



**BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE**  
C.S.I Karnataka Central Diocese  
#19,3<sup>rd</sup> Cross, C.S.I Compound, Mission Road, Bengaluru – 560027  
Affiliated to Bengaluru City University

Contact No: 080 – 22212933/22129880  
Email: [principal@bcwcc.edu.in](mailto:principal@bcwcc.edu.in) Website: [www.bcwcc.edu.in](http://www.bcwcc.edu.in)

## **DEPARTMENT OF BUSINESS MANAGEMENT**

### **PROGRAM OUTCOMES**

#### **AIMS AND OBJECTIVES OF UG PROGRAMS IN B.B.A:**

- To provide knowledge regarding the basic concepts, principles and functions of management.
- To develop business and entrepreneurial skills among the students.
- To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
- To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- To provide practical industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/industry.
- To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.



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### **DEPARTMENT OF BUSINESS MANAGEMENT**

#### **COURSE OUTCOMES**

##### **I SEM: MANAGEMENT PRINCIPLES & PRACTICE**

On successful completion the students will be able to .

- a. The ability to understand concepts of business management, principles and function of management. .
- b. The ability to explain the process of planning and decision making.
- c. The ability to create organization structures based on authority, task and responsibilities. .
- d. The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. .
- e. The ability to understand the requirement of good control system and control techniques.

##### **I SEM: FUNDAMENTALS OF ACCOUNTING:**

On successful completion the students will be able to

- a) Understand the framework of accounting as well accounting standards.
- b) The Ability to pass journal entries and prepare ledger accounts.
- c) The Ability to prepare various subsidiary books.
- d) The Ability to prepare trial balance and final accounts of proprietary concern.
- e) Construct final accounts through application of accounting software tally.

##### **I SEM: MARKETING MANAGEMENT:**

On successful completion the students will be able to

- a) Understand the concepts and functions of marketing.
- b) Analyse marketing environment impacting the business.
- c) Segment the market and understand the consumer behaviour
- d) Describe the 4 p's of marketing and also strategize marketing mix



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e) Describe 7 p's of service marketing mix.

### **I SEM: BUSINESS ORGANIZATION:**

On successful completion the students will be able to

- a) An understanding of the nature, objectives and social responsibilities of business
- b) An ability to describe the different forms of organisations.
- c) An understanding of the basic concepts of management.
- d) An understanding of functions of management.
- e) An understanding of different types of business combinations.

### **I SEM: OFFICE ORGANIZATION AND MANAGEMENT (OEC):**

On successful completion of the course, the students will be able to

- a) An understanding of basic knowledge of office organisation and management.
- b) Demonstrate skills in effective office organisation
- c) Ability to maintain office records
- d) Ability to maintain digital record.
- e) Understanding of different types of organisation structures and responsibilities as future office managers.

### **II SEM: FINANCIAL ACCOUNTING:**

On successful completion the students will be able to

- a) Ability to understand the conversion of single entry into double entry.
- b) The ability to prepare final accounts of partnership firms.
- c) The ability to understand the process of public issue of shares and accounting for the same.
- d) The ability to prepare final accounts of joint stock companies.
- e) The ability to prepare and evaluate vertical and horizontal analysis of financial statements.



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## **II SEM: HUMAN RESOURCE MANAGEMENT:**

On successful completion the students will be able to

- a) Ability to describe the role and responsibility of Human resources management functions on business.
- b) Ability to describe HRP, Recruitment and Selection process.
- c) Ability to describe to induction, training, and compensation aspects.
- d) Ability to explain performance appraisal and its process.
- e) Ability to demonstrate Employee Engagement and Psychological Contract.

## **II SEM: BUSINESS ENVIRONMENT:**

On successful completion student will demonstrate

- a) An Understanding of components of business environment.
- b) Ability to analyse the environmental factors influencing business organization.
- c) Ability to demonstrate Competitive structure analysis for select industry.
- d) Ability to explain the impact of fiscal policy and monetary policy on business.
- e) Ability to analyse the impact of economic environmental factors on business.

## **II SEM: BUSINESS MATHEMATICS:**

On successful completion student will demonstrate:

- a) The application of equations to solve business problems.
- b) The Application AP and GP in solving business problems.
- c) The calculation of simple interest, compound interest and discounting of Bills of Exchange.
- d) The application of matrices in business.
- e) The Application of ratios and proportions in business.



