

Dr. N.S.A.M First Grade College

Krishnarajapura Village, Bengaluru - 89

Bachelors of Commerce (B Com)

Programme Outcomes (PO's)

PO1: Gain knowledge and application skills in the respective domains connected to the Program.

PO2: Be equipped with problem-solving skills which would enable them to face real life and professional problems.

PO3: Be able to understand the importance of professional values and ethics.

PO4: Improve their interpersonal skills and be ready to operate effectively in multicultural and diverse environments.

Programme Specific Outcomes (PSO's)

PSO1: Acquire knowledge and skills in the domain of Accounts, Finance and Commerce.

PSO2: Be prepared to pursue career opportunities in fields of Accounting, Taxation, Auditing, Financial Analysis, Stock Market and International Finance

PSO3: Be ready for progression to Master's program or pursue professional courses like CA/MBA etc.

PSO4: Inculcate the qualities and develop the abilities to be an entrepreneur.

Programme	Semester	Course Name	Course Code	Course Outcome: On successful completion of the course, the Students will be able to
B Com (R)	I	Financial Accounting	B.Com.1.1	Understand the theoretical framework of accounting as well accounting standards.
				Demonstrate the preparation of financial statement of manufacturing and non- manufacturing entities of sole proprietors.
				Exercise the accounting treatments for consignment transactions & events in the books of consignor and consignee.
				Understand the accounting treatment for royalty transactions & articulate the Royalty agreements.
B Com (R)	I	Management Principles & Applications	B.Com. 1.2	Outline the emerging trends in the field of accounting.
				Understand and identify the different theories of organisations, which are relevant in the present context.
				Design and demonstrate the strategic plan for the attainment of organisational goals.
				Differentiate the different types of authority and chose the best one in the present context.
B Com (R)	I	Principles of Marketing	B.Com. 1.3	Compare and chose the different types of motivation factors and leadership styles.
				Choose the best controlling techniques for better productivity of an organisation.
				Understand the basic concepts of marketing and asses the marketing environment.
				Analyze the consumer behavior in the present scenario and marketing segmentation.
B Com (R)	II	Advanced Financial Accounting	B.Com. 2.1	Discover the new product development & identify the factors affecting the price of a Product in the present context.
				Judge the impact of promotional techniques on the customers & importance of channels of distribution.
				Outline the recent developments in the field of marketing.
				Understand & compute the amount of claims for loss of stock & loss of Profit.
				Learn various methods of accounting for hire purchase transactions.
				Deal with the inter-departmental transfers and their accounting treatment.
				Demonstrate various accounting treatments for dependent & independent branches.
				Prepare financial statements from incomplete records.
				The application of equations to solve business problems.
				The Application AP and GP in solving business problems.

B Com (R)	II	Business Mathematics	B.Com. 2.2	The calculation of simple, compound interest and discounting of Bills of Exchange. The use of matrices in business. The Application of ratios and proportions to business.
B Com (R)	II	Corporate Administration	B.Com. 2.2	Understand the framework of Companies Act of 2013 and different kind of companies. Identify the stages and documents involved in the formation of companies in India. Analyse the role, responsibilities and functions of Key management Personnel in Corporate Administration. Examine the procedure involved in the corporate meeting and the role of company secretary in the meeting. Evaluate the role of liquidator in the process of winding up of the company.
B Com (R)	II	Law & Practice of Banking	B.Com. 2.3	Summarize the relationship between Banker & customer and different types of functions of banker. Analyse the role, functions and duties of paying and collecting banker. Make use of the procedure involved in opening and operating different accounts. Examine the different types of negotiable instrument & their relevance in the present context. Estimate possible developments in the banking sector in the upcoming days.
B Com (LSCM)	I	Financial Accounting	B.Com.1.1	Understand the theoretical framework of accounting as well accounting standards. Demonstrate the preparation of financial statement of manufacturing and non- manufacturing entities of sole proprietors. Exercise the accounting treatments for consignment transactions & events in the books of consignor and consignee. Understand the accounting treatment for royalty transactions & articulate the Royalty agreements. Outline the emerging trends in the field of accounting.
B Com (LSCM)	I	Management Principles & Applications	B.Com. 1.2	Understand and identify the different theories of organisations, which are relevant in the present context. Design and demonstrate the strategic plan for the attainment of organisational goals. Differentiate the different types of authority and chose the best one in the present context. Compare and chose the different types of motivation factors and leadership styles. Choose the best controlling techniques for better productivity of an organisation.
B Com (LSCM)	I	MATERIALS MANAGEMENT	B.Com. 1.3	To understand the theoretical framework Introduce the student to the concept, functions, objectives and importance of material management function in an organization and provide an elementary idea of material management linkages with other areas of management, supply chain management and production processes.
B Com (LSCM)	II	Advanced Financial Accounting	B.Com. 2.1	Understand & compute the amount of claims for loss of stock & loss of Profit. Learn various methods of accounting for hire purchase transactions. Deal with the inter-departmental transfers and their accounting treatment. Demonstrate various accounting treatments for dependent & independent branches. Prepare financial statements from incomplete records.
B Com (LSCM)	II	Business Mathematics	B.Com. 2.2	The application of equations to solve business problems. The Application AP and GP in solving business problems. The calculation of simple, compound interest and discounting of Bills of Exchange. The use of matrices in business. The Application of ratios and proportions to business.

