



CANARA COLLEGE

Managed by Canara High School Association, Mangaluru

Re-accredited by NAAC with 3.21 CGPA at 'A' Grade (Cycle IV - 2022)

Recognized under Section 2(f) and 12(B) of U.G.C. Act, 1956, & Affiliated to Mangalore University
Mahatma Gandhi Road, Kodialbail, Mangaluru - 575 003, D. K. District, Karnataka, India

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

PEOs, POs, PSOs, GAs & COs

OUTCOME BASED EDUCATION

In accordance with

State Education Policy (SEP) Scheme

(Effective from 2024-25 Batch onwards)

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

Vision:

“To be a leading center of excellence in business education, research, and innovation, developing globally competitive leaders and entrepreneurs who drive economic and social transformation.”

Mission:

1. To provide high-quality business education that integrates theory with practical applications.
2. To foster critical thinking, innovation, and ethical leadership in business and management.
3. To conduct impactful research that contributes to business knowledge and economic growth.
4. To engage with industries, policymakers, and communities to address contemporary business challenges.
5. To cultivate an entrepreneurial mindset and equip students with the skills to succeed in dynamic business environments.

Motto:

"Empowering Leaders, Inspiring Innovation."

Programme Educational Objectives (PEOs):

The objectives of BBA Programme are:

PEO1	Impart knowledge of the fundamentals of Management theory and its application in problem solving.
PEO2	Select and apply appropriate tools for decision making required for solving complex managerial problems.
PEO3	Develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in Professional careers.
PEO4	Develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among the graduates.
PEO5	Produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
PEO6	Develop a positive attitude and life skills to become a multi-faceted personality with a sense of environmental consciousness and ethical values.

Programme Outcomes (POs):

On successfully completing the Programme the Graduates will be able to:

PO1	Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges.
PO2	Demonstrate the knowledge of management science to solve complex corporate problems using limited resources. Display enhanced personality and soft skills.
PO3	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO4	Demonstrate Entrepreneurial competencies.
PO5	Exhibit managerial skills in the areas of Marketing, Finance, HR, etc.
PO6	Identify business opportunities, design and implement innovations in workspace.
PO7	Possess a sturdy foundation for higher education.

Programme Specific Outcomes (PSOs):

On the successful completion of B.B.A., the Graduates will be able to:

PSO1	Acquire Practical learning through summer internship, industrial visit and Business Plan etc.
PSO2	Demonstrate analytical and problem-solving skills through specialization in Finance, Human Resource and Marketing to solve the business issues.
PSO3	Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.
PSO4	Comprehend the core concepts, methods and practices in Management.
PSO5	Venture into his/her own business or excel in executive roles in Private /Government Sector.
PSO6	Demonstrate the ability to create Business Plans.
PSO7	Develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.
PSO8	Matured Individuals and responsible Citizens to the Country.
PSO9	Demonstrate ability to work in Groups.

Graduate Attributes (GAs):

GA 1	Academic Excellence
GA2	Professional Efficiency
GA3	Effective Communication Skills
GA4	Leadership and Team Work
GA5	Continuous Learning
GA6	Creativity and Innovation
GA7	Environmental Sensitivity and Social Engagement

COURSE OUTCOMES (COs)

First Semester

Course	Details
Code	BBA1.1
Title	PRINCIPLES OF MANAGEMENT
Programme	Bachelor of Business Administration
Year / Semester	First / I
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	5 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies & Field Work etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives : <ol style="list-style-type: none">1. To introduce the principles and concepts of the management.2. To familiarize the application of principles and concepts of management.	
Course Outcomes: <p>On successful completion of the course, the Students will able to demonstrate:</p> <ul style="list-style-type: none">● The ability to understand the concepts of business management, principles and function of management in a developing economy● The ability to explain and undertake the process of planning and decision making in modern management system● The ability to create organization structures based on authority, task and responsibilities.● The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.● The ability to understand the requirement of good control system and control techniques	

Course	Details
Code	BBA 1.2
Title	BUSINESS ACCOUNTING -I
Programme	Bachelor of Business Administration
Year / Semester	First / I
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	5 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classroom Lectures, Tutorials, Seminar etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives : This course will enable students to</p> <ul style="list-style-type: none"> ● understand the principles and concepts of accounting and accounting standards ● gain the ability to pass journal entries and prepare ledger accounts ● learn to prepare subsidiary books ● learn to prepare depreciation account and rectify errors ● Prepare trial balance and final accounts of non-manufacturing sole proprietary concerns. 	
<p>Course Outcomes:</p> <p>On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> ● Understand the mechanism of accounting as well as accounting standards ● Pass journal entries and prepare ledger accounts ● Prepare subsidiary books ● Understand the depreciation accounting ● Prepare trial balance and final accounts of sole proprietary concern 	

Course	Details
Code	BBA 1.3
Title	CONTEMPORARY MARKETING MANAGEMENT
Programme	Bachelor of Business Administration
Year / Semester	First / I
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	5 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies & Field Work etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives : This course will enable students to</p> <ul style="list-style-type: none"> • To provide conceptual understanding of marketing management concepts. • To familiarize the students with the contemporary issues in Marketing. • To provide foundation for advanced electives in Marketing as well as other business/social disciplines. • To introduce students to the analysis, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. 	
<p>Course Outcomes:</p> <p>On successful completion of the course, the students will</p> <ul style="list-style-type: none"> • Familiarize to the concepts and Contemporary issues of marketing and its applications. • Understand the 4 Ps of marketing and its strategies. • Analyze the importance of digital and green marketing • Describe the service and rural marketing concepts and challenges 	

Course	Details
Code	BBA1.4
Title	E-COMMERCE
Programme	Bachelor of Business Administration
Year / Semester	First / I
Type	SEP
Total Credits	3 Credits
Total Contact Hours	48 hours
Contact Hours per Week	4 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies & Field Work etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives : The basic objectives of this course is :</p> <ul style="list-style-type: none"> • To give a comprehensive understanding of the business and technology aspects of electronic commerce. • To prepare the learners to leverage the power of the internet, digital platforms, and emerging technologies to drive successful e-commerce operations and contribute to the growth of the online business landscape. • To align with National Goals of “Make in India”, “Start-Ups and Stand-Up India” and “Digital India”. 	
<p>Course Outcomes:</p> <p>On successful completion of the course, the students will demonstrate the ability to :</p> <ul style="list-style-type: none"> • Explore and comprehend fundamental concepts of e-Commerce. • Understand and apply electronic commerce business models to real-world scenarios. • Classify the different Electronic Payment Mechanisms and Payment Gateways. • Analyze the state of e-Commerce in India and contribute to growth of the online business landscape. 	

