

BBA

Program Objectives

To develop ethical managers with inter disciplinary knowledge.
 To develop entrepreneurs
 To prepare students to take the responsibility of full line of Finance, Marketing & Human Resource function of a company with special reference to SME sector.
 To develop IT enabled global middle level managers for solving real life business problems.
 To prepare students to take up higher education to become business scientists, researchers consultants and teachers, with core competencies.
 Analyse and develop solutions for business problems and issues by using logical reasoning patterns for evaluating information, materials, and data.
 Demonstrate entrepreneurial skills for creating and managing innovation, new business development and high-growth potential entity
 Exhibit competence in the use of technology and information systems in modern organizational operations
 To equip the students to use logical & analytical thinking techniques to identify and analyse problems, develop alternatives to take effective decisions & apply appropriate techniques in solving business problems.
 To develop competency in fundamental concepts, theory and tools taught in the curriculum
 To develop the students for competitive examinations of UPSC, KPSC, Staff Selection Commission etc.
 To develop business analysts for companies, capital markets, and commodity markets

Course objectives

1st semester

Additional English

to improve the students skill as critical readers and thinkers
 to develop the structure and style of effective sentences and paragraphs
 to improve their diction and spelling in direct relation to students own writing

Kannada

To develop Kannada as a language to create an interest among the students in the state language and literature and also to master the art of communication.
 To provide comparative perspectives of learning by juxtaposing, comparing, contrasting literatures across cultures and languages.
 To develop students knowledge in the rich diverse social, literary and cultural heritage of Karnataka.
 To help develop human and ethical values to become responsible citizens of the country.
 To orient the students towards the regional and local cultures by incorporating Dravidian writing in English translations without affecting the conventional canon.

	To develop positive behaviour and motivation by means of drama, poetry, prose and novels.
	To help develop business communication and correspondence skills.
Hindi	
	The aim of the course is to guide the student to the world of hindi literature.
	To sensitize the student to the aesthetic aspect of literature appreciation .
	To understand and appreciate hindi prose,poetry.
	To understand the process of translation and qualities of a translator.
	To develop the capacity of creative process and communication skills.
	To familiarize the technical Terms used in offices .
	To enrich the knowledge of commercial letter writing and forms and style of other letters.
Fundamentals of Accounting	
	To measure the profit or loss for knowing performance of the business.
	To acquaint the students with the accounting concepts, tools and techniques influencing business organizations
	To keep the records in a systematic manner.
	To ascertain the financial position of the business.
Business Organization and Environment	
	To Familiarized the students with aspects of Business organisation and Environment
	To Provide effective learning skill to students to startup of business
	To understand the students to know about the basics of business
	To enhance the students necessary knowledge and skills to become honest entrepreneur
Quantitative Methods for Business	
	1. To provide basic knowledge of quantitative methods to students.
	2. To make students understand their application to commercial situations and for decision making in business.
	3. To enable the students to know the scientific approach to decision making when solving business problems.
Management	

Processess	
	1. The objective is to familiarize the students with concepts and principles of Management
	To enable the students to learn the basic functions, principles, concepts of management and behavioural aspects in the organization.
	To understand the meaning, characteristics and nature of organization;to analyze formal and informal organization; and to understand the nature of different types of organizations.
	To understand the meaning of recruitment, selection, induction and placement; to explain the various sources of recruitment; to describe the steps involved in the selection process.
	To understand the meaning of motivation, nature of motivational process and the theories of motivation regarding behaviour and work.
	To give awareness to the students about the controlling process and its techniques.
2nd Semester	
Quantitative Methods for Business 2	
	Background, basic concepts, glimpses of the subject
	Tabulation and data presentation
	In depth mean median mode analysis
	Dispersion - Range, quartile deviation, standard deviation, mean deviation, skewness.
	Karlpearsons coefficient, Rank corelation, Regression analysis
	<u>Index Numbers</u>
Financial Accounting	
	The objective is to acquaint students with the accounting concepts,tools,and techniques.
	Relevance: Financial accounting which is decision-specific.
	Materiality: information is material if its omission or misstatement could influence the economic decisions of users taken on the basis of the financial statements
	Comparability: financial reports from different periods should be comparable with one another in order to derive meaningful conclusions about the trends in an entity's financial performance and position over time. Comparability can be ensured by applying the same accounting policies over time..

