



CANARA COLLEGE

Managed by Canara High School Association, Mangaluru

Reaccredited by NAAC and Affiliated to Mangalore University

Mahatma Gandhi Road, Kodialbail, Mangaluru – 575 003, D. K. District, Karnataka

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

[PEOs, POs, PSOs, COs & GAs]

CHOICE BASED CREDIT SYSTEM (CBCS)

(Effective from 2019-20 Batch onwards)

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) PROGRAMME

Motto :

“Continuous learning through doing”

Vision :

“To be a Department of Excellence in Management education striving to produce globally competitive and socially responsive business leaders.”

Mission :

“To create an ecosystem to educate, engage and empower the aspirants of business administration as life-long learners through hands-on learning experiences by grooming and transforming them as worthy corporate professionals and successful business leaders in an intellectually challenging and contemporarily diverse global environment.”

Programme Educational Objectives (PEOs) :

The three year BBA degree programme intends to attain the following Programme Educational Objectives:

PEO 1	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context.
PEO 2	Graduates will be able to apply frameworks and tools to arrive at informed decisions in profession and practice, striking a balance between business and social dimensions.
PEO 3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as M.B.A. and any other programmes such as M.Com., CS, etc...
PEO 4	Graduates with flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate entrepreneurship for their employer organizations.
PEO 5	Graduates will recognize the need for adapting to change; have the aptitude and ability to engage in independent and life-long learning in the broadest context of socio-economic, technological and global change.

Programme Outcomes (POs) :

Students of BBA degree Programme at the time of graduation will be able to :

PO 1	Acquire basic understanding about management education.
PO 2	Develop functional and general management skills to make strategic decisions in real scenario.
PO 3	Effectively evaluate different business problems using analytical, creative and integrative abilities.
PO 4	Develop comprehensive professional skills that are required for a business administration graduate.
PO 5	Build and demonstrate leadership, teamwork and social skills.
PO 6	Communicate effectively in different contexts.
PO 7	Develop global competencies to match corporate requirements.
PO 8	Facilitate to go for professional programmes such as M.B.A., Company CS and the like.
PO 9	Inculcate the spirit of entrepreneurship.

Programme Specific Outcomes (PSOs) :

Upon successful completion of BBA Degree Programme, the graduates will be able to :

PSO 1	Acquire and demonstrate analytical and problem solving skills.
PSO 2	Identify characteristics and role of leaders, administrators and managers.
PSO 3	Acquire communication skills needed to analyze business situation in a clear, concise and coherent manner.
PSO 4	Develop internal thinking abilities and foundations of ethical principles.
PSO 5	Understand the dynamic and complex working environment of business and analyze the social, political, economic and cultural environment of business organization.
PSO 6	Demonstrate progressive learning of various functional areas of Management.
PSO 7	Demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
PSO 8	Pursue higher education and advance research in the field of business and management.
PSO 9	Foster thinking minds that are sensitive to societal needs and issues; thus making them good human beings and responsible members of the society.

Graduate Attributes (GAs) :

GA 1	Academic Excellence
GA 2	Professional Efficiency
GA 3	Effective Communication Skills
GA 4	Leadership and Team work
GA 5	Life-Long Learning
GA 6	Creativity and Innovation
GA 7	Environmental Sensitivity and Social Engagement

COURSE OUTCOMES (COs)**FIRST SEMESTER**

Course	Details
Code	BBABMC 132
Title	Principles of Economics
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / First
Type	Group-I : Core Course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Seminars and Presentation
Evaluation Method	Assignment, Viva-Voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : <ul style="list-style-type: none">• To gain an understanding of core economic principles.• To learn articulating of pragmatic principles.• To make the students to think critically about economic models.• To enable the students to gain knowledge of production function.	
Expected Learning Outcomes : <p>Upon the completion of this course, the students will be able to :</p> <p>CO 1 : Understand concepts of Micro and Macro Economics, features and consumer's sovereignty.</p> <p>CO 2 : Analyze indifference curve analysis and Marginal Utility.</p> <p>CO 3 : Understand the basic laws of Economics.</p> <p>CO 4 : Correlate various factors of Production i.e., Land, Labour, Capital and Organization.</p> <p>CO 5 : Identify the attributes of entrepreneur and micro-entrepreneurship.</p>	

Course	Details
Code	BBABMC 133
Title	Business Organization
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / First
Type	Group I : Core Course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, PPT Presentations, Seminars and Presentations, Brainstorming, Debates.
Evaluation Method	Assignment, Viva-Voce, Two Internal Assessment Exams, One End Semester Exam
Learning Objectives: To introduce the concept of business, industry, trade, commerce and recent trends to the business management students.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Explain the nature and scope of different forms of business organizations. CO 2 : Understand the fundamentals and concepts related to Business. CO 3 : Analyze and evaluate different types of business combinations. CO 4 : Evaluate various sources of finance and types of financial institutions. CO 5 : Examine various types of insurance against different risks.	

Course	Details
Code	BBABMC 134
Title	Principles of Management
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / First
Type	Group I : Core Course
Total Credits	03
Total Contact Hours	72
Contact Hours per Week	06
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	06
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Role Plays, Group Discussions, Brainstorming, Case Analysis, Debates, Seminars and Presentations
Evaluation Method	Assignment, Viva-Voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives: To introduce the concepts of management, its principles and familiarize the functions of management.	
Expected Learning Outcomes: Upon the completion of this course, the students will be able to: CO 1 : Understand fundamental concepts, principles and functions of management. CO 2 : Analyze realistic and practical applications of management concepts. CO 3 : Understand the evolution of management thought and contributions of management thinkers. CO 4 : Exhibit managerial skills, discover role of managers, leadership styles and qualities. CO 5 : Exemplify the emerging horizons and recent trends in management.	

Course	Details
Code	BBABMC 135
Title	Accounting-I
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / First
Type	Group I : Core Course
Total Credits	03
Total Contact Hours	72
Contact Hours per Week	06
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	06
Pedagogy	Lectures with interactive sessions, Chalk and Talk Method, Use of PPT Presentations.
Evaluation Method	Assignment, Viva-Voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives: To familiarize the students with the fundamentals of Book-Keeping and Accountancy and to create awareness among the students about the practical utility of Accounting Concepts and Conventions	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept of Book-Keeping, Accounting and Use of Computers in Accounting. CO 2 : Learn different subsidiary books, Journalizing, posting to Ledger. CO 3 : Comprehend types of Cash Book, Concept of Bank Reconciliation Statement and its procedure. CO 4 : Apply their knowledge and understanding in solving the problems on Depreciation and preparation of Trial Balance. CO 5: Prepare the Final Accounts of a Sole Trader.	

Course	Details
Code	BBABMCE 136
Title	Corporate Governance
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / First
Type	Group II : Elective Course
Total Credits	01
Total Contact Hours	24
Contact Hours per Week	02
Examination Duration	02 Hours
Max. Marks	CIA : 10 End Semester Exam : 40 Total : 50
Total Modules	02
Pedagogy	Lectures with interactive sessions, Group discussions, Use of PPT presentations, Brainstorming.
Evaluation Method	Two Internal Assessment Exam, Viva-Voce, One End Semester Exam
Learning Objectives: To familiarize the students with the fundamentals and Evolution of Corporate Governance. Further, to create awareness among the students about Corporate Governance issues.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concepts of Corporate Governance and Corporate Social Responsibility. CO 2 : Gain insights on Models and Best practices of Corporate Governance. CO 3 : Analyze the issues, challenges, Legislations and Board Committees of Corporate Governance. CO 4 : Interpret the role of Company Secretaries in compliance with Corporate Governance. CO 5 : Identify Corporate Scandals and codes of Corporate Governance.	