Course	Details
Code	COMCOVS101
Title	CONSTITUTIONAL VALUES
Programme	Bachelor of Business Administration
Year / Semester	First / I
Type	SEP
Total Credits	2
Total Contact Hours	42
Contact Hours per Week	3 Hours
Examination Duration	2 Hours
Max. Marks	50
Total Modules	3
Pedagogy	Lectures, Assignments, seminars and group discussions, tutorials, interactive sessions with elected representatives and experts and surveys as applicable
Evaluation Method	Two Internal Assessment Examinations, End semester examination etc.
<p>Objectives :</p> <ol style="list-style-type: none"> 1. To enable students to grasp the constitutional framework of India. 2. To imbibe among students the foundational principles and values of the constitution. 3. To enable critical thinking on the importance and influence of constitutional values in handling the complex and emerging issues. 4. To empower students with broader and critical knowledge base, understand their role and responsibilities and to become informed and responsible citizens prepared to address present and future challenges. 	
<p>Expected Outcomes:</p> <p>Upon the completion of this course, the students will be able:</p> <ol style="list-style-type: none"> 1. To understand the importance and constitutional structure of India. 2. Grasp the underlying principles and inculcate the value of the Constitution. 3. Realize and critically reflect on the influence of the constitution on law, governance and society and apply of the constitutional values in addressing the complex societal issues. 4. Be empowered with knowledge base, understand their responsibilities and become responsible citizen. 	

Course	Details
Code	BBAENLS101
Title	ENGLISH LANGUAGE
Programme	BBA
Year / Semester	First / I
Type	SEP
Total Credits	3
Total Contact Hours	48
Contact Hours per Week	4
Examination Duration	3 Hours
Max. Marks	Formative Assessment Marks: 20, Summative Assessment:80, Total:100
Total Modules	3
Pedagogy	Lectures with interactive Sessions, Use of PPT, and workbooks.
Evaluation Method	Assignments, Course-related Activities, Two internal Assessment Exams, End Semester Exam

Objectives :

Reading skills:

- Comprehending the overall content and underlying significance
- Follow the sequence of concepts, facts, etc.
- Locate important points and characteristics ;
- Identify and comprehend groups of phrases or phrases ;
- To grasp the significance of words and phrases ;
- To acquire the capacity to use an appropriate dictionary ;
- To develop right reading practices in a silent, extensive and intensive manner ;

to understand content other than the prescribed text ;

Listening skills

The ability to understand English when it is spoken the student should able to :

- Understand the meaning of words, phrases and sentences in context;
- Understand statements, questions, instructions, and commands;
- Grasp the substance and central idea of what is heard;
- Maintain his/her listening attention for a reasonable length of time

Speaking skills

The ability to speak intelligibly, the student can

- pronounce English correctly and intelligibly;
- use appropriate word stress, sentence stress and elementary intonation patterns;
- Speak intelligibly while making statements, asking questions, giving

instructions and commands, and reporting events. put ideas in proper sequence

Writing Skills

- the ability to write English correctly:
- Master the mechanics of writing; the use of correct punctuation marks and capital letters.
- Spell words correctly
- write neatly and legibly with reasonable speed
- use appropriate vocabulary
- use correct grammatical items
- Write coherently in more than one paragraph
- Make notes and summarise

Expected Outcomes :

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

By the end of the programme, the students will

- Acquire the LSRW (Listening, Speaking, Reading, Writing)skills
- Learn to appreciate literature
- Obtain knowledge of literary devices and genres
- Acquire creativity and the skills of expression
- Know how to use digital learning tools
- Be aware of social responsibilities
- Develop the ability to read and write critically
- Increase the reading speed
- Enhance the analytical skills

Course	Details
Code	BBAHDLS101
Title	HINDI LANGUAGE
Programme	Bachelor of Business Administration
Year / Semester	1 st /First
Type	SEP
Total Credits	03
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Blackboard
Evaluation Method	Assignment, Course related Activities, Two Internal Assessment Exam, One End Semester Exam
Objectives :	
<ul style="list-style-type: none"> • To develop students linguistic competence and mental ability through the study of Hindi short stories. • To build confidence in reading and comprehension by engaging students with meaningful narrative texts. • To help students understand the interrelationship between society and commerce (social-economic life) as reflected in Hindi stories. • To promote logical and focused writing. • To improve comprehension and analytical writing skills. 	
Expected Outcomes :	
<ul style="list-style-type: none"> • Developed linguistic competence and mental abilities through systematic reading and understanding of Hindi short stories. • Gained confidence through reading stories, enhancing comprehension, interpretation and expression skills. • Understood the mutual relationship between society and commerce as depicted in Hindi short stories. • Students gained confidence in extended written expression. • Students demonstrated improved creative and analytical writing skills. 	

Course	Details
Code	BBAKALS101
Title	KANNADA LANGUAGE
Programme	Bachelor of Business Administration
Year / Semester	First / I
Type	SEP
Total Credits	03
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Lecture and Discussion
Evaluation Method	Assignment, Course related Activities, Two Internal Assessment Exam, One End Semester Exam
Objectives : <ul style="list-style-type: none"> • To develop professional communication skills. • To relate literature with business and management contexts. • To improve logical thinking and clarity of expression. • To instill ethical and social values. • To prepare students for administrative and corporate communication 	
Expected Outcomes : Upon the completion of this course, the students will be able : <ul style="list-style-type: none"> • Students will understand the characteristics and importance of narrative and informative prose. • Students will learn values such as discipline, responsibility, leadership, and ethics through prose texts. • Students will gain the ability to connect prose themes with real-life and professional situations. • Students will improve communication skills useful in administration and management fields. • Students will develop critical thinking and problem-solving skills through textual analysis. • Students will enhance writing skills required for reports, presentations, and official communication. 	