B Com (LSCM)	II	Corporate Administration	B.Com. 2.2	Understand the framework of Companies Act of 2013 and different kind of companies.
				Identify the stages and documents involved in the formation of companies in India.
				Analyse the role, responsibilities and functions of Key management Personnel in Corporate Administration.
				Examine the procedure involved in the corporate meeting and the role of company secretary in the meeting.
				Evaluate the role of liquidator in the process of winding up of the company.
B Com (LSCM)	II	FUNDAMENTALS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT	B.Com. 2.3	The objective of this course is to introduce the students to the fundamentals of Logistics and Supply Chain Management strategies and the market environment for Logistics and Supply chain management
B Com	III	Corporate Accounting	3.3 (Core)	CO1: Overview of Underwriting of Shares, need for Underwriting & determination
				CO2: Understand the difference between pre incorporation & post incorporation profit & prepare the income statement classifying pre incorporation & post incorporation profit.
				CO3: understand the meaning & factors affecting Goodwill methods of calculating the goodwill. Calculate goodwill in various methods.
				CO4: Understand the various methods of calculating the share value & to understand the importance if the same.
				CO5: Understand the new format of preparing Income Statement and the Balance Sheet as per the Companies Act.
B Com	III	Financial Management	3.4 (Core)	CO1: Identify the areas & objectives of financial decisions.
				CO2: Analyse the importance of time factor in valuing the money.
				CO3: Make decision about the best investment avenues.
				CO4: Understand the impact of capital Structure on EPS.
				CO5: understand the importance of having an optimal working capital & also to understand the cash conversion cycle.
B Com	III	Business Regulations	3.5 (Core)	CO1: Define Business Law and explain its nature and sources.
				CO2: Explain the essentials of a valid contract; classify the contracts on the basis of formation, validity and performance, outline the rights and duties of buyer under the Sale of goods Act, 1930.
				CO3: Discuss the Objectives and Features of Competition Act, 2002 and explain the rights of consumer under the consumer protection Act, 1986.
				CO4: Understand Indian Patent Laws and WTO Patent Rules and list out the objectives and features of FEMA Act, 1999.
				CO5: Summarise the rules and powers of central government to protect environment in India and outline the objectives of Environment Protection Act, 1986.
B Com	III	Business Data Analytics	3.6 (Core)	CO1: Analyse correlation and regression & application in business area.
				CO2: Solve the time series problems & estimating the trend values.
				CO3: Make use of interpolation & extrapolation concepts.
				CO4: Apply various methods of Sampling Techniques.
				CO5: Illustrate simple problems on probability & problems based on addition theorem.
B Com	III	Personality Development	Non Core	CO1: Self-awareness is the ability to recognize one's own feelings, behaviour and characteristics.
				CO2: To appreciate the importance of setting goals for oneself.
				CO3: To inculcate creativity and with the help of creativity solve problems.
				CO4: To realize to manage stress and its importance.
B Com	IV	Advanced Corporate Accounting	4.3 (Core)	CO1: Understand the procedure of redemption of preference shares and the accounting treatment for the same .
				CO2: Understand the importance of Merger & Acquisition and the accounting treatment in the books of transferor & transferee company.
				CO3: Understand the need for Internal Reconstruction in a company & the Accounting treatment for the same.

