

**B.G.S institute of management studies College**  
**B.G.S Campus, (SJCIT) Chickaballapur – 562101**  
**NAAC Accredited Grade “B”**  
**Internal Quality Assurance Cell**

**Program Outcomes, Program Specific Outcomes and Course Outcomes**

**Department of Commerce and Management**

**Bachelor of Commerce**

**Program Outcomes:**

1. Develops successful accounting and financial executives with creative and innovative skills, ethical and moral values.
2. Enables students to apply the knowledge of business and commerce in finding solution to complex organizational problems.
3. Imparts continuous learning through practical approach and development of professional skills relevant to trade and commerce.
4. Helps students to become more organised and systematic in every walk of life and also in business decisions while occupying higher positions in organisations.
5. Provides an understanding of business environment and sustainability and the way to provide solutions to demonstrate growth.
6. Makes the prospective graduates apply ethical principles and commitment to the profession they prefer to take up.
7. Encourages team work and effective communication,
8. Inculcates and develops appropriate skills such as accounting, marketing, finance, entrepreneurship.

**Program Specific Outcomes**

**Analytical Skills/ Skill of Illustrations:** Analyse and solve business and accounting related problems.

**Skill Development:** Apply business and accounting principles, tools and techniques to solve specific problems.

**Leadership Skills:** Exhibit leadership qualities in individual as well as group dynamics.

**Communication Skills:** Communicate effectively on various issues with commerce community.

**Socially Responsible Citizen:** Enables identification and development of hidden talents, new ideas for better understanding of self and society and make student's contributors to society and nation building.

**Individual and Team Building Skills:** Perform effectively as an individual and/or member in both general and specific domains.

**Build public relations:** Enhance student's capability in understanding, managing and sustaining public relations.

**Industry Visits:** Practical exposure to understand, learn and apply theoretical concepts and make them industry ready.

**Soft Skills Development:** To make the students aware of their own strengths and weaknesses, communicate effectively, maintain good interpersonal skills.

## **Subject Outcome for B.Com Programme**

### **I B.Com**

#### **I Semester**

##### **1. Financial Accounting**

1. The objective of this subject is to acquaint students with the accounting concepts, tools and techniques influencing Business Organizations.
2. Acts as a foundation for students which enable them to learn about further accounting papers in an organised and systematic way.
3. Helps students to know the importance of final accounts, basic analysis of financial statements, understanding the concept of Hire purchase system and also act as a bridge to Industry and Academia.

##### **2. Indian Financial System**

1. The objective of this subject is to familiarize the students with regard to structure, organization and working of financial system in India.
2. Exposes students to conceptual framework of Indian Financial System, financial markets and regulatory authorities governing them.
3. Familiarizes students with roles and functions of banking and non-banking financial institutions, exposes them to domestic and international monetary systems and issues related to conversion of currencies.

##### **3. Marketing and services management**

1. The objective is to familiarize the students with the principles of marketing and focus them towards Marketing and Management of Services.
2. Study of Consumer Behaviour for a product of your choice.
3. Develop an Advertisement copy for a product.
4. Prepare a chart for distribution network for different products.

##### **4. Methods and techniques for business decisions**

1. The objective is to provide basic knowledge of mathematics and their application to commercial situations.
2. Helps students to preparation of Bank Statement and Application of Matrix in Business Problems.

##### **5. Foundation Course: Indian Constitution and Human Rights**

1. Familiarizes students with basic knowledge of Constitution of India
2. Helps understand the various Human Rights and their implications in day to day life.

## **II Semester**

### **1. Advanced Financial Accounting**

- 1 The objective of this subject is to acquaint the students with the few accounting standards and make them familiar with the accounting procedures for different types of business.
2. Enables students get a conceptual understanding of requirements of d journal entries, Performa, ledger accounts to bridge the gap between real practices and academics.

### **2. Banking Law and Operations**

1. The objective is to familiarize the students with the law and operations of Banking
2. Familiarizes students with operations and innovations in banking sector.
3. Helps students comprehend the importance of banks as institutions that helps proper channelization of money into the economy and effective utilization through their primary and secondary functions.

### **3. Retail Management**

1. The objective is to enable students to acquire skills in Retail Management.
2. Enables students to understand the dynamics of marketing of products and services, marketing mix, digital marketing and its challenges.
3. Exposes students to modern marketing which is about selling products as per consumer needs rather than sell what is produced.

### **4. Quantitative analysis for business decisions-I**

1. The objective is to provide basic knowledge of statistics and their application to business situations.
2. Equips students with basics of mathematics and develops analytical skills for solving practical problems.
3. Enables students solve quantitative problems related to commerce concepts such as Bill Discounting, Simple and Compound interest, Percentages, Annuities etc.