Second Semester

Course	Details
Code	BBA 2.1
Title	BUSINESS ENVIRONMENT
Programme	Bachelor of Business Administration
Year / Semester	First / II
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	05 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies & Field Work etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives : The basic objectives of this course is :</p> <ul style="list-style-type: none"> • To orient the learners towards the basic concepts of Indian and global business environment. • To acquaint with the nature and dimensions of evolving business environment and how they influence managerial decisions. 	
<p>Course Outcomes:</p> <p>On successful completion of the course, the students will demonstrate the ability to :</p> <ul style="list-style-type: none"> • Explore the dynamic nature of business in an intensely competitive environment. • Examine the two-way impact of Business on Environment and Environment on Business. • Identify and evaluate the multidimensional settings within which businesses operate. • Forecast possible impacts of change in policies and law son operations of business. • Build a conducive internal business environment for the firm to operate. 	

Course	Details
Code	BBA 2.2
Title	BUSINESS ACCOUNTING-II
Programme	Bachelor of Business Administration
Year / Semester	First / II
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	05 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classrooms lecture, Tutorials, and Problem Solving.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives : The objective of teaching the Business Accounting II curriculum is:</p> <ul style="list-style-type: none"> • To familiarize with the different forms of business organisation. • To learn the accounting treatment in different business forms. • To keep pace with the contemporary business trends and accounting practices. 	
<p>Course Outcomes: On successful completion of the course, the students will demonstrate the ability to independently:</p> <ul style="list-style-type: none"> • Understand and prepare accounts for consignment • Prepare accounts for the Not-For-Profit Organization • Understand the distinction between Unlimited and Limited Liability Partnership • Prepare accounts of Partnership Firms in the various circumstances of Admission, Retirement and Death of a Partner • Prepare accounts on Dissolution of Partnership Firm 	

Course	Details
Code	BBA 2.3
Title	WORK FORCE MANAGEMENT
Programme	Bachelor of Business Administration
Year / Semester	First / II
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	05 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classrooms lecture, Tutorials, Case studies, Quiz, Group discussion, Seminar, & Field study etc.,
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives : The course is introduced with the following objectives</p> <ul style="list-style-type: none"> • To create awareness about the concepts of Workforce or Human Resource. • To create knowledge about the process of getting employment. • To make aware of the recent developments in the field of Workforce or Human Resource Management. 	
<p>Course Outcomes:</p> <p>On successful completion of the course, the students' will be able</p> <ul style="list-style-type: none"> • To understand the basic concepts of Workforce or Human Resource Management. • To be aware of how the Human Resource works in an organization. • To understand about the role and functions of Human Resource. 	

Course	Details
Code	BBA 2.4
Title	PRODUCTION AND OPERATIONS MANAGEMENT
Programme	Bachelor of Business Administration
Year / Semester	First / II
Type	SEP
Total Credits	3 Credits
Total Contact Hours	48 hours
Contact Hours per Week	4 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives : The course is introduced with the following objectives</p> <ul style="list-style-type: none"> • To understand the role of production and operations management that is required in an organization. • To study the process and practices of plant location and layout by organizations. • To understand the importance of Production Planning and Control and its impact on other decisions and operations in organizations. • To understand the Challenges of inventory management and quality management in an organization.. 	
<p>Course Outcomes:</p> <p>At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> • Understand ever growing importance of Production and Operations Management in uncertain business environment. • Gain an in-depth understanding of Plant Location and Layout • Appreciate the unique challenges faced by firms in Inventory Management. • Understand the subject as to Production Planning and Control. • Develop skills to operate competitively in the current business scenario. 	

Course	Details
Code	COMEVS201
Title	ENVIRONMENT STUDIES
Programme	Bachelor of Business Administration
Year / Semester	First /II
Type	SEP
Total Credits	2
Total Contact Hours	40
Contact Hours per Week	3 Hours
Examination Duration	2 Hours
Max. Marks	50
Total Modules	3
Pedagogy	Lectures, Assignments, seminars and group discussions, tutorials, interactive sessions with elected representatives and experts and surveys as applicable
Evaluation Method	Two Internal Assessment Examinations, End semester examination etc.
<p>Objectives :</p> <ol style="list-style-type: none"> 1. To make students to realize the importance of a healthy environment and understand the various aspects of eco-systems. 2. To enable students to grasp the significance and issues related to bio-diversity and natural resources and the ways of conservation. 3. To enable students to have a nuanced understanding of environmental pollution, solid waste management and climate change and to act with concern on environmental issues. 1. 4. To raise awareness of environmental policies and conservation efforts, and encourage public awareness and individual roles in protecting the environment through sustainable practices. 	
<p>Expected Outcomes:</p> <p>Upon the completion of this course, the students will be able:</p> <ol style="list-style-type: none"> 1. To understand the environmental significance: Comprehend the critical importance of the environment in our lives and gain a thorough understanding of various aspects of eco-systems. 2. Engage in Conservation Efforts: Develop confidence and skills to actively participate in the conservation of water, soil and biodiversity. 3. Mitigate climate change and pollution: Initiate and adopt eco-friendly practices in daily life to contribute to climate change mitigation and pollution prevention. 4. Promote sustainable Development: Acquire knowledge about sustainable development and learn how to contribute effectively to the nation's progress. 2. 5. Appreciate concerns of environmental movements: Become aware and appreciate the values and concerns of environmental movements and policies and act responsibly on environment-related issues. 	

Course	Details
Code	BBAENLS201
Title	ENGLISH LANGUAGE
Programme	BBA
Year / Semester	First / II
Type	SEP
Total Credits	3
Total Contact Hours	48
Contact Hours per Week	4
Examination Duration	3 Hours
Max. Marks	Formative Assessment Marks: 20, Summative Assessment:80, Total:100
Total Modules	3
Pedagogy	Lectures with interactive Sessions, Use of PPT, and workbooks.
Evaluation Method	Assignments, Course-related Activities, Two internal Assessment Exams, End Semester Exam
<p>Objectives :</p> <p>Reading skills:</p> <ul style="list-style-type: none"> • Comprehending the overall content and underlying significance • Follow the sequence of concepts, facts, etc. • Locate important points and characteristics ; • Identify and comprehend groups of phrases or phrases ; • To grasp the significance of words and phrases ; • To acquire the capacity to use an appropriate dictionary ; • To develop right reading practices in a silent, extensive and intensive manner ; • to understand content other than the prescribed text ; <p>Listening skills</p> <p>The ability to understand English when it is spoken the student should able to :</p> <ul style="list-style-type: none"> • Understand the meaning of words, phrases and sentences in context; • Understand statements, questions, instructions, and commands; • Grasp the substance and central idea of what is heard; <p>Maintain his/her listening attention for a reasonable length of time</p> <p>Speaking skills</p> <p>The ability to speak intelligibly, the student can</p> <ul style="list-style-type: none"> • pronounce English correctly and intelligibly; • use appropriate word stress, sentence stress and elementary intonation patterns; • Speak intelligibly while making statements, asking questions, giving instructions and commands, and reporting events. put ideas in proper sequence <p>Writing Skills</p> <ul style="list-style-type: none"> • the ability to write English correctly: • Master the mechanics of writing; the use of correct punctuation marks and 	

capital letters.