Course	Details
Code	BBMENL 131
Title	Compulsory Foundation Course in English
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / First
Type	Group III : Compulsory Foundation Course – Language-I
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	5 Lessons+ 5 Poems + 4 Grammar Items
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations,
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : <ul style="list-style-type: none"> To enable the learner to communicate in real-life situations effectively and appropriately. To use English effectively throughout the curriculum for study purposes. To develop interest in and appreciation of Literature. To develop and integrate the use of the four language skills i.e. reading, listening, speaking and writing. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Read with comprehension by acquiring new vocabulary and content. CO 2 : Read with correct pronunciation, stress, intonation, pause and articulation of voice. CO 3 : Analyze the various elements of poetry, such as diction, tone, form, genre, imagery, figures of speech, symbolism, and theme. CO 4 : Critically examine the value and standard of the poem. CO 5 : Acquire and improve their skills in the four literacy methods: writing, talking, reading and listening. CO 6 : Increase their awareness of the correct use in writing and speaking of English grammar.	

Course	Details
Code	BBAKAL 131
Title	Kannada Language
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / First
Type	Group III : Compulsory Foundation Course – Language-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04 Units
Pedagogy	Lecture with Interactive Sessions, discussions, Debate
Evaluation Method	Assignments, Viva-voce, Two Internal Exams, One end Semester Exam
Learning Objectives : ಜನಪದ ಹಾಡು, ದಲಿತ ಸಾಹಿತ್ಯ, ವಚನಗಳು, ಮನೋವಿಜ್ಞಾನ, ಯಂತ್ರ ಸಂಸ್ಕೃತಿ, ಇಸ್ಲಾಂ ಸಂಸ್ಕೃತಿ, ಕಥಾ ಸಾಹಿತ್ಯ, ತುಳು ಸಂಸ್ಕೃತಿ, ನವ ಮಾಧ್ಯಮಗಳು, ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷಾತಯಾರಿಇತ್ಯಾದಿ ವಿಚಾರಗಳಿಗೆ ಸಂಬಂಧಿಸಿದ ಪಠ್ಯಗಳ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ಜ್ಞಾನವನ್ನು ವಿಸ್ತರಿಸುವುದು.	
Expected Learning Outcomes : ಪಠ್ಯವನ್ನು ಪೂರ್ಣಗೊಳಿಸಿದ ಬಳಿಕ ವಿದ್ಯಾರ್ಥಿಗಳು : CO 1 : ಸಾಮಾಜಿಕ ಜಾಲತಾಣಗಳ ಕುರಿತು ಜಾಗೃತಿಯನ್ನು ಹೊಂದುತ್ತಾರೆ. CO 2 : ಇತರಜ್ಞಾನ ಶಿಸ್ತುಗಳ ಪರಿಚಯವನ್ನು ಮಾಡಿಕೊಳ್ಳುತ್ತಾರೆ. CO 3 : ರಾಜ್ಯ ಸರ್ಕಾರದ ಇಲಾಖೆಗಳಲ್ಲಿ ಉದ್ಯೋಗವನ್ನು ಪಡೆದುಕೊಳ್ಳುವ ನಿಟ್ಟಿನಲ್ಲಿ ತಯಾರಿ ನಡೆಸಲು ಮಾಹಿತಿಯನ್ನು ಪಡೆಯುತ್ತಾರೆ. CO 4 : ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ಪರಿಚಯಿಸಿಕೊಳ್ಳುತ್ತಾರೆ. CO 5 : ಇತರ ಧರ್ಮ, ಸಂಸ್ಕೃತಿಗಳ <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> ನ್ನು ಪಡೆಯುತ್ತಾರೆ.	

Course	Details
Code	BBAHDL 131
Title	Hindi Language
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / First
Type	Group III : Compulsory Foundation Course – Language-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, PPT presentation, Audio Visual class, Debate, Enacting Drama
Evaluation Method	Assignment, Viva-voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : <ul style="list-style-type: none"> To give detailed explanation about authors views on stories and grammar prescribed in the syllabus. To make students learn the literature forms with moral values. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Get knowledge of literature forms. CO 2 : Understand the need of moral values. CO 3 : Follow the required ethics. CO 4 : Understand the grammar required for creative writing in Hindi. CO 5 : Gain insights on the emerging trends in Hindi literature.	

Course	Details
Code	BBASKL 131
Title	Sanskrit Language
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / First
Type	Group III : Compulsory Foundation Course – Language-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Role Plays, Quiz, Group Discussions, Debates, Seminars and Presentations
Evaluation Method	Assignment, Viva-voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : <ul style="list-style-type: none"> To improve the knowledge of Sanskrit literature and culture amongst the students and enable them succeed in life. To motivate students to spread the essence of Devabhasha Sanskrit. To make the students appreciate the immortal works of our ancient seers and poets. To make the students learn good moral values and become good citizens to promote a healthy society. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand fundamental concepts, principles and functions of Sanskrit language. CO 2 : Understand both the Vedic and Classical Literatures. CO 3 : Understand the Grammar aspects viz., Kriyapada, Vibhakthi, Prayoga etc. CO 4 : Communicate in Sanskrit language. CO 5 : Understand Ancient Indian sciences like Yoga, Ayurveda, and Prose etc.	

Course	Details
Code	BBACIF 131
Title	Constitution of India
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / First
Type	Group-III : Elective Foundation Course
Total Credits	01
Total Contact Hours	24
Contact Hours per Week	02
Examination Duration	02 Hours
Max. Marks	CIA : 10 End Semester Exam : 40 Total : 50
Total Modules	06
Pedagogy	Lectures with interactive sessions, Debate, Group Discussions
Evaluation Method	Assignment, Viva-Voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : <ul style="list-style-type: none"> To acquire a complete and detailed understanding on Constitution of India. To elicit the knowledge on Constitutional issues and concerns. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the principles and structure of the Indian Constitution. CO 2 : Generate awareness on Fundamental Rights and Fundamental Duties. CO 3 : Enrich the knowledge on Constitutional Functionaries of the state. CO 4 : Understand the organization and Structure of Central and State Government. CO 5 : Develop an insight on the Role of Judiciary in India.	

SECOND SEMESTER

Course	Details
Code	BBABMC 182
Title	Managerial Economics
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / Second
Type	Group I : Core Course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Seminar and Presentation
Evaluation Method	Viva-Voce, Assignment, Two internal Assessment Exam, One End Semester Exam
Learning Objectives: <ul style="list-style-type: none"> To gain knowledge about Managerial Economics and integrate the basic concepts of Economics. To integrate the basic concepts of economics with the economic tools. To apply economic reasoning to solve the problems of the economy. 	
Expected Learning Outcomes : Upon the completion of this course the students will be able to: CO 1 : Understand fundamental concepts, principles and functions of managerial economics. CO 2 : Determine cost-output relationship and different types of costs. CO 3 : Analyze different market situation and aspects of Price output determination. CO 4 : Explain the concept of demand forecasting and its different types. CO 5 : Explore recent trends in Managerial Economics.	

Course	Details
Code	BBABMC 183
Title	Managerial Communication
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / Second
Type	Group I : Core Course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Chalk and talk method, Interactive sessions, PPT Presentations, Role Plays, Group Discussions
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, Semester Exam
Learning Objectives : To equip the students with skills of communication to introduce the intricacies arising around communication methods.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the scope of managerial communication. CO 2 : Recognize and learn the skills of listening and speaking. CO 3 : Explain barriers to effective communication and effective communication skills. CO 4 : Understand the different forms of written communication techniques to make effective internal and external business correspondence. CO 5 : Imbibe the mechanics of writing and constructing effective presentation skills.	

