



# St. Claret College

Affiliated to Bangalore University | A Claretian Missionary Institution

NURTURING VALUES AND EXCELLENCE

## DEPARTMENT OF MANAGEMENT

### I SEMESTER BBA

### BUSINESS ORGANIZATION AND ENVIRONMENT

**OUTCOMES:** Students will be able to

**CO1-** Understand the various classifications of business, industry, and trade.

**CO2-** Explain the various form of Business Organization.

**CO3-** Understand the types of companies and the steps involved in the formation of a company.

**CO4-** Explain the various dimensions of the Business environment and their impact.

**CO5-** Discuss the impact of Government policy on the business industry with liberalization, privatization, and globalization.

## FUNDAMENTALS OF ACCOUNTING

**OUTCOMES:** Students will be able to

**CO1-** Understand the Objectives, Functions, Uses of Accounting Information, Accounting Principles.

**CO2-** Understand the Process of Accounting Kinds, Rules, Transaction Analysis, Journal, Ledger Balancing of Accounts, Trial Balance.

**CO3-** Understand the types of Subsidiary books, Cash books, and Journal proper. Bank Reconciliation Statement.

**CO4-** Understand the Preparation of Profit & Loss Account and Balance Sheet (Vertical form).

**CO5-** Understand the Differences between single entry and double-entry systems.



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## MANAGEMENT PROCESS

**OUTCOMES:** Students will be able to

**CO1-** Understand the principles of Management and the social responsibility of Management.

**CO2-** Clarify the importance of planning and various steps of the decision-making process.

**CO3-** Understand the principles of organizing and nature, the importance of Staffing.

**CO4-** Understand the various types of Motivation and principles of co-ordination.

**CO5-** Discuss the essentials of the effective control system.

## ORGANISATION BEHAVIOUR

**OUTCOMES:** Students will be able to

**CO1-** Understand the organisational behavior meaning, scope, application, and emerging issues.

**CO2-** Understand the meaning, determinants of personality, perception, and attitude.

**CO3-** Understand the principles of learning, steps, and modification process.

**CO4-** Understand the meaning, types, functions of groups, group behavior.

**CO5-** Understand the meaning, nature, pressure of work change, types of change and factors, meaning, and types of organisational development.



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## QUANTITATIVE METHODS FOR BUSINESS-I

**OUTCOMES:** Students will be able to

**CO1-** Understand the basic concepts of Number systems, LCM, and HCF.

**CO2-** Understand the Application of different methods of solving Simple, Linear, and Simultaneous Equations.

**CO3-** Understand the Application of formulae for calculating Arithmetic Mean and Geometric Mean.

**CO4-** Understand the matrix operations and evaluate the determinants.

**CO5-** Understand the Application of formulae to evaluate Commercial Arithmetic problems.

## II SEMESTER BBA

### FINANCIAL ACCOUNTING

**OUTCOMES:** Students will be able to

**CO1-** Understand the policy for loss of stock calculation, treatment of salvage, average clause, computation of fire insurance claims.

**CO2-** Understand the meaning, terms in hire purchase, calculation of cash price, hire purchase price, interest, preparation of journal and ledger in the books of hire purchaser and hire vendor, the meaning of installment system, and the difference between hire purchase and installment system.

**CO3-** Understand the types of Subsidiary books, Cash books, and Journal proper. Bank Reconciliation Statement.

**CO4-** Understand the methods of calculation of purchase consideration, passing journal entries, and preparation of ledger accounts in books of purchasing company and firm.

**CO5-** Understand the meaning and types of shares, issue of shares, passing journal entries, preparation of ledger accounts, and vertical balance sheet.



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## PRODUCTION AND OPERATIONS MANAGEMENT

**OUTCOMES:** Students will be able to

**CO1-** Explain the meaning, classification, objectives, advantages, and disadvantages of production and operations management.

**CO2-** Analyze the factors influencing the choice of a suitable plant location

**CO3-** Explain the principles of material handling.

**CO4-** Explain the steps in PPQC and describe the objectives of the Time and Motion study.

**CO5-** Explain the types of maintenance.

## QUANTITATIVE METHODS FOR BUSINESS-II

**OUTCOMES:** Students will be able to

**CO1-** Understand the basic concepts and terms of Statistics, analyse the classification and tabulation of data.

**CO2-** Understand and Analyse the types of averages, graphic location of the median, and mode through Ogive curves and Histogram.