		Accounting		CO4: Clarity about who can liquidate a company and the appointment of liquidator & accounting treatment.
				CO5: Have a basic knowledge of recent methods in accounting like Environmental Accounting & Human Resource Accounting.
B Com	IV	Cost Accounting	4.4 (Core)	CO1: Understand the difference between Financial Accounting, Management Accounting & Cost Accounting & the meaning of cost, Costing & Cost Accounting.
				CO2: Understand the meaning of direct & indirect materials.
				CO3: Understand the importance of overtime, idle time & the methods of remunerating the labour.
				CO4: Understand the classification & allocation of overheads, methods of apportionment of overhead.
				CO5: Need for reconciliation of Cost Accounting data with Financial Accounting data & the treatment of Overvaluation & undervaluation of Closing & Opening Stock.
B Com	IV	E- Business & Accounting	4.5 (Core)	CO1: Compare between traditional commerce and e-commerce and outline the E-commerce business model.
				CO2: Define web server and explain the hardware and software for web servers.
				CO3: Understand the meaning of Tally software, list the items available on tally screen and Summarise the theoretical aspects of tally software
				CO4: Classify groups, ledgers, trial balance, cash books, statement of accounts and balance sheet and discuss the practical aspects of working in tally software.
				CO5: Generate basic reports in Tally and understand the configuration options in Tally.
B Com	IV	Goods & Services Tax	4.4 (Core)	CO1: Understand and apply the objectives & basic principles of GST Law in INDIA.
				CO2: Illustrate the concept of inter-state versus intra state supply of goods and services, under CGST, SGST (Karnataka State) and IGST Act.
				CO3: Apply various procedures and levy under GST to facilitate easy compliance for the calculation of tax liability.
				CO4: Analyze the furnishing details on the assessment of Tax and filing the returns.
				CO5: Adapting common and shared IT infrastructure for the implementation of GST through GSTN.
B Com	V	Advanced Accounting	5.5 (Elective)	CO1: Understand the accounting procedure of bank and the rules governing them.
				CO2: Understand the importance and the procedures to be followed in Insurance Companies.
				CO3: Analyse the impact of Inflation on Accounting Procedure to maintain a balance.
				CO4: Understand the method and the preparation of Final Accounts of Farmers.
				CO5: Analyse the accounting procedure for Investment in various securities.
B Com	V	Costing Methods	5.4 (Core)	CO1: Identification of costing methods.
				CO2: Determination & analysis of job and batch.
				CO3: Elaborate & analyze the stages and processes of costing.
				CO4: Evaluate contract costing methods
				CO5: Outline the application of various operating costing methods.
B Com	V	Entrepreneurship Development	5.1 (Core)	CO1: Understand the concept & importance of Entrepreneurship & facilitate generation of young entrepreneurs.
				CO2: Understand the important role played by SSI in the development of nation.
				CO3: Understand the method of preparation of project proposal to start an SSI
				CO4: Understand the method of preparing a business plan.
				CO5: Understand the causes of Industrial sickness and various remedial measures for sick industries.
B Com	V	Goods & Services Tax	5.6 (Elective)	CO1: Understand and apply the objectives & basic principles of GST Law in INDIA.
				CO2: Illustrate the concept of inter-state versus intra state supply of goods and services, under CGST, SGST (Karnataka State) and IGST Act.
				CO3: Apply various procedures and levy under GST to facilitate easy compliance for the calculation of tax liability.
				CO4: Analyze the furnishing details on the assessment of Tax and filing the returns.
				CO5: Adapting common and shared IT infrastructure for the implementation of GST through GSTN.
				CO1: Demonstrate the understanding of financial institutions, markets and instruments.