Course	Details
Code	BBABMC 184
Title	Accounting-II
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / Second
Type	Group I : Core Course
Total Credits	03
Total Contact Hours	72
Contact Hours per Week	06
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total :150
Total Modules	06
Pedagogy	Lectures with Chalk and Talk with interactive sessions, Brainstorming, Use of PPT Presentations.
Evaluation Method	Assignment, Viva-voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : To familiarize the students with the accounts of Non-Trading Concerns, Consignment Accounts and Partnership Accounts and Hire Purchase and Installment system of Accounting.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept and functioning of Non-Trading Concern, Treatment of Revenue Capital items, preparation of Income and Expenditure Account and Balance Sheet. CO 2 : Learn the concept of Consignment and accounting treatment in the books of Consignor and Consignee. CO 3 : Elucidate the concept of Partnership firm, Partnership Deed & Preparation of Ledger on Admission of a Partner. CO 4 : Explain the Accounting treatment related to Retirement and Death of a partner and Dissolution of partnership firm. CO 5 : Understand the concept of Hire-Purchase, calculation of interest and preparation of Ledger Accounts.	

Course	Details
Code	BBABMC 185
Title	Business Entrepreneurship and Environment
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / Second
Type	Group I : Core Course
Total Credits	03
Total Contact Hours	72
Contact Hours per Week	06
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	06
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Role Plays, Group Discussions, Brainstorming, Case Analysis, Debates, Seminars and Presentations
Evaluation Method	Assignment, Viva-voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : To familiarize the students with changing economic, legal, and social environment and prevailing issues and concerns in business; also the concept of entrepreneurship.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand business and its environment and concepts of business ethics and social value. CO 2 : Gain insights on Public, Private and Cooperative Sectors and emerging trends in business. CO 3 : Elicit knowledge on the concept of Corporate Social Responsibility. CO 4 : Understand the concept of Consumerism and LPG Policy. CO 5 : Develop insights on Entrepreneurship, Start-Ups and schemes promoting entrepreneurship.	

Course	Details
Code	BBABMCE 186
Title	Business Ethics
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / Second
Type	Group II : Elective Course
Total Credits	01
Total Contact Hours	24
Contact Hours per Week	02
Examination Duration	02 Hours
Max. Marks	CIA : 10 End Semester Exam : 40 Total : 50
Total Modules	02
Pedagogy	Lectures with interactive sessions, Group discussions, Use of PPT presentations, Brainstorming.
Evaluation Method	Assignment Viva-voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To familiarize the students with the basics of Business Ethics and Corporate Social Responsibility.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept of business ethics, values, norms, beliefs, virtues and its significance in business. CO 2 : Analyze the relevance of ethics in functional areas of business. CO 3 : Comprehend Ethical theories and Dilemma in organizations. CO 4 : Understand the concept of CSR, Charity, Corporate Philanthropy and Corporate Citizenship. CO 5 : Describe the Models and drivers of CSR and gain insights on codes of CSR, initiatives and Legislations of CSR in India.	

Course	Details
Code	BBAENL 181
Title	Compulsory Foundation Course In English
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / Second
Type	Group III : Compulsory Foundation Course – Language-I
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	5 Lessons+ 5 Poems + 4 Grammar Items
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations,
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : <ul style="list-style-type: none"> To enable the learner to communicate in real-life situations effectively and appropriately. To use English effectively throughout the curriculum for study purposes. To develop interest in and appreciation of Literature. To develop and integrate the use of the four language skills i.e., reading, listening, speaking and writing. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Learn reading with comprehension which help the learners to acquire new vocabulary and Content. CO 2 : Read with correct pronunciation, stress, intonation, pause and articulation of voice. CO 3 : Analyze the various elements of poetry, such as diction, tone, form, genre, imagery, figures of speech, symbolism, and theme. CO 4 : Critically examine the value and standard of the poem. CO 5 : Acquire and improve their skills in the four literacy methods : writing, talking, reading and listening. CO 6 : Increase their awareness of the correct use in writing and speaking of English grammar.	

Course	Details
Code	BBAKAL 181
Title	Kannada Language
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / Second
Type	Group III : Compulsory Foundation Course – Language-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Pedagogy	Lecture with Interactive Sessions, Discussions, Debate, Enacting Drama
Evaluation Method	Viva-Voce, Assignments, Two Internal Exams, One End Semester Exam
Learning Objectives : ದಾಸಕೀರ್ತನೆ, ತತ್ವಪದ, ಸಾಧಕರಜೀವನಚರಿತ್ರೆ, ಜಿ.ಎಸ್.ಟಿ., ನಾಟಕ, ಕೊಡವ ಸಂಸ್ಕೃತಿ, ಕಥಾ ಸಾಹಿತ್ಯಗಳಿಗೆ ಸಂಬಂಧಿಸಿದ ಪಠ್ಯಗಳ ಮೂಲಕ ಕನ್ನಡ ಭಾಷೆ ಸಾಹಿತ್ಯಗಳ ಅವಿವಿಧಗುಣವು ಮೂಡುವುದು.	
Expected Learning Outcomes : ಪಠ್ಯವನ್ನು ಪೂರ್ಣಗೊಳಿಸಿದ ಬಳಿಕ ವಿದ್ಯಾರ್ಥಿಗಳು : CO 1 : ನಾಟಕ ಪ್ರಕಾರದ ಪರಿಚಯವನ್ನು ಮಾಡಿಕೊಳ್ಳುತ್ತಾರೆ. CO 2 : ಧರ್ಮ, ಸಂಸ್ಕೃತಿ, ಆಧ್ಯಾತ್ಮ ಪ್ರಾಣಿಪ್ರಪಂಚಗಳ ಬಗ್ಗೆ ಜ್ಞಾನವನ್ನು ಪಡೆದುಕೊಳ್ಳುತ್ತಾರೆ. CO 3 : ಸಾಧಕರ ಜೀವನ ಚರಿತ್ರೆಯನ್ನು ಓದುವುದರ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ತಾವೂ ಸಾಧನೆಯ ಹಾದಿಯಲ್ಲಿ ನಡೆಯಲು ಸ್ಫೂರ್ತಿಯನ್ನು ಪಡೆಯುತ್ತಾರೆ. CO 4 : ಭಾರತದ ಆರ್ಥಿಕ ಪರಿಸ್ಥಿತಿಯ ಆಡಳಿತ ವ್ಯವಸ್ಥೆಯ ಬಗ್ಗೆ ಮಾಹಿತಿಯನ್ನು ಪಡೆಯುತ್ತಾರೆ. CO 5 : ಕವಿಗಳು, ಸಾಹಿತಿಗಳು ಕನ್ನಡ ಸಾಹಿತ್ಯಕ್ಕೆ ನೀಡಿದ ಕೊಡುಗೆಯನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುತ್ತಾರೆ.	

Course	Details
Code	BBAHDL 181
Title	Hindi Language
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / Second
Type	Group III : Compulsory Foundation Course – Language-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Group Discussion, Enacting Drama
Evaluation Method	Assignment, Viva-voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To introduce the old and Modern poets and their views on spiritual and social values.	
Expected Learning Outcomes : Upon the completion of this course the students will be able to: CO 1 : Get knowledge of ancient poets and their views of life. CO 2 : Understand the need of spiritual values. CO 3 : Understand the fantasy in modern literature. CO 4 : Understand official language - Hindi. CO 5 : Gain insights on emerging trends in Hindi literature.	