	Understandability: accounting reports should be expressed as clearly as possible and should be understood by those to whom the information is relevant.
3rd Semester	
Kannada	
	To develop Kannada as a language to create an interest among the students in the state language and literature and also to master the art of communication.
	To provide comparative perspectives of learning by juxtaposing, comparing, contrasting literatures across cultures and languages.
	To develop students knowledge in the rich diverse social, literary and cultural heritage of Karnataka.
	To help develop human and ethical values to become responsible citizens of the country.
	To orient the students towards the regional and local cultures by incorporating Dravidian writing in English translations without affecting the conventional canon.
	To develop positive behaviour and motivation by means of drama, poetry, prose and novels
	To help develop business communication and correspondence skills
Hindi	
	The aim of the course is to guide the student to the world of hindi literature.
	Appreciate and analyze the dramatic elements in hindi literature.
	To enrich the knowledge of commercial letter writing and forms and style of other letters.
	To understand cultural, social and moral values of modern hindi prose, fiction, one act plays.
	To develop learning, thinking and speaking abilities among students.
Additional English	
	to improve the students skill as critical readers and thinkers
	to develop the structure and style of effective sentences and paragraphs

	to improve their diction and spelling in direct relation to students own writing
Soft Skills for Business	
	To develop oral and written communication skills of the students
	To learn, appraise and develop the non-verbal skills of the students.
	To enhance the presentation skills of the students
	To familiarize, relate and assess various etiquette.
	To enable the students understand and deduce interviews.
	To enhance and employ their interview skills
Corporate Accounting	
	To enable the students to have a comprehensive knowledge of company final accounts with its accounting procedure .
	To create awareness regarding the accounting procedure and practices involved in valuation of shares and goodwill.
	To deliver the knowledge regarding accounting procedure involved in holding company accounts
	To ensure that the students have understood the mechanism involved in financial statement analysis of different business organisation.
Business Regulations	1. To present the fundamental principles of general laws in Business in a simple and easy to understand manner.
	2. It represents the values of a society.
	3. To have the force of formal authority of threat and punishment, if they are broken.
Corporate Environment	
	To enhance the students knowledge on formation of the company.
	To enable the students in understanding company administration and secretarial procedures
	To educate the students about liquidation of the company
	To provided knowledge on various sources of capital for a company

	To enhance the student's knowledge on preparation of MOA, AOA and Prospectus
Business Ethics	
	To provide basic knowledge of business ethics and values.
	To enable the students to understand the ethical values and its relevance in modern context.
	To familiarise the students with the role of Corporate culture in Business.
	To acquaint students with the concepts of Corporate Governance, and its scope.
	To enable the students to understand the composition of Board of Directors and the various committee reports.
4 sem	
Business Research Methods	
	To enable the students to understand about the process of research along with its steps.
	To make the students to grasp about the tools and techniques for data collection and interpretation.
	To familiarize the students about reports and report writing.
	To develop the required skills and competencies for carrying out a research to solve a relevant problem.
Marketing Management	
	<ul style="list-style-type: none"> • State the role and functions of marketing within a range of organisations.
	<ul style="list-style-type: none"> • Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations.
	Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
	<ul style="list-style-type: none"> • Analyse the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices.
	Make students have clear understanding of the marketing mix and functions