B Com	V	International Financial Management	5.5 (Elective)	<p>CO2: Develop a frame of reference through which to identify, evaluate and solve problems pertain to risk Management</p> <p>CO3: Develop critical and analytical skills and the ability to work independently.</p> <p>CO4: Develop an understanding among the students the various sources of business finance and raising the sources.</p> <p>CO5: Demonstrate knowledge of hedging, foreign currency Risk and interest rate risk</p>
B Com	V	International Financial Reporting Standards	5.2 (Core)	<p>CO1: List of Indial Accosuting standards & IFRS & to identify the difference between the both</p> <p>CO2: Apply the rule sof IFRS to calculate the measurement & recognition of plant property etc.</p> <p>CO3: Prepare Final Accounts as per the Companies Act 2013.</p> <p>CO4: Determine the preacquisition profit goodwill, non controlling interest under Business Combinations.</p> <p>CO5: Show the Disclosure standard for related party disclouser, EPS etc.</p>
B Com	V	Income Tax I	5.3 (Core)	<p>CO1: To enable students to understand and have an overview of Income Tax exempted incomes.</p> <p>CO2: To interpret exempted incomes.</p> <p>CO3: To analyze and to categories residential status.</p> <p>CO4:To analyze and to determine the income from salary.</p> <p>CO5: To analyze and to determine the income from House Property.</p>
B Com	V	Culture, Diversity & Society	Non Core	<p>CO1: To develop a set of cognitive, effective, and behavioural skills and characteristics that support effective and appropriate attentiveness and analyse diversity.</p> <p>CO2: To integrate, synthesize, and apply knowledge of other cultures in both focused and broad interdisciplinary contexts. (Nation building).</p> <p>CO3: There is a broad exposure to a variety of social stratification and other societal problems. (Gender discrimination, Social Responsibilities) .</p>
B Com	V	Business Taxation	6.5 (Elective)	<p>CO1: Examine Valuation for Customs Duty.</p> <p>CO2: Illustrate Levy and Collection of duties not covered under GST.</p> <p>CO3: Estimate the total income and tax liability of Limited Liability Partnership Firm , Treatment of Interest, Commission, Remuneration received by partners.</p> <p>CO4: Classification of companies ,Computation of total income and tax liability considering MAT.</p>
B Com	VI	Business Regulations	6.1 (Core)	<p>CO1: Define Business Law and explain its nature and sources.</p> <p>CO2: Explain the essentials of a valid contract; classify the contracts on the basis of formation, validity and performance, outline the rights and duties of buyer under the Sale of goods Act, 1930.</p> <p>CO3: Discuss the Objectives and Features of Competition Act, 2002 and explain the rights of consumer under the consumer protection Act, 1986.</p> <p>CO4: Understand Indian Patent Laws and WTO Patent Rules and list out the objectives and features of FEMA Act, 1999.</p> <p>CO5: Summarise the rules and powers of central government to protect environment in India and outline the objectives of Environment Protection Act,</p>
B Com	VI	Cost Management	6.6 (Elective)	<p>CO1:Apply accounting concepts and techniques to control & reduce the cost for business enterprise.</p> <p>CO2: Understand the method for the computation of contribution, marginal cost,profit volume ratio and break-even point.</p> <p>CO3: Interpret cost variances for manufacturing concerns with the comparison of standard costs & actual costs.</p> <p>CO4: Measure performance & efficiency of business operations with different budgetary control systems</p> <p>CO5: Assess of product profitability & cost management of business activities with ABC tool.</p>

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Bachelor of Business Administration (BBA)

Programme Outcomes (PO's)

PO1: Gain knowledge and application skills in the respective domains connected to the Program.

PO2: Be equipped with problem-solving skills which would enable them to face real life and professional problems.

PO3: Be able to understand the importance of professional values and ethics.

PO4: Improve their interpersonal skills and be ready to operate effectively in multicultural and diverse environments.

Programme Specific Outcomes (PSO's)

PSO1: Acquire knowledge and skills in the domain of Management, Accounting, Marketing and Human Relations.

PSO2: Be prepared to pursue career opportunities in fields of Corporate Administration, Marketing, Sales, Human Resources etc.

PSO3: Be ready for progression to Master's program or pursue professional courses like CS/MBA etc

PSO4: Inculcate the qualities and develop the abilities to be an entrepreneur.

Programme	Semester	Course Name	Course Code	Course Outcome: On successful completion of the course, the Students will be able to
BBA (R)	I	Management Principles & Practice	BBA 1.1	The ability to understand concepts of business management, principles and function of management.
				The ability to explain the process of planning and decision making.
				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
BBA (R)	I	FUNDAMENTALS OF ACCOUNTING	BBA 1.2	Understand the framework of accounting as well accounting standards.
				The Ability to pass journal entries and prepare ledger accounts
				The Ability to prepare various subsidiary books
				The Ability to prepare trial balance and final accounts of proprietary concern.
				Construct final accounts through application of accounting software tally.
BBA (R)	I	Marketing Management	BBA 1.3	Understand the concepts and functions of marketing.
				Analyse marketing environment impacting the business.
				Segment the market and understand the consumer behaviour
				Describe the 4 p's of marketing and also strategize marketing mix
				Describe 7 p's of service marketing mix.
BBA (R)	II	Financial Accounting	BBA 2.1	Ability to understand the conversion of single entry into double entry.
				The ability to prepare final accounts of partnership firms
				The ability to understand the process of public issue of shares and accounting for the same
				The ability to prepare final accounts of joint stock companies.
				The ability to prepare and evaluate vertical and horizontal analysis of financial statements
BBA (R)	II	Human Resource Management	BBA 2.2	Ability to describe the role and responsibility of Human resources management functions on business
				Ability to describe HRP, Recruitment and Selection process
				Ability to describe to induction, training, and compensation aspects.