Course	Details
Code	BBASKL 181
Title	Sanskrit Language
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / Second
Type	Group III : Compulsory Foundation Course – Language-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT presentations, Role plays, Quiz, Group Discussions, Debates, Seminars and Presentations
Evaluation Method	Assignment, Viva-voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives: <ul style="list-style-type: none"> To improve the knowledge of Sanskrit literature and culture amongst the students and enable them succeed in life. To motivate students to spread the essence of Devabhasha Sanskrit. To make the students appreciate the immortal works of our ancient seers and poets. To make the students learn good moral values and become good citizens to promote a healthy society. 	
Expected Learning Outcomes : Upon the completion of this course the students will be able to: CO 1 : Understand fundamental concepts, principles and functions of Sanskrit Language. CO 2 : Understand both the Vedic and Classical Literatures. CO 3 : Understand the Grammar aspects viz., Samasa, Prayoga etc. CO 4 : Communicate in Sanskrit language. CO 5 : Understand Ancient Indian sciences like Yoga, Ayurveda and Prose etc.	

Course	Details
Code	BBAHGF 181
Title	Human Rights
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	First / Second
Type	Group III : Elective Foundation Course
Total Credits	01
Total Contact Hours	24
Contact Hours per Week	02
Examination Duration	02 Hours
Max. Marks	CIA : 10 End Semester Exam : 40 Total : 50
Total Modules	06
Pedagogy	Lectures with interactive sessions, Debate, Group Discussions
Evaluation Method	Assignment, Viva-voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : <ul style="list-style-type: none"> To create awareness on human rights issues and concerns. To enhance citizenship sensitivity and initiatives. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Enrich the knowledge on Human Rights and Human Values. CO 2 : Promote and protect Human Rights in India. CO 3 : Demonstrate a good understanding of the provisions under the Constitution of India dealing with human rights. CO 4 : Display a good understanding of the nature and scope of special legislations dealing with protection of human rights of marginalized and vulnerable sections. CO 5 : Explore international concerns on Human Rights.	

THIRD SEMESTER

Course	Details
Code	BBABMC 232
Title	Organizational Behavior
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	III Semester
Type	Group I : Core course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	05
Pedagogy	Group Discussion, Role Play, Quiz, Power Point Presentation, Case studies, Interactive Sessions
Evaluation Method	Assignment, Viva-voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : To create awareness among the students of business administration about the factors that influences the personality and improves one's perception.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept and evolution of organizational behavior. CO 2 : Acquire knowledge on recent trends, emerging issues and challenges in organizational behavior. CO 3 : Gain insights on the concept and theories of personality and application of perception in OB. CO 4 : Explain theories of Motivation and group dynamics. CO 5 : Examine the causes of stress, strategies of managing stress, reasons for conflicts and its resolutions.	

Course	Details
Code	BBABMC 233
Title	Marketing Management
Programme	Bachelor of Business Administration (B.B.A.)
Year / Semester	Second / Third
Type	Group I : Core Course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam :80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Case Studies, Group Discussions, Brainstorming, Debate ,Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : The objective of this paper is to acquaint students to concepts & emerging issues of marketing and its applications..	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1: Outline the evolution of marketing, marketing management philosophies and contemporary issues in marketing. CO 2: Understand the elements of marketing mix, strategize phases in Product Development and Product Life Cycle. CO 3: Make pricing decisions using various pricing strategies. CO 4: Analyze channels of distribution and various promotional strategies. CO 5: Gain insights on the concept of Green Marketing and digital marketing.	

Course	Details
Code	BBABMC 234
Title	Business Statistics & Mathematics
Programme	BBA
Year / Semester	Second/Third
Type	Group I : Core Course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total :100
Total Modules	05
Pedagogy	Lectures with interactive sessions, Chalk and Talk Method, Use of PPT Presentations.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objective : To acquaint the students with the basic knowledge of Business Statistics and business mathematics to analyze business and managerial data and facilitate managerial decision- making.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Understand the methods of collecting data and measures of Central Tendency. CO 2: Solve the problems on measures of dispersion. CO 3: Measure trend by using Time-Series analysis. CO 4: Understand the concept of Correlation and Regression analysis and solve the problems on the same. CO 5: Solve the problems on Ratio, Proportion, Simple Interest and Compound Interest and Annuity.	

Course	Details
Code	BBABMC 235
Title	Income Tax
Programme	BBA
Year / Semester	Second/Third
Type	Group I - Management course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total :100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Chalk and talk, Use of PPT presentations,
Evaluation Method	Viva-Voce, Two Internal Assessment Exam, One End Semester Exam
Objective: To acquaint the students of Business Management with the Income Tax Law of India, considering latest Amendments/Enactments.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Define the terminologies used in Income Tax. CO 2: Compute incomes exempt u/s 10 applicable to a salaried assessee. CO 3: Calculate income from salaries and income from house property. CO 4: Compute Profits & Gains from Business and Profession. CO 5: Calculate Capital Gains and Income from Other Sources.	

Course	Details
Code	BBABMC 236
Title	Corporate Accounting-1
Programme	BBA
Year / Semester	Second / Third
Type	Group I : Core Course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Chalk and talk method, interactive sessions, PPT Presentations, Group Discussions, Brain-storming.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, Semester Exam
Objective: To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Understand the concept of share capital and book building process. CO 2: Acquire knowledge on underwriting of shares and debentures as per the guidelines of SEBI. CO 3: Solve problems on redemption of preference shares and debentures. CO 4: Solve comprehensive problems on pre-incorporation and post-incorporation profit or loss considering its accounting treatment. CO 5: Draft Final accounts of companies.	

Course	Details
Code	BBABMCE 237
Title	Executive Development & Soft Skill
Programme	BBA
Year / Semester	Second/Third
Type	Group II : Electives
Total Credits	01
Total Contact Hours	24
Contact Hours per Week	02
Examination Duration	02 Hours
Max. Marks	CIA : 10 End Semester Exam : 40 Total :50
Total Modules	04
Pedagogy	Lectures with interactive sessions, Group discussions, Use of PPT presentations, Brainstorming.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objective: <ul style="list-style-type: none"> To empower the students with skill sets required for their overall personality development. To enhance their personal effectiveness and thereby enable the students to become effective leaders. To equip them with relevant soft skill so as to empower them to manage all types of situations. 	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Understand the Importance and need of Interpersonal skills. CO 2: Comprehend the concept of effective communication, types and barriers of communication. CO 3: Exemplify the concept of goal setting, scheduling time, delegation and mastering work life balance. CO 4: Self evaluate with respect to one's interpersonal skills. CO 5: Gain hands-on experiences through case study, SWOT analysis, personality tests, JAM, informative presentations, etc...	

Course	Details
Code	BBAENL 231
Title	Compulsory Foundation Course In English
Programme	BBA
Year / Semester	Second/ Third
Type	Compulsory Foundation Course
Total Credits	2
Total Contact Hours	48
Contact Hours per Week	4
Examination Duration	3 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	4 One Act Plays
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations,
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam

Objectives :

- ❖ To enable the learner to communicate in real-life situations effectively and appropriately.
- ❖ To use English effectively throughout the curriculum for study purposes.
- ❖ To develop interest in and appreciation of Literature.
- ❖ To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.

Expected Outcomes :

Upon the completion of this course, the students will be able to:

CO 1: Identify the story, characters, plot.

CO 2: Recognize the author's / characters' viewpoint, attitude or opinion.

CO3: Enhance their Oral and written communication skills like Accuracy and fluency of expression.