### **5. Foundation Course: Environmental Science**

Provides basic awareness on environment and its allied fields and also helps to motivate students to find out unique solutions for environmental problems.

### **III Semester**

#### **1 Corporate Accounting**

1. The objective of this subject is to enable the students to have a comprehensive awareness about the provisions of the Company's Act and Corporate Accounts.
2. Enable students to have comprehensive awareness about the provision of Companies Act and Corporate Accounts.
3. Helps students build practical knowledge about the maintenance of book of accounts in several conditions like valuation of share, goodwill and maintain company final accounts.

#### **2. Financial Management**

1. The objective is to enable students to understand the basic concepts of Financial Management and the role of Financial Management in decision-making.
2. Introduces students to financial management and its application in practice and helps learners to understand the financial environment in which firms and managers must operate.
3. Helps students to focus on critical elements of decision- making for organization, including evaluation of investment decisions by applying a variety of capital budgeting techniques, study of dividend policy and working capital management.

#### **3. Business Ethics**

1. The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.
2. Promotes understanding of ethical conduct among student community and provides them with skills to recognize, re-examine their knowledge on unethical practices and resolve ethical issue in business.
3. Helps students to enhance awareness and critical self-examination of one's own value, appreciate the relevance of personal values, and encourages reflection on ethical dimension of personal decisions in business/workplace settings.

#### **4. Quantitative Analysis for Business Decision-II**

1. The objective is to familiarize the students with various statistical techniques for their application in Business Decisions.
2. Provides the basic knowledge about various quantitative statistical methods and its applicability for decision making in business.
3. Gives a practical exposure to students on the needs about research and various statistical concepts and provides students a brief insight on how statistical concepts such as correlation, regression time series etc are used in research.

#### **5. Public Relations and Corporate Communication**

1. To create awareness among the students on the soft skills required to plan and pursue a career and empower them with employability skills.
2. Enables students to comprehend the importance of soft skills required to plan and pursue a successful career and empowers them with employability skills.
3. Offers knowledge on Goal Setting, Career Planning, Stress Management and Time Management.

#### **6. Foundation Course: Science and Society**

1. Lays down foundation in comprehending some of the central problems in the interaction between scientific advances and social structures.
2. Helps in understanding how individual and social groups receive scientific breakthrough for sustained development.

## **IV Semester**

### **1. Advanced Corporate Accounting**

1. The objective is to enable the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards.
2. Enables students to develop awareness about Corporate Accounting in conformity with provisions of Companies' Act, latest amendments and adoption of accounting standards.
3. Familiarizes students with practical implementation of accounting treatments followed by companies in redemption of preference shares, mergers and acquisitions.

### **2. Cost Accounting**

1. The objective of this subject is to familiarize students with the various concepts and elements of cost.
2. Acquaint students with various cost concepts and elements of cost essential for reducing and controlling overall cost which is a vital aspect in modern business.
3. Enables students to understand pricing material issues, labors remuneration, allocation and apportionment of overheads and also preparation of reconciliation statements.

### **3. E-business and Accounting**

1. The objective of the subject is to familiarize the students with E- Commerce models and Tally
2. Provides students with the conceptual knowledge about Online or Electronic business, marketing and payment mechanisms used by modern organisations and its legal framework.
3. Enables students gain practical knowledge about Tally which helps in maintaining accounts of business with the statutory features of tax.

### **4. Stock and Commodity Market**

1. The objective is to provide students with a conceptual framework of stock markets and Commodity Markets, functionaries in these markets and their mode of trading.
2. Acquaints students with an insight into the functioning and role of financial institutions and markets in the Indian Economy.
3. Provides a conceptual framework of stock and Commodity Markets, various functionaries and players in these markets and their mode of trading

### **5. Principles of Event Management**

1. The objective is to provide students with a conceptual framework of Event Management, Event Services, Conducting Event and Managing Public Relations.
2. Exposes students to various key principles that reinforce Event Management as a discipline and the characteristics of the Event Management Industry and different types of events.
2. Enables students to understand the key management skills and competencies required to be a successful event manager.

### **6. Foundation Course: Personality Development**

Improves awareness and identity, develop talents and potential, build human capital and facilitate employ-ability, enhances the quality of life and contributes to the fertilization of dreams and aspirations.

## **V Semester**

### **1. Entrepreneurship Development**

1. To enable students to understand the basic concepts of entrepreneurship and preparing a business plan to start a small industry.
2. Helps create entrepreneurial awareness among students and motivate them to develop a mindset for choosing entrepreneurship as a career.
3. Enables students to understand the influence of business environment on entrepreneurship, identification of opportunities and preparation of business plan.