Banking Regulations and Operations	
	to familiarize the students to understand the law and practice of banking
	To understand about COMMERCIAL BANKS
	To know about BANKER AND CUSTOMER RELATIONSHIP
	To gain knowledge about NEGOTIABLE INSTRUMENTS
	To understand PAYING BANKER AND COLLECTING BANKER
	To find out PRINCIPLES OF BANK LENDING
Cost Accounting	
	Explain the concept and role of cost accounting in business management
	To interpret cost accounting statements
	To be able to analyze and evaluate information for cost ascertainment, planning and decision making
	To make aware of content role of cost accounting, and their cost allocation and their impact on value creation
5th sem	
Computer applications in Business	To make the students to understand the concept and types of Information System used in business.
	To familiarise the students about the fundamental concepts of word processing, spreadsheet, and presentation.
	To expose the students about the use of application programs along with mail merge, for a better career.
	To motivate the students to grasp about the basic concepts of database and Tally.
Investment Management	
	To enable develop skills in analyzing various types of securities.
	To develop necessary skills in students to design and revise a portfolio of securities.
	To analyse the risk attached with securities
	to make the student aware of the different types of investment opportunities in the market
Management Accounting	
	To understand the management accounting concepts.
	To assess risk
	To acquaint students with tools and techniques under Management Accounting

	To enable the students to understand the analysis and interpretation of financial statements
	To enable the students to prepare the reports of various financial statements
	To enable the students to present the financial statement to the management which help decision making
Advanced Financial Management	
	to familiarise the student with various investment decisions
	to familiarise the student how to calculate risk analysis
	familiarize the students with Advanced Financial Analysis
	familiarize the students with Advanced Financial Decisions
Fianancial Markets and Services	
	To Enhance the students with Additional and Modern Financial services
	To Provide knowledge relating to Financial Aspects
	To create additional avenue of self employment to the students
	To guide the students to investing stock market
	To advance the understanding of Fundamental Concepts
Consumer Behaviour	
	1. To develop an understanding of consumer behavior from a variety of perspectives (multicultural, interdisciplinary, etc.).
	2. To introduce students to consumers, consumer behaviour in the market place and their impact on marketing strategy.
	3. To discuss the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
	4. To develop an understanding of how marketing research, marketing strategy play multiple roles in the discipline of marketing.
	5. To develop an understanding of peoples' consumption-related behaviors and to develop and evaluate marketing strategies intended to influence those behaviors.

Advertisement and Media Mngement	
	The objective is to enable students to aware of Communication Process in Advertising
	To understand the Process of Advertising Budget
	TO familiarise the role of Media in Present Scenario
	To make understand the basic concepts of Marketing
Employee Welfare and Social Security	
	The objective is to enable students to acquire skills in Labor Welfare & Social Security.
	To understand the concepts of social welfare and labour welfare policy and the Five year plans.
	To provide knowledge on Indian Labour Organisation and Social Security.
	To Perceive about the Labour Administration and the Benefits provided by the organization to the Labour or employees.
Strategic Human Resource Mngement	
	The objective is to enable students to acquire skills in Strategic Human Resource Management.
	To implement the strategic HR policies and investment practices for improved retention.
	To establish the periods for the different jobs and issues related to double taxation.
	To make students learn the concept of Global HRM wherein Multinational, Global and transnational strategies involved along with strategic alliances.
	To understand the Total quality management programmes in Strategic HRM
6th Semester	
International Business	
	to facilitate the students in understanding International Business in a multi cultural world.
	To know the Theories,Forms and Nature of International Trade – Economic Theories
	To familiarize about MODES OF ENTRY INTO INTERNATIONAL BUSINESS
	To understand GLOBALIZATION
	To know about MNC's and International Business
	To gain knowledge about EXIM TRADE
e business	

	To expose the students about the electronic modes of commercial operations
	To enable the students to understand about the legal aspects of Cyber laws.
	To familiarise the students about the usage of E-Commerce along with the different types of E-Commerce models and security measures.
	To motivate the students to apply what they have learned about the infrastructure and transactions of E-Commerce in their real life.
strategic management	
	The Objective of this subject is to expose the students to the various strategic issues
	The Objective of this subject is to expose the students for preparation of project reports
	To create awareness and exposure regarding environmental strategies and SWOT analysis
	To give insight into the strategic planning during different phases of business cycle
	To acquaint students with individual,group and corporate level business strategies
stock and commodity market	
	To provide students with a conceptual framework
	To creat awareness about stock and commodity market