CO 4: Master the Mechanics of writing; the use of correct punctuation marks and capital letters.

CO 5: Practice writing through assignments that ask them to plan, draft, revise and edit your essays over time.

CO 6: Demonstrate persuasive techniques used in advertising, specifically, pathos or emotion, logos or logic, and ethos or credibility/character. Learners use this knowledge to analyze advertising in a variety of sources: print, television, and Web-based advertisement.

Course	Details
Code	BBAKAL 231
Title	Kannada
Programme	B.B.A.
Year / Semester	Second / Third
Type	Group III Compulsory Foundation Language - 2
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 hrs.
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	4 Units
Pedagogy	Lecture with Interactive Sessions, discussions, Debate
Evaluation Method	Viva-voce, Assignments, Two Internal Exams, One end term Semester Exam
Objective : ಜನಪದ,ನಡುಗನ್ನಡ ಕಾವ್ಯ, ಕೀರ್ತನೆ, ಹೊಸಗನ್ನಡ ಕವನ ,ಕೊಂಕಣಿ,ಅರೆಭಾಷೆ, ವ್ಯಕ್ತಿತ್ವವಿಕಾಸ ,ಆತ್ಮಚರಿತ್ರೆ ಮುಂತಾದ ವಿಷಯಗಳಿಗೆ ಸಂಬಂಧಿಸಿದ ಪಠ್ಯಗಳ ಮೂಲಕ ಅರಿವಿನ ವಿಸ್ತರಣೆ.	
Expected Outcomes : ಪಠ್ಯವನ್ನುಪೂರ್ಣಗೊಳಿಸಿದಬಳಿಕವಿದ್ಯಾರ್ಥಿಗಳು : CO 1: ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಪರಿಚಯವನ್ನು ಮಾಡಿಕೊಳ್ಳುತ್ತಾರೆ. CO 2: ಕನ್ನಡ ಭಾಷೆಗೆ ನಿಕತ ಸಂಬಂಧವುಳ್ಳ ಇತರ ಭಾಷೆಗಳ ಸೊಗಸನ್ನು ಅರಿಯುತ್ತಾರೆ. CO 3: ಕನ್ನಡ ಪದಗಳ ವ್ಯುತ್ಪತ್ತಿಯನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುತ್ತಾರೆ. CO 4: ಕಾದಂಬರಿ ಪ್ರಕಾರದ ಮೂಲಕ ರೈತರ ಸಮಸ್ಯೆಗಳನ್ನು ತಿಳಿದುಕೊಳ್ಳುತ್ತಾರೆ. CO 5 : ಜೀವನಮೌಲ್ಯಗಳನ್ನು ಅರಿತುಕೊಳ್ಳುತ್ತಾರೆ.	

Course	Details
Code	BBA HDL231
Title	Hindi Language
Programme	B.B.A
Year / Semester	Second / Third
Type	Group III Paper III Compulsory Foundation Language
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	3 hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total :100
Total Modules	04
Pedagogy	Lectures with interactive classes, Audio Visual Classes, Role plays from Drama prescribed.
Evaluation Method	Viva, Assignments, Internal Exam and Semester Exam
Objectives: To make students understand the Novel prescribed and practice official communication by specimen writing.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Acquire Knowledge of creating Drama. CO 2: Inculcate the required Ethics. CO3: Understand the need for moral values. CO 4: Understand official communication in Hindi. CO5: Learn emerging trends in official language in Hindi .	

Course	Details
Code	BBASKL231
Title	Sanskrit
Program	BBA
Year / Semester	Second / Third
Type	Group III : Foundation Course – Language 2
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	3 Hours
Max. Marks	CIA : 20 End Semester Exam :80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Role Plays, Quiz, Group Discussions, Debates, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objectives : <ul style="list-style-type: none"> To improve the knowledge of Sanskrit Literature and Culture of Sanskrit amongst the students and make them succeed in life. To motivate students to spread the essence of Devabhasha Sanskrit, by giving them resources required. To make the students appreciate the immortal works of our Ancient seers and poets. To make the students Learn good Moral values and become good citizens and promote a healthy society. 	
Expected Outcomes : <p>Upon the completion of this course, the students will be able to :</p> <p>CO 1 : Understand fundamental concepts, principles and functions of Language.</p> <p>CO 2 : Understand the Literature (Plays – Nataka- Madhyama Vyayoga)</p> <p>CO 3 : Understand the Grammar aspects (Alankara & Chandamsi)</p> <p>CO 4 : Practice Conversation in Sanskrit</p> <p>CO 5 : Understand Ancient Indian sciences like Yoga, Bhagavadgeetha, and Poems etc.</p>	

Course	Details
Code	BBAGEF231
Title	Gender Equity.
Programme	BBA
Year / Semester	Second /Third
Type	Group III – Elective Foundation Courses
Total Credits	01
Total Contact Hours	28
Contact Hours per Week	02
Examination Duration	02 Hours
Max. Marks	CIA: 10 End Semester exam:40 Total : 50
Total Modules	04
Pedagogy	Lectures with Interactive Sessions, Debate, Group Discussions, PPT
Evaluation Method	2 Internal Examination/ Viva-Voce/Assignment, One End Semester
Objective: 1) To understand the Basic concepts of Gender Equity. 2) To create awareness on Gender Discrimination and Violence. 3) To generate women Empowerment.	
Expected Outcomes : Upon the completion of this course the students will be able to CO 1: Enrich the knowledge on basic Concept of Gender Equity. CO 2: Generate awareness on Gender Discrimination and Gender violence. CO 3 : Provide knowledge on Constitutional Rights and protective Legislations for women. CO 4 : Provide knowledge on Measures adopted / Implemented for Gender Empowerment.	

FOURTH SEMESTER

Course	Details
Code	BBABMC 282
Title	Modern Banking Management
Programme	BBA
Year / Semester	Second/ Fourth
Type	Group 1: Core Course
Total Credits	03
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam :80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive session, group discussion, Brainstorming
Evaluation Method	Viva-Voce, Assignment, 2 internal exam, one end semester exam
Objectives: To provide basic knowledge about the working of the banking and financial system of the country and to create awareness and orientation on the digital banking skills among the students.	
Expected Outcomes : Upon the completion of this course the students will be able to: CO1: Understand structure and functioning of commercial banks in India. CO2: Comprehend the functioning of Central Banks its monetary policy. CO3: Distinguish money and capital markets. CO4: Infer the role and functioning of financial organization viz., SBI, RRB, EXIM BANK, NABARD. CO5: Explain Customer Relationship Management in banking and its strategies in the new age.	

Course	Details
Code	BBABMC 283
Title	Computer Applications in Management
Programme	BBA
Year / Semester	Second/Fourth
Type	Group I : Core Course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam :80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Group Discussions, Brainstorming, Practical Sessions, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objectives : To familiarize students with the latest development in the fields of computers, give a brief idea about application of computers in business and basics of management information systems.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Understand components of computer, computer networking and network topology. CO 2: Explain the concept of MIS, its framework and implementation. CO 3: Differentiate data and information and explain sources of information systems. CO 4 : Describe MIS planning and its phases in decision making process. CO 5: Acquire knowledge on the concepts and applications of Office Automation and Virtual Office.	