**CO3-** Understand and Analyse the Measures of Dispersion and Skewness.

**CO4-** Understand and Analyse the correlation and regression analysis.

**CO5-** Understand and Analyse the Index Numbers.



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## **III SEMESTER BBA**

### **CORPORATE ACCOUNTING**

**OUTCOMES:** Students will be able to

**CO1-** Understand the preparation of Company Final Accounts.

**CO2-** Understand and evaluate the preparation of Financial Statement Analysis.

**CO3-** Understand the preparation of Valuation of Goodwill.

**CO4-** Understand the preparation of Valuation of Shares.

**CO5-** Understand the preparation of Holding Company Accounts.



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## CORPORATE ENVIRONMENT

**OUTCOMES:** Students will be able to

**CO1-** Understand the different stages involved in the formation of a company

**CO2-** Understanding the various sources of raising the funds.

**CO3-** Explain the different types of Meetings held at a Joint-stock Company.

**CO4-** Explain the roles of the Company secretary.

**CO5-** Understand the modes of winding up of companies.

## HUMAN RESOURCE MANAGEMENT

**OUTCOMES:** Students will be able to

**CO1-** Understand the Basic Function of Human resources and recent trends in HRM.

**CO2-** Understand the various steps involved in the recruitment and selection process.

**CO3-** Understand the concept of training and methods of training.

**CO4-** Understand the concept of performance appraisal and compensation aspects.

**CO5-** Understand the concept of Promotion and transfer along with types of transfers.

**CO6-** Understand the concept of Human resource development and the impact of globalization.



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## BUSINESS ETHICS

**OUTCOMES:** Students will be able to

**CO1-** Understand the importance of Business Ethics

**CO2-** Explain the concept of emotional honesty.

**CO3-** Understand the relevance of following ethics in various fields such as Finance, Marketing, etc.

**CO4-** Explain the impact of corporate culture and cross-cultural issues in ethics

**CO5-** Discuss the Composition of organizational structure and the concept of corporate governance.

## BUSINESS REGULATIONS

**OUTCOMES:** Students will be able to

**CO1-** Understand the Concepts, Scope of business law, Fundamental Rights, Duties, and Directive Principles of State policy

**CO2-** Evaluate the essentials of a valid contract, classification of contract, breach of contract and contract of sale, rights and duties of buyer and unpaid seller.

**CO3-** Analyze and Evaluate the Objectives of RTI, RTE, and its salient features.

**CO4-** Evaluate the CCI, CAT, Consumer Redressal Agencies, Consumer Protection Councils.

**CO5-** Discuss the features of FEMA, offenses & Penalties, Causes of ozone layer depletion, Powers of the central government to protect the environment in India



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## IV SEMESTER BBA

### BUSINESS RESEARCH METHODS

**OUTCOMES:** Students will be able to

**CO1-** Understand the types, scope of research, research methodology, steps involved in research.

**CO2-** Explain the various methods of collecting the required research data.

**CO3-** Understand the measurement techniques, motivational research techniques, and selection of appropriate statistical techniques.

**CO4-** Understand tabulation of data, analysis of data, testing of hypothesis, ANOVA, Chi-Square.

**CO5-** Understand types of reports, contents, bibliography.

### BUSINESS REGULATIONS AND OPERATIONS

**OUTCOMES:** Students will be able to

**CO1-** Understand the roles, functions, and credit creation of commercial banks.

**CO2-** Explain the banker customer relationship, types of customers, and account holders.

**CO3-** Understand the different kinds of negotiable instruments, types of crossing, and endorsements.

**CO4-** Explain duties and responsibilities and statutory protection to paying bankers and collecting bankers.

**CO5-** Understand the sound principles of bank lending and different kinds of borrowing facilities.





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## COST ACCOUNTING

**OUTCOMES:** Students will be able to

**CO1-** Understand the scope of cost accounting and classification of cost, preparation of cost sheet.

**CO2-** Understand the types of material cost involved and various inventory techniques involved in purchasing materials.

**CO3-** Understand the meaning and types of direct and indirect labour, labour turnover, methods of labour remuneration.

**CO4-** Understand the meaning and classification of overheads, control of overheads, apportionment, absorption, and allocation of overheads.

**CO5-** Understand the need and reasons for reconciliation of cost and financial accounts, preparation of reconciliation statement.

## FINANCIAL MANAGEMENT

**OUTCOMES:** Students will be able to

**CO1-** Understand the meaning of finance, functions, financial management, the role of the financial manager, financial planning, and its principles.