- Spell words correctly
- write neatly and legibly with reasonable speed
- use appropriate vocabulary
- use correct grammatical items
- Write coherently in more than one paragraph
- Make notes and summarise

Expected Outcomes :

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

By the end of the programme, the students will

- Acquire the LSRW (Listening, Speaking, Reading, Writing)skills
- Learn to appreciate literature
- Obtain knowledge of literary devices and genres
- Acquire creativity and the skills of expression
- Know how to use digital learning tools
- Be aware of social responsibilities
- Develop the ability to read and write critically
- Increase the reading speed
- Enhance the analytical skills

Course	Details
Code	BBAHDLS201
Title	HINDI LANGUAGE
Programme	Bachelor of Business Administration
Year / Semester	First /II
Type	SEP
Total Credits	03
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Blackboard
Evaluation Method	Assignment, Course related Activities, Two Internal Assessment Exam, One End Semester Exam
Objectives :	
<ul style="list-style-type: none"> • To inculcate communicative ability and interest in literature among students. • To promote and strengthen moral values through literary learning. • To develop an appreciation of poetic art and the aesthetic beauty of language. • To enhance the correct, appropriate, and effective use of language. 	
Expected Outcomes :	
<ul style="list-style-type: none"> • Developed communicative ability and interest towards literature • Promoted and expanded moral values • Developed interest in poetic art and the beauty of language • Developed the proper and effective use of language 	

Course	Details
Code	BBAKALS201
Title	KANNADA LANGUAGE
Programme	Bachelor of Business Administration
Year / Semester	First / II
Type	SEP
Total Credits	03
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Lecture and Discussion
Evaluation Method	Assignment, Course related Activities, Two Internal Assessment Exam, One End Semester Exam
<p>Objectives :</p> <ul style="list-style-type: none"> • To develop professional communication skills. • To relate literature with business and management contexts. • To improve logical thinking and clarity of expression. • To instill ethical and social values. • To prepare students for administrative and corporate communication 	
<p>Expected Outcomes :</p> <p>Upon the completion of this course, the students will be able :</p> <ul style="list-style-type: none"> • Students will understand the characteristics and importance of narrative and informative prose. • Students will learn values such as discipline, responsibility, leadership, and ethics through prose texts. • Students will gain the ability to connect prose themes with real-life and professional situations. • Students will improve communication skills useful in administration and management fields. • Students will develop critical thinking and problem-solving skills through textual analysis. • Students will enhance writing skills required for reports, presentations, and official communication. 	

Third Semester

Course	Details
Code	BBA 3.1
Title	ORGANISATIONAL BEHAVIOUR
Programme	Bachelor of Business Administration
Year / Semester	Second / III
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	05 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classroom lectures, Tutorials, Group discussion, Seminar, Case studies, Field work etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives: <ul style="list-style-type: none"> • To introduce students to the key concepts, theories, models that explain individual and group behavior in organizations for efficient and effective utilization of human resources in the organizations.. 	
Course Outcomes: On completion of the course, the students will able to <ul style="list-style-type: none"> • To understand the fundamental concepts and significance of OB in managerial organizations. • To analyze the impact of personality, perception, attitude and motivation on individual behavior in organizational settings. • To develop skills and ability to work as individual and in groups to achieve organizational goals. • To design and develop strategies to manage conflict, stress, promoting employee wellbeing and organizational resilience. 	

Course	Details
Code	BBA 3.2
Title	CORPORATE ACCOUNTING-I
Programme	Bachelor of Business Administration
Year / Semester	Second / III
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	05 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classroom lectures, case studies, Tutorial classes, Seminar etc.,.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives: The objectives of teaching the Corporate Accounting I curriculum are</p> <ul style="list-style-type: none"> • To familiarize with the corporate firms. • To learn the accounting treatment of corporate firms • To keep pace with the contemporary business trends and accounting practices 	
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the treatment of underwriting of shares • Know the redemption of preference shares • Know the redemption of Debentures • Computation of pre and post incorporation profit or loss • To prepare the financial statement of companies 	

Course	Details
Code	BBA 3.3
Title	BASICS OF FINANCIAL MANAGEMENT
Programme	Bachelor of Business Administration
Year / Semester	Second / III
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	05 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classroom Lectures, Tutorials, Seminars etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives: This course will enable students to</p> <ul style="list-style-type: none"> • To explain the core concepts and functions of financial management. • To enable evaluation of investment projects using capital budgeting techniques. • To compute the cost of various sources of capital. • To understand financing, leverage, and dividend decisions. • To interpret financial statements using ratios and cash flow analysis. 	
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Describe key financial management functions and decisions. • Apply investment evaluation methods effectively. • Calculate and interpret the cost of capital and WACC. • Analyze financing and dividend policies using theory and tools to support financial decisions. • Perform ratio and cash flow analysis to assess financial health. 	

Course	Details
Code	BBA 3.4
Title	HUMAN RESOURCE DEVELOPMENT
Programme	Bachelor of Business Administration
Year / Semester	Second / III
Type	SEP
Total Credits	2 Credits
Total Contact Hours	36 hours
Contact Hours per Week	03 hours
Examination Duration	3 Hours
Max. Marks	50
Total Modules	03
Pedagogy	Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies & Field Work etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives:	
<ul style="list-style-type: none"> ○ Acquire academic knowledge of the subject ○ Develop HRD Skills ○ Prepare Students with required HRD skills for organizations. 	
Course Outcomes:	
<ul style="list-style-type: none"> ● Understand the need of HRD ● Comprehend the framework of HRD ● Understand the models used to evaluate the HRD program ● Recognize the need of Employee Counseling ● Realize the recent trends in HRD practices 	