Course	Details
Code	BBABMC 284
Title	Human Resource Management
Programme	BBA
Year / Semester	Second/Fourth
Type	Group I: Core course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA :20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Group Discussion, Role Play, Quiz, Resume Writing, Power Point Presentation, Case studies, Interactive Session with Resource Person
Evaluation Method	Viva Voce, Power Presentation ,Two Internal Exam, End Semester Exam
Objective: To help students to understand the elements of Human Resource Management.	
Expected Outcomes : Upon the completion of this course, the students will be able to :: CO 1: Understand the concept of HRM and role and qualities of HR Manager. CO 2: Analyze the types and essentials of sound HR policies. CO 3: Evaluate the guidelines to make effective HR planning. CO 4: Explain the concept of Job Design and Job Evaluation. CO 5: Understand and explain the concept of Recruitment, Selection process, Transfer and compensation.	

Course	Details
Code	BBABMC 285
Title	Fundamentals of Financial Management
Programme	BBA
Year / Semester	Second/Fourth
Type	Group I - Core course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT presentations.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objective: To acquaint the students with the fundamentals of financial management concepts and techniques.	
Expected Outcomes : Upon the completion of this course, the students will be able to: CO 1: Understand the concept of Financial Management and Time value of money. CO 2: Evaluate projects on Capital budgeting under various methods CO 3: Enrich the knowledge on Measurement of cost of capital and its computation. CO 4: Explain various types of Leverage and its computation. CO 5: Understand the concept of Dividend Policy, and solve the Problems on Walter and Gordon's Model.	

Course	Details
Code	BBABMC 286
Title	Corporate Accounting-II
Programme	BBA
Year / Semester	Second / Fourth
Type	Group I : Core Course
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Chalk and talk method, Interactive sessions, PPT Presentations, Group Discussions, Brain-storming,
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, Semester Exam
Objective: To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.	
Expected Outcomes : On successful completion of this course students will be able to: CO1: Understand the concept of Amalgamation, absorption of companies and the techniques of preparing related financial statements CO2: Acquire conceptual knowledge on External and Internal Reconstruction of companies and its accounting procedure CO3: Explain the concept of Liquidation of companies and preparation of the financial statements CO4: Prepare consolidated Balance Sheet of Holding and Parent Companies. CO 5: Understand the procedure of bonus issue, revaluation of assets and payment of dividend.	

Course	Details
Code	BBABMCE286
Title	Business Management Process
Programme	BBA
Year / Semester	Second / Fourth
Type	Group II : Interdisciplinary Elective Course
Total Credits	01
Total Contact Hours	24
Contact Hours per Week	02
Examination Duration	02 Hours
Max. Marks	CIA : 10 End Semester Exam :40 Total : 50
Total Modules	03
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Role Plays, Group Discussions, Brainstorming, Case Analysis, Debates, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objective: To introduce the concepts of management, its principles and familiarize the functions of management.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept of management and its functions. CO 2 : Analyze the roles and responsibilities of management at different levels. CO 3 : Evaluate the challenges of management in the context of new era. CO 4 : Understand the concept of planning, organizational design, delegation and decentralization. CO 5 : Develop insights on the concepts of leadership, motivation, communication and controlling.	

Course	Details
Code	BBABMCE 287
Title	Entrepreneurship Development
Programme	BBA
Year / Semester	Second/Fourth
Type	Group II : Electives
Total Credits	01
Total Contact Hours	24
Contact Hours per Week	02
Examination Duration	02 Hours
Max. Marks	CIA : 10 End Semester Exam :40 Total : 50
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Group Discussions, Brainstorming, Seminars and Presentations.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objectives : To familiarize students with Entrepreneurship, Small Enterprise Management and to impart basic entrepreneurial skills to run a business efficiently and effectively.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Explain various types of Entrepreneurs and differentiate between Entrepreneur and Intrapreneur Entrepreneurship in Economic Growth. CO 2: Outline the characteristics, ownership structures and steps involved in setting up a Business Opportunity. CO 3: Understand various Sources of Finance and ways to manage Working Capital CO 4: Explain the concept of Break-even Analysis, and types of taxation viz., Income Tax, GST and Custom Duty. CO 5: Examine the causes of Sickness in Small Business and learn various strategies and measures to turn around.	

Course	Details
Code	BBABMCE288
Title	Banking Practice
Programme	BBA
Year / Semester	Second / Fourth
Type	Group II : Interdisciplinary Elective Course
Total Credits	01
Total Contact Hours	24
Contact Hours per Week	02
Examination Duration	02 Hours
Max. Marks	CIA : 10 End Semester Exam :40 Total : 50
Total Modules	03
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Group Discussions, Brainstorming, Field Visit to Bank, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objective: To provide basic knowledge about the functioning of the banking and financial system of the country and expose the students to the operation of modern banking system.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the functions of Commercial Banks and its role in development of economy. CO 2 : Evaluate the relationship between Banker and Customer and its Legal framework. CO 3 : Infer the procedure of opening Savings, Current and Fixed Deposit Accounts. CO 4 : Explain various types of Negotiable Instruments and its uses. CO 5 : Develop insights on E-banking and other recent developments in the field of banking.	

Course	Details
Code	BBAENL 281
Title	Compulsory Foundation Course In English
Programme	BBA
Year / Semester	Second/ Third
Type	Compulsory Foundation Course
Total Credits	2
Total Contact Hours	48
Contact Hours per Week	4
Examination Duration	3 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	4 One Act Plays
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations,
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam

Objectives :

- ❖ To enable the learner to communicate in real-life situations effectively and appropriately.
- ❖ To use English effectively throughout the curriculum for study purposes.
- ❖ To develop interest in and appreciation of Literature.
- ❖ To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.

Expected Outcomes :

Upon the completion of this course, the students will be able to:

CO 1: Identify the story, characters, plot.

CO 2: Recognize the author's / characters' viewpoint, attitude or opinion.

CO3: Enhance their Oral and written communication skills like Accuracy and fluency of expression.

CO 4: Master the Mechanics of writing; the use of correct punctuation marks and capital letters.

CO 5: Practice writing through assignments that ask them to plan, draft, revise and edit your essays over time.

CO 6: Demonstrate persuasive techniques used in advertising, specifically, pathos or emotion, logos or logic, and ethos or credibility/character. Learners use this knowledge to analyze advertising in a variety of sources: print, television, and Web-based advertisement.

Course	Details
Code	BBAKAL 281
Title	Kannada
Programme	B.B.A.
Year / Semester	Second / Fourth
Type	Group III Compulsory Foundation Language - 2
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 hrs.
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	4 Units
Pedagogy	Lecture with Interactive Sessions, discussions, Debate
Evaluation Method	Viva-voce, Assignments, Two Internal Exams, One end term Semester Exam
Objectives : ಜನಪದ ಕಥನಕವನ, ಹಳಗನ್ನಡ ,ಸಾಂಗತ್ಯ,ತತ್ವಪದ, ಆಧುನಿಕ ಕವನ,ಅನ್ಯಭಾಷೆ ಕವನ ,ಝೆನ್ ಕಥೆ,ಮನೋವೈಜ್ಞಾನಿಕ ಪಠ್ಯಗಳ ಮೂಲಕ ಜ್ಞಾನವನ್ನು ಹೆಚ್ಚಿಸುವುದು.	
Expected Outcomes : ಪಠ್ಯವನ್ನು ಪೂರ್ಣಗೊಳಿಸಿದ ಬಳಿಕ ವಿದ್ಯಾರ್ಥಿಗಳು : CO1: ವಿವಿಧ ಛಂದಸ್ಸುಗಳಲ್ಲಿ ಬರೆಯಲ್ಪಟ್ಟಂತಹ ಕಾವ್ಯಗಳ ಮೂಲಕ ಕನ್ನಡ ಭಾಷೆಯ ಸೊಗಸನ್ನು ತಿಳಿಯುತ್ತಾರೆ. CO 2: ತುಳುನಾಡಿನ ವೀರಪುರುಷರಾದ ಕೋಟಿಚೆನ್ನಯರ ಚರಿತ್ರೆಯನ್ನು ಅರಿಯುತ್ತಾರೆ. CO3: ವ್ಯಕ್ತಿತ್ವ ವಿಕಾಸಕ್ಕೆ ಅಗತ್ಯವಾದ ನೈತಿಕ ಮೌಲ್ಯಗಳನ್ನು ಜೀವನದಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳಲು ಸ್ಪೂರ್ತಿಯನ್ನು ಪಡೆಯುತ್ತಾರೆ. CO 4: ಮಾನಸಿಕ ಆರೋಗ್ಯವನ್ನು ಕಾಪಾಡುವುದರ ಬಗ್ಗೆ ಮಾಹಿತಿಯನ್ನು ಪಡೆಯುತ್ತಾರೆ. CO 5: ಹಬ್ಬಗಳ ಮಹತ್ವವನ್ನು ತಿಳಿಯುತ್ತಾರೆ.	