		management		Ability to explain performance appraisal and its process.
				Ability to demonstrate Employee Engagement and Psychological Contract.
BBA (R)	II	BUSINESS ENVIRONMENT	BBA 2.3	An Understanding of components of business environment.
				Ability to analyse the environmental factors influencing business organisation.
				Ability to demonstrate Competitive structure analysis for select industry.
				Ability to explain the impact of fiscal policy and monetary policy on business.
				Ability to analyse the impact of economic environmental factors on business.
BBA (R)	II	Business Mathematics	BBA 2.3	The application of equations to solve business problems.
				The Application AP and GP in solving business problems.
				The calculation of simple interest, compound interest and discounting of Bills of Exchange.
				The application of matrices in business.
				The Application of ratios and proportions in business.
BBA (AVIATION)	I	Management Principles & Practice	BBA 1.1	The ability to understand concepts of business management, principles and function of management.
				The ability to explain the process of planning and decision making.
				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.
BBA (AVIATION)	I	FUNDAMENTALS OF ACCOUNTING	BBA 1.2	Understand the framework of accounting as well accounting standards.
				The Ability to pass journal entries and prepare ledger accounts
				The Ability to prepare various subsidiary books
				The Ability to prepare trial balance and final accounts of proprietary concern.
				Construct final accounts through application of accounting software tally.
BBA (AVIATION)	I	Introduction to Aviation Industry	BBA 1.3	To understand about the basic airline, General Abbreviations, City Names, Codes, Airport Names etc
				To Analyse the Airport Layout, Structure and different areas of airport.
				To understand Airline Regulatory Bodies, roles and responsibilities of various regulatory authorities.
				Able to understand Aircraft Types/ Understanding the security, navigation and traffic control
				To Analyse about the Airside Safety, Security and Airline Crew Training of the airline.
BBA (OEC)	I	Business Organization	BBA 1.5 a (OEC)	An understanding of the nature, objectives and social responsibilities of business
				An ability to describe the different forms of organisations
				An understanding of the basic concepts of management
				An understanding of functions of management.
				An understanding of different types of business combinations
BBA (AVIATION)	II	Financial Accounting and Reporting	BBA 2.1	The ability to prepare final accounts of partnership firms
				The ability to understand the process of public issue of shares and accounting for the same
				The ability to prepare final accounts of joint stock companies.
				The ability to prepare and evaluate vertical and horizontal analysis of financial statements
				The ability to understand company's annual reports.
				Ability to describe the role and responsibility of Human resources management functions on business

BBA (AVIATION)	II	Human Resource Management	BBA 2.2	<p>Ability to describe HRP, Recruitment and Selection process</p> <p>Ability to describe to induction, training, and compensation aspects.</p> <p>Ability to explain performance appraisal and its process.</p> <p>Ability to demonstrate Employee Engagement and Psychological Contract.</p>
BBA (AVIATION)	II	AVIATION SAFETY & SECURITY MANAGEMENT	BBA 2.3	<p>To enable the students to learn about the importance of Safety and Security in Air Transportation,</p> <p>The study of which is of vital importance to Aviation Students, where they will be learning about the techniques and methodologies used in protecting passengers, crew, baggage, cargo, mail, ground personnel, aircraft and property of Airports.</p> <p>Able to understand the causes of Terrorism, Hijacking, countering both Terrorism and Hijacking methods.</p> <p>Analyse the importance of Safety Assessment Program and Transportation security administration</p> <p>Students are able to understand the Ground Operations and their policies.</p>
BBA (AVIATION)	II	PEOPLE MANAGEMENT	BBA 2.5 b (Open Elective Course)	<p>Ability to examine the difference between People Management with Human resource Management</p> <p>Ability to explain the need for and importance of People Management.</p> <p>Ability to explain role of manager in different stages of performance management process</p> <p>Ability to list modern methods of performance and task assessment.</p> <p>Ability to analyse the factors influencing the work life balance of an working individual.</p>
BBA	III	Soft Skills for Business	3.2 (Core)	<p>CO1: Understand the oral & written communication skills & apply them in organizational & business issues.</p> <p>CO2: develop public speaking skills in order to convey an effective & efficient message.</p> <p>CO3: Understand the various ways of gathering information from people.</p> <p>CO4: Understand the importance of meeting & will be able to differentiate among various meeting</p> <p>CO5: draft the CV, circular, order, complaints etc.</p>
BBA	III	Corporate Accounting	3.3 (Core)	<p>CO1: Understand the accounting requirements for a corporate group & familiarities with the theory underlying the methods used to account.</p> <p>CO2: Understand the concept and procedures of financial reporting including income statement, balance sheet.</p> <p>CO3: Understand the concept of goodwill and methods of calculation.</p> <p>CO4: Understand the concept of shares and the methods of calculating the share price.</p> <p>CO5: Understand the preparation of final accounts of holding company.</p>
BBA	III	Human Resource Management	3.4 (Core)	<p>CO1: Understand the Principles, objectives and importance of Human Resource Management.</p> <p>CO2: Understand the process of Human Resource Planning, recruitment & selection process.</p> <p>CO3: Understand the importance of training and induction process in an organisation.</p> <p>CO4: Understand the concept of performance appraisal & the need for the same in an organisation.</p> <p>CO5: Understand the difference between promotion & transfer.</p> <p>CO6: Understand the need for human resource development in an organisation.</p>
BBA	III	Business Regulations	3.5 (Core)	<p>CO1: Define Business Law and explain its nature and sources.</p> <p>CO2: Explain the essentials of a valid contract; classify the contracts on the basis of formation, validity and performance, outline the rights and duties of buyer under the Sale of goods Act, 1930.</p> <p>CO3: Discuss the Objectives and Features of Competition Act, 2002 and explain the rights of consumer under the consumer protection Act, 1986.</p> <p>CO4: Understand Indian Patent Laws and WTO Patent Rules and list out the objectives and features of FEMA Act, 1999.</p> <p>CO5: Summarise the rules and powers of central government to protect environment in India and outline the objectives of Environment Protection Act, 1986.</p>
				<p>CO1: Outline the procedures involved in the formation of a Company.</p> <p>CO2: Identify the different modes of capital in a company and the ways of collecting it.</p>