Course	Details
Code	BBA 3.5
Title	EXECUTIVE DEVELOPMENT AND SOFT SKILLS
Programme	Bachelor of Business Administration
Year / Semester	Second / III
Type	SEP
Total Credits	2 Credits
Total Contact Hours	36 hours
Contact Hours per Week	03 hours
Examination Duration	3 Hours
Max. Marks	50
Total Modules	03
Pedagogy	Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies, Role Plays & Simulations, Guest Lectures by Industry Experts, Reflective Journals and Assignments & Field Work etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives: By the end of this course, the learners will be able to:</p> <ul style="list-style-type: none"> • Understand the core concepts of executive development and its relevance in shaping future leaders. • Enhance interpersonal, emotional, and self-management skills essential for personal and professional success. • Develop self-awareness, emotional intelligence, and adaptability to navigate workplace challenges. • Practice time management, ethical decision-making, and professional etiquette through experiential activities. • Apply soft skills to real-world scenarios, enabling students to become responsible and effective executives. 	
<p>Course Outcomes: Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Describe the importance of executive development and identify methods used for grooming future leaders. • Demonstrate interpersonal and team-building skills through participation in collaborative activities. • Analyze personal strengths, weaknesses, and emotional tendencies using tools like SWOT and personality tests. • Apply time management strategies and self-discipline techniques to enhance productivity and balance. • Exhibit professionalism through ethical conduct, grooming, and appropriate business etiquette in varied workplace settings. 	

Course	Details
Code	BBAENLS301
Title	ENGLISH LANGUAGE
Programme	Bachelor of Business Administration
Year / Semester	Second / III
Type	SEP
Total Credits	3
Total Contact Hours	48
Contact Hours per Week	4
Examination Duration	3 Hours
Max. Marks	Formative Assessment Marks: 20, Summative Assessment:80, Total:100
Total Modules	3
Pedagogy	Lectures with interactive Sessions, Use of PPT, and workbooks.
Evaluation Method	Assignments, Course-related Activities, Two internal Assessment Exams, End Semester Exam
Objectives :	
<ul style="list-style-type: none"> • To enhance LSRW (Listening, Speaking, Reading, Writing) skills • To develop interpersonal communicative skills • To argument presentation skills • To develop the ability to critically analyses, interpret and appreciate literary texts • To inculcate an openness to, and appreciation of, social, cultural, religious and ethnic diversities. • To train students for new and emerging professional positions like content writers, interpreters, translators, and transcribers • To facilitate preparation for competitive examinations like UPSC/KPSC/IBPS/SSC/RAILWAYS/TOEFL/IELTS and others 	
Expected Outcomes :	
<ul style="list-style-type: none"> • Upon the completion of this course, the students will be able to: • By the end of the programme, the students will • Acquired enhanced LSRW(Listening, Speaking, Reading, Writing)skills • Been equipped with interpersonal communicative skills • Augmented their presentation and analytical skills • Developed an ability to critically analyses, interpret and appreciate literary texts • Developed an openness to, and appreciation of social, cultural, religious and ethnic diversities • Developed the skills required for employability in emerging professional positions such as – content writers, interpreters, translators, transcribers • Acquired language skills for successfully facing competitive examinations like: UPSC/KPSC/IBPS/SSC/RAILWAYS/TOEFL/IELTS and others. 	

Course	Details
Code	BBAHDLS301
Title	HINDI LANGUAGE
Programme	Bachelor of Business Administration
Year / Semester	Second / III
Type	SEP
Total Credits	03
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Blackboard
Evaluation Method	Assignment, Course related Activities, Two Internal Assessment Exam, One End Semester Exam
Objectives :	
<ul style="list-style-type: none"> • To cultivate literary awareness and appreciation of Hindi prose literature among students. • To equip students with necessary language skills and knowledge required for competitive and Government examinations. • To develop proficiency in Hindi as the Official language for academic, administrative and professional use. 	
Expected Outcomes :	
<ul style="list-style-type: none"> • Developed interest in Hindi prose literature. • Prepared students for Government jobs. • Provided knowledge of Official language Hindi 	

Course	Details
Code	BBAKALS301
Title	KANNADA LANGUAGE
Programme	Bachelor of Business Administration
Year / Semester	Second / III
Type	SEP
Total Credits	03
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Lecture and Discussion
Evaluation Method	Assignment, Course related Activities, Two Internal Assessment Exam, One End Semester Exam
Objectives :	
<ul style="list-style-type: none"> • To introduce students to the nature, scope, and key features of modern Kannada literature. • To familiarize students with the historical background, evolution, and major movements of modern Kannada literature. • To enable students to read, understand, and analyze prescribed literary texts critically. • To develop students' ability to interpret literary works from multiple perspectives. • To enhance critical thinking and evaluative skills through the study of themes, structure, language, and style of literary texts. • To help students understand the social relevance of literature and relate literary works to contemporary societal issues. • To improve students' language proficiency, creative expression, and academic writing skills through literary study. 	
Expected Outcomes :	
<p>Upon the completion of this course, the students will be able :</p> <ul style="list-style-type: none"> • Students will understand the nature and characteristics of modern Kannada literature. • Students will gain knowledge of the background, development, and major trends of modern Kannada literature and will be able to critically appreciate the works. • Students will be able to analyze and interpret the prescribed texts from different perspectives. • Students will develop the ability to critically evaluate literary works with reference to themes, structure, language, and style, and express their opinions effectively. • Students will be able to understand the social relevance of literary texts and relate them to contemporary issues. • Students will enhance their creative and critical thinking abilities and improve their language skills through the study of prescribed literary works. 	

Fourth Semester

Course	Details
Code	BBA 4.1
Title	QUANTITATIVE TECHNIQUES
Programme	Bachelor of Business Administration
Year / Semester	Second / IV
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	05 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classroom lectures, Tutorials, and Problem Solving.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives: <ul style="list-style-type: none"> • To acquaint the students with the basic knowledge of Business Statistics • To analyze business and managerial data 	
Course Outcomes: On successful completion of the course, the Students will be able <ul style="list-style-type: none"> • To understand the basic concepts in statistics. • To classify and construct statistical tables. • To understand and construct various measures of central tendency And dispersion • To apply correlation and regression for data analysis. • To apply time series for temporal data 	

Course	Details
Code	BBA 4.2
Title	CORPORATE ACCOUNTING – II
Programme	Bachelor of Business Administration
Year / Semester	Second / IV
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	05 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classroom Lectures, Tutorials, Seminar etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives: This course will enable students to</p> <ul style="list-style-type: none"> • To provide the students with an understanding of accounting procedure for corporate restructuring. • To make the students understand the applications of Accounting Transactions in Corporate Sector. • To develop skills for valuing shares and goodwill. 	
<p>Course Outcomes:</p> <p>On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the procedures of corporate restructuring and to prepare the various accounting statements • Understands the applications of Accounting Transactions in Corporate Sector. • Develop the skill to value shares and goodwill 	