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**II SEM: PEOPLE MANAGEMENT:**

On successful completion the students will be able to

- a. Ability to examine the difference between People Management with Human resource Management
- b. Ability to explain the need for and importance of People Management.
- c. Ability to explain role of manager in different stages of performance management process
- d. Ability to list modern methods of performance and task assessment.
- e. Ability to analyse the factors influencing the work life balance of a working individual.

**II SEM: PUBLIC ADMINISTRATION AND BUSINESS:**

On successful completion the students will be able to

- a. Explain the basic concept of public administration and its relevance for business;
- b. Explain the difference between public administration and Business Administration;
- c. Analyse the concept of good society and its impact on business;
- d. Analyse the impact of political system on business environment in India;
- e. Evaluate the impact of judicial system on business environment in India;
- f. Assess the impact of governance and public policies on business.

**II SEM: RETAIL MANAGEMENT**

On successful completion Student will demonstrate:

- a) An understanding of the types and forms of Retail business.
- b) Ability to examine Consumer Behaviour in various environment.
- c) Ability to analyse various Retail operations and evaluate them.
- d) Ability to analyse various marketing mix elements in retail operations.
- e) An understanding of Information Technology in retail business.



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### **II SEM: COST ACCOUNTING**

On successful completion the students will be able to

- a. Demonstrate an understanding of the concepts of costing and cost accounting.
- b. Classify, allocate apportion overheads and calculate overhead absorption rates.
- c. Demonstrate the ability to calculate labour cost
- d. Demonstrate the ability to prepare a cost sheet.
- e. Prepare material related documents, understand the management of stores and issue procedures.

### **III SEM ORGANIZATIONAL BEHAVIOUR**

On successful completion the students will:

- a) Demonstrate an understanding of the role of OB in business organization.
- b) Demonstrate an ability to understand individual and group behaviour in an organization.
- c) Be able to explain the effectiveness of organizational change and development of organisation.
- d) Demonstrate an understanding of the process of organizational development and OD Interventions.

### **III SEM: STATISTICS FOR BUSINESS DECISIONS**

On successful completion the students will be able:

- a) To understand the basic concepts in statistics.
- b) To classify and construct statistical tables.
- c) To understand and construct various measures of central tendency, dispersion and skewness.
- d) To apply correlation and regression for data analysis.

### **IIISEM: SOCIAL MEDIA MARKETING (OEC)**

On successful completion the students will able to:

- a) Understand social media marketing goals for successful online campaigns.



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- b) Analyse the effective social media marketing strategies for various types of industries and businesses.
- c) Design social media content and create strategies to optimize the content's reach to the target audience.
- d) Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.
- e) Design a suitable social media campaign for the business goals.

### **III SEM: BUSINESS CORRESPONDENCE (OEC)**

On successful completion the students will demonstrate

- a) Identify the importance of Business correspondence
- b) Know the rights, duties and responsibilities of Directors.
- c) Analyse the legal & regulatory framework of corporate governance.
- d) Outline the importance and role of board committee.
- e) Understand the major expert committees' Reports on corporate governance.

### **IV SEM: MANAGEMENT ACCOUNTING**

On successful completion the students will demonstrate:

- a) Explain the application of management accounting and various tool used
- b) Make inter – firm and inter- period comparison of financial statements
- c) Analyse financial statements using various ratios for business decisions.
- d) Prepare fund flow and cash flow statements
- e) Prepare different types of budgets for the business.

### **IV SEM: BUSINESS ANALYTICS**

On successful completion the students will able to:

- a) Understand types of analytics and data models
- b) Understand the role of data indecision making, sources and types of Data.
- c) Ability to analyse data using different data analytic tools and draw inferences.



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- d) Understand applied statistics for business problems.
- e) Demonstrate visualization of data.

### **IV SEM: FINANCIAL MARKETS & SERVICES**

On successful completion the students will be able to:

- a) Understand the Overview of Indian financial system.
- b) Understand the different types of financial institutions and their role.
- c) Understand concept of financial services, types and functions.
- d) Understand the different types of financial Instruments and its features.
- e) Understand the different types of financial market and its role.