**CO2-** Understand the Future Value, Present Value, Doubling period, valuation of Bonds & Debentures, Preference Shares, Equity Shares.

**CO3-** Understand Capital Structure, EBIT, EBT, EPS, Leverages, Capital Budgeting, payback period, rate of return, profitability index.

**CO4-** Understand the determinants of Dividend Policy, types of Dividends, and provisions of the Companies Act.

**CO5-** Understand working capital management, cash management, receivables management, and inventory management.



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## MARKETING MANAGEMENT

**OUTCOMES:** Students will be able to

**CO1-** Understand the meaning, approaches, functions, recent trends in marketing.

**CO2-** Understand the macro marketing environment factors.

**CO3-** Understand the marketing mix, product mix, product pricing, channels of distribution.

**CO4-** Understand the market segmentation, consumer behavior, and buying decision process.

**CO5-** Understand the role of customer relationship management and its roles by explaining the advantages and disadvantages.

## SERVICES MANAGEMENT

**OUTCOMES:** Students will be able to

**CO1-** Understand the reasons for the growth of services

**CO2-** Understand the 7Ps of the service marketing mix.

**CO3-** Understand the impact of Tourism.

**CO4-** Understand the Various types of insurance.

**CO5-** Understand the extension services of hospitals.



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## V SEMESTER BBA

### ADVANCED FINANCIAL MANAGEMENT

**OUTCOMES:** Students will be able to

**CO1-** Understand the Various investment decisions And Risk Analysis, Types, Risk and Uncertainty, and Techniques of Measuring Risks and Problems.

**CO2-** Explain the Cost of Capital and Capital Structure and Significance of Cost Problems.

**CO3-** Determine the Dividend theories, Types, Irrelevance Theory – MM Model. Relevance Theories - Walter Model - Gordon Model, Problems.

**CO4-** Determine the Planning and Forecasting of Working Capital, Concept and Determinants of Working Capital, Problems.

**CO5-** Determine the Corporate Valuation, DCF method, relative valuation method, net asset method, value-based management. (Only concepts).

### ADVERTISING AND MEDIA MANAGEMENT

**OUTCOMES:** Students will be able to

**CO1-** Understand the concept of Advertising.

**CO2-** Explain the Advertising and Campaign planning.

**CO3-** Describe the art of copywriting, creative strategy, and Advertising Budget

**CO4-** Explain the Decision-Making strategy followed by Media.

**CO5-** Discuss the advertising effectiveness and organizing advertising functions



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## COMPUTER APPLICATION IN BUSINESS

**OUTCOMES:** Students will be able to

**CO1-** Understand the Uses of Business information systems.

**CO2-** Understand the Types of Information systems.

**CO3-** Understand the usage of MS-word and broad guidelines for formatting.

**CO4-** Understand the various data models.

**CO5-** Understand the different types of database systems.

## CONSUMER BEHAVIOR

**OUTCOMES:** Students will be able to

**CO1-** Explain the recent trends in Consumer Behavior.

**CO2-** Explain the theories of consumer motivation.

**CO3-** Explain the role of family on consumer behavior.

**CO4-** Explain the consumer decision-making process.

**CO5-** State the reasons for the growth of consumerism in India.



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## ENTREPRENEURIAL MANAGEMENT

**OUTCOMES:** Students will be able to

**CO1-** Understand the concept of entrepreneurship, entrepreneur, and enterprise.

**CO2-** Explain the role and importance of entrepreneurship in the growth of the country.

**CO3-** Explain the qualities of an entrepreneur for sustainability and building a suitable personality for the enterprise.

**CO4-** Evaluate and discuss the problems of the venture.

**CO5-** Evaluate the different financial supports and sources for a venture.

**CO6-** Do a Comparison between common drawbacks for failures of venture and factors contributing to the success of an entrepreneur.

**CO7-** Understand the different financial supports and sources for a venture.

## FINANCIAL MARKETS AND SERVICES

**OUTCOMES:** Students will be able to

**CO1-** Understand the preparation of company final accounts.

**CO2-** Understand the preparation of various statements and reports.

**CO3-** Understand the valuation of goodwill and factors influencing goodwill.

**CO4-** Understand the valuation of shares and various methods involved.

**CO5-** Understand the preparation of a consolidated balance sheet.



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## INVESTMENT MANAGEMENT

**OUTCOMES:** Students will be able to

**CO1-** Understand and Analyse the nature, scope of investment management, and its types of financial assets.

**CO2-** Understand the various types of analysis such as fundamental and Securities.

**CO3-** Analyse the various concept related to portfolio management.

**CO4-** Understand and analyse the different types of portfolio management strategies.

**CO5-** Understand the concept of Mutual Funds, Investor's life cycle, Personal investment, Management of funds in banks, insurance companies, pension funds, International investing.