Course	Details
Code	BBA 4.3
Title	PROFESSIONAL COMMUNICATION
Programme	Bachelor of Business Administration
Year / Semester	Second / IV
Type	SEP
Total Credits	5 Credits
Total Contact Hours	60 hours
Contact Hours per Week	05 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	05
Pedagogy	Classroom lectures, Tutorials, and Problem Solving.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives: The objective of teaching the Professional Communication curriculum is as follows:</p> <ul style="list-style-type: none"> • To familiarize with the different forms of business communications • To possess a sound knowledge on professional requirements in communicating. • To familiarize and simulate the real world business communication • To keep pace with the contemporary business trends and communication styles • To have a fair knowledge about various mediums of technological communication 	
<p>Course Outcomes: On successful completion of the course, the students will confidently communicate and exhibit the professionalism in business communication:</p> <ul style="list-style-type: none"> • Understand the various types of professional communication • Strong hold on the tools and techniques of communication • Have sound and clear knowledge about report writing and correspondence • Independently correspond to business and employment communication 	

Course	Details
Code	BBA 4.4
Title	PERFORMANCE AND WELFARE MANAGEMENT
Programme	Bachelor of Business Administration
Year / Semester	Second / IV
Type	SEP
Total Credits	2 Credits
Total Contact Hours	36 hours
Contact Hours per Week	03 hours
Examination Duration	3 Hours
Max. Marks	50
Total Modules	03
Pedagogy	Classroom Lectures, Tutorials, Seminar, Case Studies and Group Discussion etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives:	
<ul style="list-style-type: none"> • To understand the significance of employee performance management in achieving organizational goals. • To analyze the role of employee welfare measures in enhancing job satisfaction, motivation, and overall productivity. • To study the relationship between performance management systems and performance appraisal. • To evaluate the ethical and legal considerations in managing employee welfare and performance within an organization 	
Course Outcomes:	
<p>This course will enable students to</p> <ul style="list-style-type: none"> • Understand the concepts of Performance and welfare management • Understanding the concepts of Compensation management • Provide a comprehensive understanding of compensation • Familiarize students with various types of pay structures 	

Course	Details
Code	BBA 4.5
Title	EMPLOYABILITY SKILLS
Programme	Bachelor of Business Administration
Year / Semester	Second / IV
Type	SEP
Total Credits	2 Credits
Total Contact Hours	24 hours
Contact Hours per Week	02 hours
Examination Duration	2 Hours
Max. Marks	50
Total Modules	03
Pedagogy	Classroom Lectures, Activity Based Learning, Practice Questions, Tutorials, Group Discussion and Mock Test.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives:	
<ul style="list-style-type: none"> To prepare students to confidently face competitive exams by strengthening their problem solving, logical thinking, and analytical decision-making skills. 	
Course Outcomes:	
On the successful completion of this course, the students will be able to:	
<ul style="list-style-type: none"> Solve numerical and reasoning problems efficiently Enhance logical decision-making abilities Perform well in competitive and placement examinations 	

Course	Details
Code	BBAENLS 401
Title	ENGLISH LANGUAGE
Programme	BBA
Year / Semester	Fourth Semester
Type	SEP
Total Credits	3
Total Contact Hours	48
Contact Hours per Week	4
Examination Duration	3 Hours
Max. Marks	Formative Assessment Marks: 20, Summative Assessment:80, Total:100
Total Modules	3
Pedagogy	Lectures with interactive Sessions, Use of PPT, and workbooks.
Evaluation Method	Assignments, Course-related Activities, Two internal Assessment Exams, End Semester Exam
Objectives :	
<ul style="list-style-type: none"> • To enhance the students' creative, interpretative and critical thinking • To equip the students to communicate confidently and effectively • To prepare the students for facing interviews and train them for working efficiently in different professional contexts • To build the persuasive and creative social media writing skills of the students • To develop the students' analytical and evaluative skills • To train students to identify and understand regional and global contexts and ethical frameworks in texts and narratives • To develop the students' ability for self-expression 	
Expected Outcomes :	
<ul style="list-style-type: none"> • Upon the completion of this course, the students will be able to: • By the end of the programme, the students will • Enhanced their creative, interpretative and critical thinking • Developed the ability to communicate confidently and effectively • Obtained persuasive and creative social media writing skills • Developed analytical and evaluative skills • Learnt to identify and understand the different social contexts and ethical frameworks presented through texts • Developed the ability to articulate their views with clarity and confidence • Developed the skills that would enable them to function efficiently and professionally in careers that require a proficiency in English, like content writing, journalism, advertising, etc. 	

Course	Details
Code	BBAHDLS401
Title	HINDI LANGUAGE
Programme	Bachelor of Business Administration
Year / Semester	Second/ IV
Type	SEP
Total Credits	03
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Blackboard
Evaluation Method	Assignment, Course related Activities, Two Internal Assessment Exam, One End Semester Exam
<p>Objectives :</p> <ul style="list-style-type: none"> • To improve language accuracy and correctness through systematic reading of one-act plays. • To develop students creative and expressive writing skills through dramatic texts. • To help students understand social realities, problems and values reflected in one-act plays. • To enhance students functional Hindi skills useful for competitive examinations and employment. • To familiarize students with official and administrative correspondence through applied language learning. 	
<p>Expected Outcomes :</p> <ul style="list-style-type: none"> • Achieved language accuracy and clarity through reading and understanding Hindi one-act plays. • Developed creative writing and expressive abilities, influenced by dramatic techniques. • Understood society and social issues through the study of one-act plays. • Strengthened language skills useful for Government job examinations and other competitive tests. • Learnt and applied official correspondence skills including office drafting and formal communication. 	

