strategic decisions that organizations make and have an ability to engage in strategic planning for the effective business operation.
- Formulate and implement the strategy through applying the basic concepts, principles and practices of strategic management.
- Analyze and evaluate critically real-life business situations and develop creative solutions, using a strategic management perspective.

### **BBA 6.3: International Business**

#### **After studying this course, students will be able to:**

- Describe the concepts of international business with respect to foreign trade/international business.
- Articulate the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects.
- Analyse the principle of international business and strategies adopted to expand the business globally.

## **BBA 6.4: Information Technology for Business 2**

**After studying this course, students will be able to:**

- Students will demonstrate an understanding of retailing in E-commerce by analyzing branding and pricing strategies, determining the effectiveness of market research and assessing the effects of disintermediation.
- Students will describe the influential marketing decision making processes for the adoption of the online technologies for consumers and organizations.
- Students will evaluate the technical and economic issues which are associated with the deployment/upgrade of networks within the context of a specific business context.

## **BBA FN 6.5: Risk Management & Derivatives**

**After studying this course, students will be able to:**

- Identify and evaluate the exposure of a company to financial risk and the techniques required to manage this risk.
- Understand of different derivative instruments & use of derivatives in risk management.
- Demonstrate critical thinking, analytical and problem-solving skills in the context of derivatives pricing and hedging practice.
- Understand various risk associated with business, investments & measure risk and evaluation in making capital budgeting decisions.

## **BBA FN 6.6: International Finance**

**After studying this course, students will be able to:**

- Explain the organisation and institutional details of foreign exchange and international money markets.
- Demonstrate knowledge of basic theorems of exchange rate determination, interest rates and inflation and the role of arbitrage in keeping the foreign exchange market efficient.
- Apply knowledge of foreign exchange hedging to identify and manage the foreign exchange risks faced by globally active firms.
- Comprehend the range of hedging strategies including forward rate hedging and contingent hedging & Explain the use of futures and option contracts in hedging foreign exchange exposure.

### **BBA MK 6.5: Digital Marketing**

**After studying this course, students will be able to:**

- Investigate and evaluate issues in adapting globalized marketing concept through digital environment in national and international.
- Interpret the traditional marketing mix within the context of a changing and extended the range of digital strategies and analyze cross-cultural, ethical issues in globalized digital markets.
- Collaborate the marketing and digital concept for the improvement of consumer behavior and impact of social media in business environment.

### **BBA MK 6.6: Supply chain & Logistics Management**

**After studying this course, students will be able to:**

- Ability to understand the various concepts in SCM like warehouse management, logistics distribution system, outsourcing and procurement management etc.
- Use and apply the knowledge of computer application in the field of supply chain management and optimum usage of supply chain software for the development of business.
- Develop a sound understanding role of supply chain management in today's business environment and familiar with current supply chain management trends.

### **BBA HR 6.5: International HRM**

**After studying this course, students will be able to:**

- Understanding the key skills requires by HR professionals for working in dynamic international environment.
- Focus on and analyze the issues and strategies required to select and develop manpower all through the world.
- Understand the integrity needed to work on with HR concepts and procedures of various Nation and their style of business decisions.

### **BBA HR 6.6: Organisational Development & Change Management**

**After studying this course, students will be able to:**

- Get knowledge about organizational development process, how to change the process, how to help people to come up with the introduction of change in the organization.
- Apply the betterment of change development model.
- Design action plan developmental activity and various styles of interventions and the ways to handle it.

### **BBA DA 6.5: Financial Analytics**

**After studying this course, students will be able to:**

- Students will learn a broad overview of finance and data analytics topics from an Business perspective
- Students will learn the ins and outs of applied data analysis, and a conceptual framework for thinking about data from both a statistical and learning perspective.
- It helps Students to develop models of real-world systems and gain familiarity with commonly used stochastic models.
- It helps students how to navigate challenges from a practical perspective, through analytical aspects to solve real world problems in the finance field.

### **BBA DA 6.6: HR Analytics**

**After studying this course, students will be able to:**

- Learn the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting.
- Develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyze and interpret HR data to support decision making.
- The student will use applicable benchmarks/metrics to conduct research and statistical data evidence related to Human Resource Management.
- Students will employ appropriate software to record, maintain, retrieve and analyze human resources information (e.g., staffing, skills, performance ratings and compensation information).

### **BBA 6: CREATIVITY & INNOVATION**

**After studying this course, students will be able to:**

- Appreciate the imperative of innovation within society to dispel common misconceptions regarding innovation and creativity.
- Critically analyses theories of innovation and creativity.
- Use evidence to critically challenge innovation practices and communicate recommended behavioral changes.

### **BBA 6: PLACEMENT TRAINING**

**After studying this course, students will be able to:**

- Builds confidence in students and develop right attitude in them and to enhance their communication skills.
- Demonstrate an understanding of the industry/business environment in which the employing company or organization operates
- Describe the purpose of individual role within the context of the business and the contribution to be made to the organization as a whole

- Demonstrate employability skills by: Applying for and securing a placement, Working effectively within their job role
- To Identify the primary policies in operation at the employing organization and evaluate their effectiveness.
- To train the students to meet the expectations of the industry through our Career Development Programmes.
- Create awareness about "career planning" and "career mapping" among the students.
- Organize Various Training Programmes to train the students in the areas of Quantitative Aptitude, Logical Reasoning and Verbal reasoning through the reputed external training organizations and in-house trainers.
- Train the students through Mock Interviews to perform well in the professional interviews as per the expectations of the corporate world.
- To assist students to develop their academic and career interests with short and long-term goals through group sessions collaborating with Industries to learn about their requirements and recruitment procedures and to provide resources and activities to facilitate the career planning process.
- To act as a link between students, alumni and the employment community. and assist students in obtaining placement in reputed companies.
- Inform students about the available job opportunities in government sectors and off-campus drives.