## MANAGEMENT ACCOUNTING

**OUTCOMES:** Students will be able to

**CO1-** Understand the Scope of Management Accounting and the relationship between financial, Cost and Management accounting.

**CO2-** Understand the preparation of Trading and Profit & Loss Account and Balance Sheet with the help of Accounting Ratios.

**CO3-** Understand the valuation and Statement of Sources and Application of Funds.

**CO4-** Understand the preparation of the Cash Flow Statement according to AS-3

**CO5-** Understand the preparation of marginal costing and budgetary control.



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## VI SEMESTER BBA

### BRAND MANAGEMENT

**OUTCOMES:** Students will be able to

CO1- Understand the types of products.

CO2- Describe the various product line decisions.

CO3- Explain the new product development process.

CO4- Explain the reasons for the failure of new products.

CO5- Describe the challenges and opportunities of branding.

## E-BUSINESS

**OUTCOMES:** Students will be able to

CO1- Understand the concept of E-Commerce and history, types, comparison with traditional commerce, e-commerce business models, and emerging trends.

CO2- Understand the security threats E-Commerce security, communication channels, web servers, policies, and procedures.

CO3- Understand the e-payment systems and various types of them.

CO4- Understand the various e-commerce marketing and branding strategies.

CO5- Understand the legal aspects of e-business, internet frauds, and the governing cyber laws.



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## INTERNATIONAL BUSINESS

**OUTCOMES:** Students will be able to

**CO1-** Understand the meaning, definition, theories of International Business, Economic Theories, forms, and nature of international business.

**CO2-** Understand mode of entry, exporting, licensing, franchising, contract manufacturing, turnkey projects, FDI, mergers, acquisitions, and Joint ventures.

**CO3-** Understand globalization meaning, advantages, and disadvantages, global companies, MNC, global companies, organisational transformations.

**CO4-** Understand the information, sources, international marketing, information system, and marketing research.

**CO5-** Understand export trade, procedure, steps and documentation, EXIM trade, BOP, disequilibrium, and measures for rectification, EXIM Trade institutions.

## INTERNATIONAL FINANCE

**OUTCOMES:** Students will be able to

**CO1-** Understand the various issues involved in international business.

**CO2-** Understand the foreign exchange market in detail.

**CO3-** Understand the phenomenon of international financial markets.

**CO4** exchange risks, hedging, forward, future, swaps options, valuation of future swaps, options, and efficiency of exchange markets

**CO5-** Understand IMF, International liquidity, SDRs, IBRD, IDA, international investment guarantee.





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## INCOME TAX

**OUTCOMES:** Students will be able to

**CO1-** Understand and analyse the basic concepts and terms of Income Tax, analyse the residential status of an Individual.

**CO2-** Analyse the income from salary.

**CO3-** Analyse the income from house property.

**CO4-** Analyse the profits and gains from business and profession.

**CO5-** Understand and Analyse the capital gains, income from other sources, and gross total income.

## RETAIL MANAGEMENT

**OUTCOMES:** Students will be able to

**CO1-** Explain the functions, types of retail, retail theories, retail life cycle, retail in India & International.

**CO2-** Explain the customer shopping behavior, retail planning process, create a business plan and implement and analyse the associated risks.

**CO3-** Understand the concept of store location, store designing, retail operations, stock management.

**CO4-** Understand the retail marketing mix, product, pricing, place, promotion.

**CO5-** Understand and explain the retail, legal aspects, social issues, and ethical issues in retailing.



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## STOCK AND COMMODITY MARKET

**OUTCOMES:** Students will be able to

**CO1-** Understand the Stock markets, Commodity markets, placement, and buyback of shares.

**CO2-** Discuss on SEBI, functions, online trading.

**CO3-** Understand the Trading, Speculation, Brokers, NSDL, CSDL.

**CO4-** Understand the Commodities Market, roles, functions, and its types.

**CO5-** Explain the patterns, benefits of trading and commodity markets.