Course	Details
Code	BBAKALS401
Title	KANNADA LANGUAGE
Programme	Bachelor of Business Administration
Year / Semester	Second / IV
Type	SEP
Total Credits	03
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Lecture and Discussion
Evaluation Method	Assignment, Course related Activities, Two Internal Assessment Exam, One End Semester Exam
Objectives :	
<ol style="list-style-type: none"> 1. To introduce students to the nature, scope, and key features of modern Kannada literature. 2. To familiarize students with the historical background, evolution, and major movements of modern Kannada literature. 3. To enable students to read, understand, and analyze prescribed literary texts critically. 4. To develop students' ability to interpret literary works from multiple perspectives. 5. To enhance critical thinking and evaluative skills through the study of themes, structure, language, and style of literary texts. 6. To help students understand the social relevance of literature and relate literary works to contemporary societal issues. 7. To improve students' language proficiency, creative expression, and academic writing skills through literary study. 	
Expected Outcomes :	
<p>Upon the completion of this course, the students will be able :</p> <ul style="list-style-type: none"> • Students will understand the nature and characteristics of modern Kannada literature. • Students will gain knowledge of the background, development, and major trends of modern Kannada literature and will be able to critically appreciate the works. • Students will be able to analyze and interpret the prescribed texts from different perspectives. • Students will develop the ability to critically evaluate literary works with reference to themes, structure, language, and style, and express their opinions effectively. • Students will be able to understand the social relevance of literary texts and relate them to contemporary issues. • Students will enhance their creative and critical thinking abilities and improve their language skills through the study of prescribed literary works. 	

Fifth Semester

Course	Details
Code	BBA 5.1
Title	BUSINESS TAXATION – I
Programme	Bachelor of Business Administration
Year / Semester	Third / V
Type	SEP
Total Credits	5 Credits
Total Contact Hours	72 hours
Contact Hours per Week	06 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	06
Pedagogy	Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives:</p> <ul style="list-style-type: none"> • To familiarize students with the legal provisions and procedural aspects of Income Tax, with reference to the latest amendments and enactments. • To develop an understanding of the concept of residential status and its impact on tax incidence. • To acquaint students with various categories of income exempted from tax. • To enable students to compute taxable income under different heads as prescribed by the Income Tax Act. 	
<p>Course Outcomes:</p> <p>On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> • Understand the provisions for determining the residential status of an Individual. • Comprehend the meaning of Salary, Perquisites and allowances and compute taxable salary • Understand the procedure for computation of income under different heads of income 	

Course	Details
Code	BBA 5.2
Title	STRATEGIC MANAGEMENT
Programme	Bachelor of Business Administration
Year / Semester	Third / V
Type	SEP
Total Credits	5 Credits
Total Contact Hours	72 hours
Contact Hours per Week	06 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	06
Pedagogy	Classroom lecture, Case studies, Seminars, Group Discussions, Brainstorming, Field Visit etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives:</p> <ul style="list-style-type: none"> • To familiarize the students with the fundamentals of strategic management • To succeed in the future, students must develop the required resources and the capabilities needed to gain a sustainable advantage in the competitive world. • The course is intended to understand the various strategies, which are implemented in the corporate world. 	
<p>Course Outcomes:</p> <p>The course is expected to deliver the following learning outcomes</p> <ul style="list-style-type: none"> • Understand the various concepts of strategic management and intent in the corporate sectors • Learners shall be able to evaluate the organisational, internal and external environment and thereby be trained to formulate various strategies for the organisation. • Students shall be able to identify appropriate strategies, its implementation followed by various control techniques to obtain the possible solutions for the organisational problems. 	

Course	Details
Code	BBA 5.3
Title	AUDITING AND CORPORATE GOVERNANCE
Programme	Bachelor of Business Administration
Year / Semester	Third / V
Type	SEP
Total Credits	5 Credits
Total Contact Hours	72 hours
Contact Hours per Week	06 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	06
Pedagogy	Classroom Lecture, Tutorials, Case Studies, Group Discussion and Seminar
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives:	
<ul style="list-style-type: none"> • To familiarize the students with the basics of Auditing. • To create awareness of principles and procedures of Auditing. • To create interest among the students to take up professional courses. • To provide clarity and insights into concepts of corporate governance. 	
Course Outcomes:	
<ul style="list-style-type: none"> • Learners will understand the auditor's duties, responsibilities, and liabilities, and use suitable audit procedures to check audit assertions and objectives. • Learners will develop an audit mind-set, improve critical thinking and analytical skills, and boost their job readiness in the auditing field. • Learners will be able to analyse various ethical codes in corporate governance 	

Course	Details
Code	BBA 5.4
Title	MODERN BANK MANAGEMENT
Programme	Bachelor of Business Administration
Year / Semester	Third / V
Type	SEP
Total Credits	3 Credits
Total Contact Hours	48 hours
Contact Hours per Week	04 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Classroom Lecture, Tutorials, Case Studies, Group Discussion, Seminar and Field Study etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives:</p> <ul style="list-style-type: none"> • To enhance the understanding of the Concept of Banking and its working in Indian scenario. • To get outset knowledge on Bank management. • To acquire conceptual knowledge on Bank Management in the field of Risk management. • To experience the impact of Information technology on the operations of Banking.. 	
<p>Course Outcomes:</p> <p>At the end of the course students will be able to:</p> <ul style="list-style-type: none"> • Possess the knowledge on term bank , banking and historical back ground of banking • Expose to the functional area of various types of banks • Gain the knowledge on regulatory body of the banks • Acquire the knowledge on working of central bank and its role in formulating and implementing monetary policy in enhancing the economic growth of a country. • Understand the concept of Risk management in Banks • Gain Practical knowledge on the application of information Technology on Banking Operations. 	

Course	Details
Code	BBA 5.5
Title	LEGAL FRAMEWORK FOR BUSINESS
Programme	Bachelor of Business Administration
Year / Semester	Third / V
Type	SEP
Total Credits	3 Credits
Total Contact Hours	48 hours
Contact Hours per Week	04 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Classroom Lectures, Tutorials, Case discussion, Seminar.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives:	
<ul style="list-style-type: none"> To familiarize the students with the relevant legislations affecting business. 	
Course Outcomes:	
On successful completion of the course, the Students will be able to:	
<ul style="list-style-type: none"> Comprehend the laws relating to Contracts and its application in business activities. Figure out the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments. Realize the significance of Information technology Act and RTI Act. 	