Course	Details
Code	BBA HDL281
Title	Hindi Language
Programme	BBA
Year / Semester	Second / Fourth
Type	Group III Paper IV Compulsory Foundation Language
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	3 hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total :100
Total Modules	04
Pedagogy	Lectures with interactive discussions Audio Visual Classes , Role plays
Evaluation Method	Viva, Assignments, Internal Exam and Semester Exam
Objectives: To explain the Drama prescribed with enactment of characters in the play. Practice to write Bio Data and translations in Hindi	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Acquire Knowledge of realities existing in social life. CO 2: Understand the need of spiritual values. CO 3: Understand the Fantasy in modern literature. CO 4: Understand official language in Hindi. CO5: Learn emerging trends in Hindi translation.	

Course	Details
Code	BBASKL281
Title	Sanskrit
Program	BBA
Year / Semester	Second / Forth
Type	Group III : Foundation Course – Language 2
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	3 Hours
Max. Marks	CIA : 20 End Semester Exam :80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Role Plays, Quiz, Group Discussions, Debates, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objectives : <ul style="list-style-type: none"> To improve the knowledge of Sanskrit Literature and Culture of Sanskrit amongst the students and make them succeed in life. To motivate students to spread the essence of Devabhasha Sanskrit, by giving them resources required. To make the students appreciate the immortal works of our Ancient seers and poets. To make the students Learn good Moral values and become good citizens and promote a healthy society. 	
Expected Outcomes : <p>Upon the completion of this course, the students will be able to :</p> <p>CO 1 : Understand fundamental concepts, principles and functions of Language.</p> <p>CO 2 : Understand the Literature (Vanijya Mauktikam)</p> <p>CO 3 : Understand the Grammar aspects (Nyayas & Letter)</p> <p>CO 4 : Practice Conversation in Sanskrit</p> <p>CO 5 : Understand Ancient Indian sciences like Kautilya neethi and Mahabharath, koshah, Rajyashastram etc.</p>	

Course	Details
Code	BBAGEF281
Title	Environmental Studies
Programme	BBA
Year / Semester	Second /Fourth
Type	Group III – Elective Foundation Courses
Total Credits	01
Total Contact Hours	28
Contact Hours per Week	02
Examination Duration	02 Hours
Max. Marks	CIA: 10 End Semester exam:40 Total : 50
Total Modules	04
Pedagogy	Lectures with Interactive Sessions, Debate, Group Discussions, PPT
Evaluation Method	Viva-Voce, 2 Internal Examination, Assignment, One End Semester
<p>Objective: To introduce the Environmental studies.</p> <p>1) To make awareness on Environmental pollution.</p> <p>2) To provide knowledge on Natural Resources and its management.</p>	
<p>Expected Outcomes :</p> <p>Upon the completion of this course the students will be able to</p> <p>CO 1 : Enrich the knowledge on Environment.</p> <p>CO 2 : Generate Awareness on Environment pollutions.</p> <p>CO 3 : Provide knowledge on Resource conservation.</p> <p>CO 4 : Provide knowledge on legislative measures for Environment pollution.</p>	

FIFTH SEMESTER

Course	Details
Code	BBABMC331
Title	Commercial Law
Programme	BBA
Year / Semester	III Semester
Type	Group I: Core course
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA :25 End Semester Exam : 100 Total : 125
Total Modules	05
Pedagogy	Group Discussion, Power Point Presentation, Case studies, Interactive Session with Resource Person
Evaluation Method	Viva Voce, ,Two Internal Assessment Exam, End Semester Exam
Objectives : To familiarize the students with the relevant legislations affecting business.	
Expected Outcomes : Upon the completion of this course, the students will be able to: CO 1: Understand branches of law and differentiate between Agreement and Contract. CO 2: Examine rules governing Offer, Acceptance and Consideration. CO 3: Demonstrate implications of law and explain the difference between Misrepresentation and Fraud, Coercion and Undue influence. CO 4: Comprehend the Legality of object, different modes of discharge and remedies for the breach of contract. CO 5: Explain types of Negotiable instruments and gain insights on Information Technology Act.	

Course	Details
Code	BBABMC332
Title	Cost Accounting I
Programme	BBA
Year / Semester	V Semester
Type	Group I: Core course
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03
Max. Marks	CIA : 25 End Semester Exam : 100 Total : 125
Total Modules	05
Pedagogy	Chalk and talk method, interactive sessions, PPT Presentations
Evaluation Method	Viva- Voce, Two Internal Assessment Exam, Assignments, End Semester Exam
Objectives : To familiarize the students with the costing terminology, principles and applications of costing methods, techniques to the business enterprises.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Explain the types and techniques of costing and solve problems on Tenders/Quotations CO 2 : Understand realistic and practical applications of costing concepts. CO 3 : Recognize different methods involved in materials pricing viz., LIFO, FIFO and Weighted Average Method CO 4 : Evaluate types of wages applicable to laborers and systems of wage payments. CO 5 : Examine the classification of overhead cost and its absorption.	

Course	Details
Code	BBABMC 333
Title	Event Management and Public Relations
Programme	BBA
Year / Semester	Third/Fifth
Type	Group I – Core Course
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA: 25 End Semester Exam : 100 Total :125
Total Modules	05
Pedagogy	Lectures with interactive sessions, Group discussions, Use of PPT presentations, Brainstorming.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objective To promote a deep theoretical insight of both the Event Management and Public Relations discipline. Theories concepts and processes of various forms of Event Management and also of Public Relations are the main thrust of the paper.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Understand the concept of Event Management and its implementation. CO 2: Comprehend the principles and procedure of holding an event. CO 3: Explain the entire procedure of conducting an event. CO 4: Describe the importance of public relations and media management. CO 5: Analyze the responsibility of Event Organizer and create a blueprint for Corporate Events	

Course	Details
Code	BBABMC334
Title	Export Management
Programme	BBA
Year / Semester	Third/Fifth
Type	Group I : Core course
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 25 End Semester Exam :100 Total : 125
Total Modules	05
Pedagogy	Lectures with interactive sessions, Seminars and Presentations
Evaluation Method	Viva- Voce, Two Internal Assessment Exam, Assignment, One End Semester Exam
Objectives: To bring awareness about export business activities and its potential for business occupation for students.	
Expected Outcomes: Upon the completion of this course, the students will be able to: CO 1: Develop an understanding of International Trade and Balance of Payments. CO 2: Identify different Export Promotion Agencies and understand its functions CO 3: Explain the Export Trade Procedure and documents used in foreign trade. CO 4 : Comprehend the concept of International Marketing, distribution channels, Trade Barriers and Role of GATT, WTO, ASEAN and NAFTA. CO 5 : Describe strategies of Export pricing and role of FEMA, EXIM Bank and ECGC.	