BBA	III	Corporate Environment	3.6 (Core)	CO3: Categorize Meetings and their requirements. CO4: Identify the roles and responsibilities of the Key Managerial Personnel in a Company. CO5: Understand the legal procedure to wind up a company.
BBA	III	Business Ethics	3.7 (Core)	CO1: Understand and demonstrate ethical values and behaviours in business decisions & its impact on the society. CO2: Justify the importance of business ethics and corporate social responsibility in business organizations. CO3: Discuss and reinforce personal and professional ethics in business, contributing goodwill of an organization. CO4: Examine the importance of ethics in management for positive managerial decisionmaking and vice versa. CO5: Appraise the significance of code of ethics, corporate culture and corporate governance in modern business environment
BBA	III	Personality Development	Non Core	CO1: Self-awareness is the ability to recognize one's own feelings, behaviour and characteristics. CO2: To appreciate the importance of setting goals for oneself. CO3: To inculcate creativity and with the help of creativity solve problems. CO4: To realize to manage stress and its importance.
BBA	IV	Business Research Methods	4.2 (Core)	CO1: Conceptualize the research Process. CO2: Identify the various sources of data collection and literature review. CO3: Understand the process data interpretation in a research work. CO4: Understand the necessary critical thinking skills & understand statistical techniques in order to interpret, process data into meaningful information. CO5: Summarise the components of scholarly writing & evaluate its quality.
BBA	IV	Marketing Management	4.3 (Core)	CO1: Acquire knowledge regarding basic concepts and functions of Marketing Management. CO2: Learn about marketing environment concepts to solve day-to-day corporate problems. CO3: Understand and apply various strategies which enable decision making process in new product development and Product Life Cycle. CO4: Study about segmenting the market and understand the consumer and his buying behaviour. CO5: Synthesize ideas into a maintain CRM.
BBA	IV	Financial Management	4.4 (Core)	CO1: Identify the areas & objectives of financial decisions. CO2: Analyse the importance of time factor in valuing the money. CO3: Make decision about the best investment avenues. CO4: Understand the impact of capital Structure on EPS. CO5: understand the importance of having an optimal working capital & also to understand the cash conversion cycle.
BBA	IV	Services Management	4.5 (Core)	CO1: Acquire knowledge regarding basic concepts and functions of Marketing Management. CO2: Learn about marketing environment concepts to solve day-to-day corporate problems. CO3: Understand and apply various strategies which enable decision making process in new product development and Product Life Cycle. CO4: Study about segmenting the market and understand the consumer and his buying behaviour. CO5: Synthesize ideas into a maintain CRM.
BBA	IV	Banking Regulations & Operations	4.6 (Core)	CO1: The student will learn the procedure of collecting and filling account opening form of SB A/c or Current A/c CO2: Draw specimen of Demand Draft CO3: Prepare a specimen of Travellers Cheques / Gift cheques / Credit cheques. CO4: Understand the various facilities offered by a Bank. CO5: Know the different services offered by banks.
BBA	IV	Cost Accounting	4.7 (Core)	CO1: Understand the difference between Financial Accounting, Management Accounting & Cost Accounting & the meaning of cost, Costing & Cost Accounting. CO2: Understand the meaning of direct & indirect materials. CO3: Understand the importance of overtime, idle time & the methods of remunerating the labour.