Course	Details
Code	BBA 5.6
Title	RESEARCH METHODOLOGY
Programme	Bachelor of Business Administration
Year / Semester	Third / V
Type	SEP
Total Credits	2 Credits
Total Contact Hours	24 hours
Contact Hours per Week	02 hours
Examination Duration	02 Hours
Max. Marks	50
Total Modules	03
Pedagogy	Classroom Lectures, Tutorials, Case Discussion, Seminar.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives:</p> <ol style="list-style-type: none"> 1. To provide a comprehensive understanding of the research process, types of research, research design, and formulation of research problems and hypotheses. 2. To develop skills in measurement, scaling, sampling techniques, data collection methods, and construction and validation of research instruments. 3. To equip students with the ability to analyze research data, test hypotheses, interpret findings, and prepare effective research reports. 	
<p>Course Outcomes:</p> <p>After completing the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Identify and formulate research problems and hypotheses using appropriate research designs and literature review techniques. 2. Apply measurement, scaling, sampling, and data collection methods to conduct systematic and reliable research. 3. Analyze and interpret qualitative and quantitative data and present research findings through well-structured reports. 	

Sixth Semester

Course	Details
Code	BBA 6.1
Title	BUSINESS TAXATION – II
Programme	Bachelor of Business Administration
Year / Semester	Third / VI
Type	SEP
Total Credits	5 Credits
Total Contact Hours	72 hours
Contact Hours per Week	06 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	06
Pedagogy	Classroom Lectures, Tutorials, Group Discussions, Seminar, Case Studies
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives:</p> <ul style="list-style-type: none"> • Introduce students to the fundamental concepts of taxation, including the meaning, objectives, and types of taxes. • Familiarize students with the Goods and Services Tax (GST) framework, covering its structure, key definitions, and components such as CGST, SGST, IGST, and applicable exemptions. • Enable students to understand and apply the provisions relating to time, place, and value of supply under GST for accurate determination of tax liability. • Develop students' understanding of input tax credit under GST and equip them with the ability to compute net GST liability using practical applications. 	
<p>Course Outcomes:</p> <p>On successful completion Student will demonstrate</p> <ul style="list-style-type: none"> • Understand the basics of taxation, including the meaning and types of taxes. • Understand the framework and definitions of GST, including CGST, SGST, IGST, and exemptions from GST. • Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability. • Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability. 	

Course	Details
Code	BBA 6.2
Title	ENTREPRENEURSHIP & BUSINESS OPPORTUNITIES
Programme	Bachelor of Business Administration
Year / Semester	Third / VI
Type	SEP
Total Credits	5 Credits
Total Contact Hours	72 hours
Contact Hours per Week	06 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	06
Pedagogy	Classroom Lecture, Tutorials, Case Studies, Group Discussion, Seminar and Field Study etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives:	
<ul style="list-style-type: none"> • To enhance economic growth and job creation • To foster Innovation and Competitiveness • To Boost Empowerment and self-Reliance • To Balance Regional Development 	
Course Outcomes:	
<ul style="list-style-type: none"> • Identifying Opportunities and assessing Feasibility • Developing Business Plans • Entrepreneurial Mind-set • Understanding the entrepreneurial Ecosystem • Practical application and project Development 	

Course	Details
Code	BBA 6.3
Title	COSTING FOR BUSINESS DECISION
Programme	Bachelor of Business Administration
Year / Semester	Third / VI
Type	SEP
Total Credits	5 Credits
Total Contact Hours	72 hours
Contact Hours per Week	06 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	06
Pedagogy	Class room lecture, Tutorial and seminar
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives:	
<ul style="list-style-type: none"> To familiarize the student with the costing principles, application of costing methods, and techniques 	
Course Outcomes:	
On successful completion of the course, the student will be able to:	
<ul style="list-style-type: none"> Prepare cost sheet, stores ledger Understand the systems of wage payment Understand the different methods of costing Understand the techniques of costing 	

Course	Details
Code	BBA 6.4
Title	EVENT MANAGEMENT AND PUBLIC RELATIONS
Programme	Bachelor of Business Administration
Year / Semester	Third / VI
Type	SEP
Total Credits	3 Credits
Total Contact Hours	48 hours
Contact Hours per Week	04 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Classroom Lecturers, Group Discussions, Seminars, Case Studies and Field work etc.
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
<p>Objectives: The basic objectives of this course are,</p> <ul style="list-style-type: none"> • To promote a theoretical insight of both Event Management and Public Relations. • To develop organizational skills to plan, coordinate and execute events • To think creatively and develop innovative event concepts • To build media relation skills and maintain positive reputation. 	
<p>Course Outcomes: On successful completion of the course, the students will gain ability to,</p> <ul style="list-style-type: none"> • Define concept, nature and practices of event management, which are most relevant in the field of event management. • Understand the process of conducting events, Planning and Budgeting of the events. • Understand various fundamentals of successful event management, with an introduction to core public relations disciplines and practical skills. • Analyze case studies of successful corporate events, identifying its key factors. 	

Course	Details
Code	BBA 6.5
Title	INDIAN CORPORATE LAW
Programme	Bachelor of Business Administration
Year / Semester	Third / VI
Type	SEP
Total Credits	3 Credits
Total Contact Hours	48 hours
Contact Hours per Week	04 hours
Examination Duration	3 Hours
Max. Marks	Formative assessment 20, Summative assessment 80, Total 100
Total Modules	04
Pedagogy	Classroom Lectures, Tutorials, Case discussion, Seminar
Evaluation Method	Assignment, Presentations, Viva-voce, Two Internal Assessment Exams, One End Semester Exam.
Objectives:	
<ul style="list-style-type: none"> To give an insight into the main provisions of the Companies Act relating to the formation, running and closure of the Joint Stock Companies. 	
Course Outcomes:	
On successful completion of the course, the Students will able to:	
<ul style="list-style-type: none"> Explain the concepts of Company, types of companies and features Describe the process of formation of a company and important documents like MoA and AoA Explain about Share capital, structure and different types of shares and allotment. Describe company management, structure and about types of meetings. 	

Course	Details
Code	BBA 6.6
Title	PROJECT WORK
Programme	Bachelor of Business Administration
Year / Semester	Third / VI
Type	SEP
Total Credits	2 Credits
Total Contact Hours	24 hours
Contact Hours per Week	02 hours
Examination Duration	NA
Max. Marks	50
Total Modules	NA
Pedagogy	Classroom Lecture, Assignments.
Evaluation Method	Presentations and Viva-voce
Objectives:	
<ul style="list-style-type: none"> To understand the general functioning of a selected business organisation as well as the application of research methodology. 	
Course Outcomes:	
Students will be able	
<ul style="list-style-type: none"> To understand the structure of business organisation. To examine the functions and responsibilities of different departments. To gain practical exposure to undertake projects. 	