Course	Details
Code	BBABMC 335
Title	Working Capital Management
Programme	BBA
Year / Semester	Third/ Fifth
Type	Group I - Core Course : Specialization I
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 25 End Semester Exam :100 Total : 125
Total Modules	05
Pedagogy	Chalk and talk method, Interactive sessions, PPT Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, End Semester Exam
Objectives: To familiarize students with the concepts & techniques of working capital management & lease financing	
Expected Outcomes : On successful completion of this course students will be able to: CO1: Understand the concepts of working capital, its sources and determinants. CO2: Gain insights on Management of cash and marketable securities and preparation of Cash Budget CO3: Analyze the crucial decision areas in Receivables and Payable Management CO4: Identify the objectives and techniques of Inventory Management and fixation of stock level. CO5: Apprehend Lease Financing and evaluation from lessee's point of view	

Course	Details
Code	BBABMCE 336
Title	Retail and Service Marketing
Programme	BBA
Year / Semester	Third / Fifth
Type	Group I - Core Course : Specialization II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 25 End Semester Exam :100 Total : 125
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Case Analysis, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objective: To acquaint students to the concepts of retailing, service marketing and its applications.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concepts of retailing and its formats. CO 2 : Develop insights on Retail locations and Operations. CO 3 : Analyze Customer Relationship Management in Retailing and its ethical issues. CO 4 : Understand the concepts of service marketing, service players and its mix elements. CO 5 : Gain an overview of different service sectors with its emerging trends.	

SIXTH SEMESTER

Course	Details
Code	BBABMC381
Title	Company Law
Programme	BBA
Year / Semester	Third /Sixth
Type	Group I : Core course
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 25 End Semester Exam :100 Total : 125
Total Modules	05
Pedagogy	Lectures with interactive sessions, Seminars and Presentations
Evaluation Method	Viva-Voce, Two Internal Assessment Exam, Assignment, One End Semester Exam
Objectives : To give an insight into the main provisions of the Companies Act relating to the formation, running and closure of the Joint Stock Companies.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Get Introduced to Company, its kinds and the concept of lifting the Corporate Veil. CO 2: Explain the steps involved in Formation of a company & its legal procedure. CO 3 : Identify types of share capital and shares, modes of acquiring membership and its termination. CO 4: Get acquainted with qualifications and duties of Company Secretary and Board of Directors CO 5 : Understand the types of Company meetings and modes of winding up of a company.	

Course	Details
Code	BBABMC382
Title	Investment Management
Programme	BBA
Year / Semester	Third/Fifth
Type	Group I - Core course
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA :25 End Semester Exam : 100 Total: 125
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Group Discussions, Brainstorming, Seminars and Presentations.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objectives : To give a general idea regarding the nature and types of investment opportunities in India.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Understand the concept of Investment, Speculation, Gambling and Credit Rating. CO 2: Illustrate the tools of Fundamental and Technical Analysis. CO 3: Compare and contrast Primary and Secondary Financial Markets. CO 4: Explain the concept of Mutual Funds, its types and role of AMFI. CO 5: Understand the concept of Portfolio Management and calculate Alpha, Beta and Return using CAPM model.	

Course	Details
Code	BBMBMC383
Title	Cost and Management Accounting
Programme	BBA
Year / Semester	Third/Sixth
Type	Group I: Core course
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03
Max. Marks	CIA : 25 End Semester Exam : 100 Total : 125
Total Modules	05
Pedagogy	Chalk and talk method, Interactive sessions, PPT Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exams, End Semester Exam
Objectives : To expose the students to the cost and management accounting methods and techniques used in practice.	
Expected Outcome : Upon the completion of this course, the students will be able to: CO 1 : Explain the different methods of costing. CO 2 : Understand the process of calculating Normal Loss, Abnormal Loss and Abnormal Gain. CO 3 : Analyze the techniques of Cost Analysis and Control, CVP, Break-even Analysis CO 4 : Gain insights on Budgetary Control by preparing different types of budgets. CO 5 : Solve problems related to Standard Costing.	

Course	Details
Code	BBABMCE384
Title	Auditing
Programme	BBA
Year / Semester	Third/ Six
Type	Group I : Core Course
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 25 End Semester Exam :100 Total : 125
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Case Studies, Debate ,Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objectives : To acquaint the students of Management with the intricacies of auditing, its need for the business and the Procedure & Practices.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1: Understand the concept of Auditing, its classification, techniques and Audit procedure. CO 2: Gain insights on the concepts of Internal check and Internal Control. CO 3: State the procedures in Vouching of cash receipt and cash payment transactions. CO 4: State the procedures in Verification and Valuation of different assets and Auditor's duty in verification of liabilities. CO 5: Acquire knowledge on Rights, Duties, Liability and Professional Ethics of a Company Auditor.	

Course	Details
Code	BBABMCE 385
Title	Project
Programme	BBA
Year / Semester	Third / Sixth
Type	Group I - Core Course : Optional
Total Credits	03
Total Contact Hours	-
Contact Hours per Week	-
Examination Duration	-
Max. Marks	CIA : 25 End Semester Exam :100 Total : 125
Total Modules	-
Pedagogy	Field Study, Survey, Experimental Study, Desk Research based on secondary data
Evaluation Method	Continuous and Periodic Review, Viva-Voce, Final Project Report
Objective: <ul style="list-style-type: none"> ▪ To equip with practical knowledge as to the business unit / firm. ▪ To enable students to develop further skills and knowledge gained on the course by applying them to the analysis of a specific business problem or issue, via a substantial piece of independent work carried out over an extended period. 	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Develop understanding on applying the various concepts learned by preparing a report. CO 2 : Demonstrate proficiency in design of a project, collection, analysis, interpretation of data, and presentation of results. CO 3 : Find justified solutions to the research problem(s) faced by business unit / firm. CO 4 : Gain practical exposure on the conduct of typical research work. CO 5 : Develop an excellent opportunity to link Project work to their future prospects and career.	

Course	Details
Code	BBABMC 386
Title	Financial Analysis
Programme	BBA
Year / Semester	Third/ Sixth
Type	Group I - Core Course : Specialization II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 25 End Semester Exam :100 Total : 125
Total Modules	05
Pedagogy	Chalk and talk method, interactive sessions, PPT Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, Semester Exam
<p>Expected Outcomes :</p> <p>On successful completion of this course students will be able to:</p> <p>CO1: Prepare Financial statements and analyze it through techniques like common size, comparative financial statement analysis and trend analysis.</p> <p>CO2: Formulate Fund Flow Statement and reflect changes in Working Capital</p> <p>CO3: Prepare Cash Flow Statement as per AS-3</p> <p>CO4: Analyze types of ratios using Ratio Analysis</p> <p>CO 5: Make Corporate Financial Strategic Planning and take appropriate decisions.</p>	

Course	Details
Code	BBABMCE 387
Title	Advertising and Sales Management
Programme	BBA
Year / Semester	Third / Sixth
Type	Group I - Core Course : Specialization II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 25 End Semester Exam :100 Total : 125
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Group Discussions, Brainstorming, Case Analysis, Debates, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objective: To acquaint students to the concepts of advertising, sales management and its applications.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concepts of Advertising and Advertising budget. CO 2 : Examine the concepts of media planning, copy development and ethics in advertising. CO 3 : Elicit knowledge on advertising agency and measuring effectiveness of advertising. CO 4 : Describe the concepts of Sales Management, Salesmanship and Sales Promotion. CO 5 : Develop insights on Sales Force Management and Sales Planning.	