				CO4: Understand the classification & allocation of overheads, methods of apportionment of overhead.
				CO5: Need for reconciliation of Cost Accounting data with Financial Accounting data & the treatment of Overvaluation & undervaluation of Closing & Opening Stock.
BBA	IV	Science & Society	Non Core	CO1: Students capable of analysing usage of science and technology in day today life, became aware of importance of research as the answer to existing problems.
				CO2: Students understood the energy issues – energy consume and conservation concept. Importance of non-renewable and renewable energy resources ,conservation of water. Minimum usage of vehicles to prevent pollution to play important role in environmental protection.
				CO3: To Become aware of ancient Indian contributions to the fields of mathematics, astronomy, astrology, metallurgy and medicine.
				CO4: Diseases and prevention – healthy life style gives good citizens and help in nation building.
BBA	V	Entrepreneurship Management	5.1 (Core)	CO1: Understand the concept & importance of Entrepreneurship & facilitate generation of young entrepreneurs.
				CO2: Analyse and understand the important role played by SSI in the development of nation.
				CO3: Understand the method of preparation of project proposal to start an SSI.
				CO4: Understand the method of preparing a business plan.
				CO5: Get familiarised with the causes of Industrial sickness and various remedial measures for sick industries.
BBA	V	Computer Application in Business	5.2 (Core)	CO1: Understand the concept Information System.
				CO2: Understand the important role of an effective information system in an organisation.
				CO3: Understand the usage of MS office tools.
				CO4: Understand the importance of maintain a data with the help of information system.
				CO5: Analyse the basic accounting software usage & maintenance.
BBA	V	Investment Management	5.3 (Core)	CO1: Understand and analyse the Various Financial Assets & the risk involved.
				CO2: Analyse the various securities.
				CO3: Understand and apply the better investment options based on the investors perception.
				CO4: Understand the management strategies of equity portfolio.
				CO5: Understand the various types of mutual funds & international investments.
BBA	V	Management Accounting	5.4 (Core)	CO1: Develop an outline of the application of accounting techniques for management and interpret about the financial strength and weakness of the organization.
				CO2: Analyse the Financial strength and weakness of the institution with the help of different ratios.
				CO3: Summarize the various sources and applications of funds in an organization and can prepare the funds flow statement.
				CO4: Assess the difference between Fund and Cash and enable to illustrate the cash movement in an organization.
				CO5: Understand the various types of budgets prepared by an organisation.
BBA	V	EWSS	5.5 (Elective)	CO1: Understand the concept of Social & Labour Welfare.
				CO2: Appreciate the functions & the basic rules & regulations of ILO.
				CO3: Analyse the concept of social security.
				CO4: Understand and analyse the Labour administration in India.
				CO5: Understand the various types compulsory benefits to be given to the employees in an organisation.
BBA	V	SHRM	5.6 (Elective)	CO1: Understand the concept of Strategic HRM.
				CO2: Understand the non traditional approaches in HR.
				CO3: Understand and appreciate the importance of effective HR management in an organisation.
				CO4: Analyse & understand Strategic Planning process.
				CO5: Understand the global perspective of HRM.
				CO1: To develop a set of cognitive, effective, and behavioural skills and characteristics that support effective and appropriate attentiveness and analyse diversity.