### **IV SEM: FINANCIAL MANAGEMENT**

On successful completion the students will be able:

- a) To identify the goals of financial management.
- b) To apply the concepts of time value of money for financial decision making.
- c) To evaluate projects using capital budgeting techniques.
- d) To design optimum capital structure using EBIT and EPS analysis.
- e) To evaluate working capital effectiveness in an organization.

### **IV SEM: BUSINESS LEADERSHIP SKILLS (OEC)**

On successful completion the students will able to:

- a) Understand the significance of leadership skills for effective people management.
- b) Increase the comprehension of leadership through various leadership theories.
- c) Analyse different leadership styles, types, patterns and functions.
- d) Demonstrate an understanding of various leadership approaches for effective management of people.
- e) Demonstrate an awareness of ethical leadership.





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#### **IV SEM: TOURISM MANAGEMENT**

On successful completion the students will able to:

- a) Interpret and evaluate tourism as a phenomenon and as a business system.
- b) Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.
- c) Understand the tourist resources and evaluate their potential.
- d) Promote Entrepreneurial activity in Tourism

#### **V SEM: PRODUCTION AND OPERATIONS MANAGEMENT**

- a) Understand every growing importance of production and operations management in and uncertain business environment.
- b) Gain an in-depth understanding of plant location and layout.
- c) Appreciate the unique challenges faced by firms in inventory management.
- d) Understand the subject of production planning and control.
- e) Develop skills to operate competitively in the current business scenario.

#### **V SEM: INCOME TAX -I**

- a) Comprehend the procedure for computation of Total Income and tax liability of an individual.
- b) Understand the provisions for determining the residential status of an Individual.
- c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.
- d) Compute the income house property for different categories of house property.
- e) Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.



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### **V SEM: BANKING LAW AND PRACTICE**

- a) Understand the legal aspects of banker and customer relationship.
- b) Open the different types of accounts.
- c) Describe the various operations of banks.
- d) Understand the different types of crossing of cheques and endorsement.
- e) Understanding of different types of E-payments.

### **V SEM: ADVANCED CORPORATE FINANCIAL MANAGEMENT**

- a) Understand and determine the overall cost of capital.
- b) Comprehend the different advanced capital budgeting techniques.
- c) Understand the importance of dividend decisions and dividend theories.
- d) Understand current asset management.

### **V SEM: CONSUMER BEHAVIOUR AND MARKET RESEARCH**

- a) Understanding of Consumer Behavior towards products, brands, and services.
- b) Establish the relevance of consumer behavior theories and concepts to marketing decisions.
- c) Implement appropriate combinations of theories and concepts.
- d) Understanding of market research process
- e) Understanding of Data Analysis and reporting in market research.

### **V SEM: HUMAN RESOURCE DEVELOPMENT AND LEADERSHIP**

- a) Understand the need of HRD.
- b) Comprehend the framework of HRD.
- c) Understand the models for evaluating the HRD.
- d) Analyse different leadership styles, types, patterns and functions.
- e) Demonstrate an understanding of various leadership approaches for effective management of people.



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### **V SEM: FINANCIAL ANALYTICS**

- a) Analyze and model financial data.
- b) Access the different open-source domains.
- c) Evaluate and build model on time series data.
- d) Execute the statistical analysis using python.

### **VI SEM: BUSINESS LAW**

- a) Comprehend the laws relating to Contracts and its application in business activities.
  - b) Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.
  - c) Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.
  - d) Understand the significance of Consumer Protection Act and its features
  - e) Understand the need for Environment Protection.
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### **VI SEM: INCOME TAX-II**

- a) Understand the procedure for computation of income from business and other Profession.
- b) Ability to compute capital gains.
- c) Compute the income from other sources.
- d) Demonstrate the computation of total income of an Individual.
- e) Comprehend the assessment procedure and to know the power of income tax authorities.

### **VI SEM: INTERNATIONAL BUSINESS**

- a) Understand the concept of International Business.
- b) Differentiate the Internal and External International Business Environment.
- c) Understand the difference between MNC and TNC
- d) Understand the role of International Organisations in International Business.
- e) Understand International Operations Management.



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### **VI SEM: GOODS SERVICE TAX**

- a) Comprehend the concepts of Goods and Services tax.
- b) Understand the fundamentals of GST.
- c) Analyse the GST Procedures in the Business.
- d) Know the GST Assessment and its computation.