BBA	V	Culture, Diversity & Society	Non Core	CO2: To integrate, synthesize, and apply knowledge of other cultures in both focused and broad interdisciplinary contexts. (Nation building). CO3: There is a broad exposure to a variety of social stratification and other societal problems. (Gender discrimination, Social Responsibilities).
BBA	VI	International Business	6.1 (Core)	CO1: Understand the fundamental aspects of international business & various theories relating to the same. CO2: Familiarise the students with the concepts such as merger, acquisition & joint venture etc. CO3: Understand the concept of MNC's in India. CO4: Analyse and understand the International Marketing Reserach. CO5: Familiarise the students with documentation related to exports & imports.
BBA	VI	E - Business	6.2 (Core)	CO1: Familiarise the students with fundamental aspects of e commerce. CO2: Understand the concepts such as encryption, decryption, policies & procedures. CO3: Understand the various E- Payment Sytems. CO4: Analyse and understand the B2B & B2C merketing strategies. CO5: Familiarise the students with various concepts of Cyber law.
BBA	VI	Income Tax	6.3 (Core)	CO1: Understand the basic principles underlying in the Income Tax Act. CO2: Examine the assessment procedure CO3: Make the students to understand the computation of Taxable Income and Tax Liability of individuals. CO4: Develop IT enabled global middle level managers for solving real life business problems
BBA	VI	Organisational Change & Development	6.5 (Elective)	CO1: Understand the concept change & Change Mangement. CO2: Understand the concepts effectiveness & measuring the effectives of an organisation. CO3: Understand the Startegies for organisational development. CO4: Familiarise the concept of Interventions. CO5: Understand the role creativity & innovation in the development of an organisation.
BBA	VI	Compensation Management	6.6 (Elective)	CO1: Understand the concept Job evaluation & evaluate the Performance appraisal. CO2: Understand the concepts of Compensation Management. CO3: Appreciate the importance of allowances & fringe benefits. CO4: Decide motive behind the incentive for an employee. CO5: Understand the regulation relating to the compensation in India.
BBA	VI	Value Education	Non Core	CO1: To identify the knowledge, skills, values, and attitudes that they need to develop in their day to day life. CO2: Developing a positive and responsible attitude to their own well-being. CO3: To have general knowledge and legal literacy, thereby take up competitive examinations. CO4: To develop commitment and courage to act on one's beliefs in real life situations.

Dr. N.S.A.M First Grade College

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Bachelor of Arts (BA)

Programme Outcomes (PO's)

PO1: Gain knowledge and application skills in the respective domains connected to the Program.

PO2: Be equipped with problem-solving skills which would enable them to face real life and professional problems.

PO3: Be able to understand the importance of professional values and ethics.

PO4: Improve their interpersonal skills and be ready to operate effectively in multicultural and diverse environments.

Programme Specific Outcomes (PSO's)

PSO1: Students should be able to demonstrate an understanding of behavior, thoughts, and feelings of the individual and the individual in group settings

PSO2: Show insight into one's own and others' behavior and mental processes and apply effective strategies for self-management and self-improvement.

PSO3: The students will be ignited enough to think and act over for the solution of various issues prevailed in the human life to make this world better than ever.

PSO4: Ability to investigate and understand social behaviour of people within groups, organizations and societies.

PSO5: Learning application of theory and research to social problems.

PSO6: The study equips the students with the basic journalistic skills in different mass media.

PSO7: Enable them to understand the role and responsibilities of the Enabling to measure attitude, aptitude, interest, adjustment, skills etc. within the people.

PSO8: Media industry in dealing with society and governance with communication abilities.

PSO9: Interpret and apply the theory of transferable skills demonstrated in media and in the field of communication.

Programme	Semester	Course Name	Course Code	Course Outcome: On successful completion of the course, the Students will be able to
BA	I	Sociology		Understand the nature and role of Sociology in a changing world□
				Comprehend the uniqueness of sociological imagination in the study of real world
				Recognise the different perspectives of perceiving the workings of social groups
				Differentiate between sociology's two purposes - science and social reform
BA	II	Changing Social Institutions in India		Express one's understanding of current social issues in oral and written forms
				Identify the new forms taken by institutions of family and marriage
				Understand the role played by religion in modern world
				Sensitise the students to the conflicting norms of secularism and living by one's religious beliefs
				Appreciate the role of education and challenges in making education accessible to all
				Recognise the social nature of economy and work
BA	I	Introduction to Journalism concepts and		Grasp the opportunities offered by democracy and the threats it faces
				Undertake micro research work and communicate effectively
				Understand & appreciate various dimensions of mass communication
BA	I	Introduction to Journalism concepts and		Develop an understanding of the fundamental concepts of journalism
				Analyse the scope/various dimensions in journalism

		practices		Discuss the recent trends in mass media
				Analyse and review different news papers
BA	II	Computer Applications for Media		Understand the basic concepts of computer
				Develop an understanding of the applications of computers in print and electronic journalism
				Get acquainted with internet applications
				Apply information technology skills in print and broadcast projects
				Demonstrate web based broadcasting skills
BA	I	FOUNDATIONS OF PSYCHOLOGY - I		Students will understand the genesis of Psychology and its importance
				Students will gain basic knowledge about Psychology
				Students will understand the fundamental mental processes which are base for behaviour
				Students understand the Applications of Psychology in various fields
BA	II	Foundation of Behaviour		evaluate and understand the different human emotions
				critically evaluate and identify determinants of motivation
				compare and contrast different theories of intelligence
				differentiate the human personalities