### **2. International Financial Reporting Standards**

1. The objective of the subject is to enable the students to understand the need and method of presentation of financial statements in accordance with International Financial Reporting Standards.
2. Enables students to understand the need for convergence of Indian Accounting Standards with International Financial Reporting Standards (IFRS) due to globalization.
3. Helps students to understand Accounting Standards compliance by the companies in preparing and presenting their financial statements.

### **3. Income Tax-I**

1. The Objective of this subject is to expose the students to the various provisions of Income Tax Act 1961 relating to computation of Income of individuals.
2. Familiarizes students to various provisions of Income Tax Act 1961 relating to Income of Individuals.
3. Helps students to assess the income tax of an individual according to Income Tax provisions.

### **4. Costing Methods**

The Objective of this subject is to expose the students to the various provisions of Income Tax Act 1961 relating to computation of Income of individuals.

2. Enables students to get an understanding of Cost Accounting concepts and computing cost of goods in different nature of businesses.

Provides foundation on cost aspects and enables students to prepare for professional courses like CMA, CA, CIMA etc., and pursue a career in the field of Cost Accountancy.

## **Elective Subjects – Accounting and Taxation Group**

### **5. Advanced Accounting**

1. The objective is to acquaint the students and make them familiar with the process and preparation of accounts of different types of organizations.
2. Familiarizes the process and preparation of accounts of different types of organizations.
3. Enable students to analyze the process of inflation and investments accounts.

### **6. Goods and Services Tax**

1. The objective is to equip students with the principles and provisions of Goods and Services Tax (GST), which is, implemented from 2017 under the notion of One Nation, One Tax and One Market.
2. To provide an insight into practical aspects and apply the provisions of GST laws to various situations.

### **7. Foundation Course: Culture Diversity and Society:**

Provides awareness about the rich culture and diversity of our Indian society. Instills a healthy respect for the same, helps understand the various problems of rural society, develops secular values of tolerance, communal amity and peaceful co-existence and help them address the

contemporary challenges before Indian Society and importantly remind the students that they have a key role to play in the promotion of national integration.

## **VI Semester**

### **1. Business Regulation**

1. To introduce the students to various Business Regulations and familiarize them with common issues of relevance.
2. Creates an understanding of the Legal Environment of Business.
3. Enables students to apply basic legal knowledge to business transactions and communicate effectively using standard business and legal terminology.

### **2. Principles and Practice of Auditing**

1. This subject aims at imparting knowledge about the principles and methods of auditing and their applications.
2. Provides knowledge of principles and methods of auditing and their applications.
3. Helps student understand various concepts related to internal control and audit, verification and valuation of assets and liabilities in a business organization.

### **3. Income Tax-II**

1. The Objective of this subject is to make the students to understand the computation of Taxable Income and Tax Liability of individuals.
2. Provides an in-depth knowledge on the provisions of Income Tax and familiarize the students with recent amendments in Income-tax.

### **4. Management Accounting**

1. The objective of this subject is to enable the students to understand the analysis and interpretation of financial statements with a view to prepare management reports for decision-making.

## **Elective Subjects – Accounting and Taxation Group**

### **5. Business Taxation**

1. The objective is to enable the students to understand assessment of Firms and Companies with regard to Income tax act, 1961 and to study the other existing Indirect tax provisions on goods not covered under GST.

### **6. Cost Management**

1. The objective is to enable the students to understand techniques used to control as well as reduce the cost.
2. Familiarizes students to different Costing and Budgetary Control methods.

### **7. Foundation Course: Creativity and Innovation**

Gives insight on the ability to develop new ideas and to discover new ways of looking at problems and opportunities. It also teaches the ability to apply creative solutions to those problems and opportunities in order to enhance people's lives or to enrich society.

## **English Subject Outcomes -B.Com**

### **I Semester**

1. Equips students with a thorough grounding in basic grammar like-articles, tenses and prepositions.
2. Prepares students with better speaking skills in both formal and informal situations.
3. Familiarizes students with practical writing skills as well as creative writing.
4. Promotes better comprehension and analytical and articulation abilities.
5. Sensitizes students to socially relevant issues like property rights of the girl child, the problems of the disabled, work and work ethic and significance of afforestation through writings of literary greats like Orwell, O Henry, Gibran and Ruskin Bond among others.

### **II Semester**

1. Sensitizes students to socially relevant issues such as money, the toys of peace, alone, carting, homeless in the global village, rule Britannia, caged bird, wall and extended.
2. Equips students with practical writing and speaking skills like writing letters of enquiry, précis writing and dialogue in various situations through the workbook component.
3. Strengthens students' basic grammatical skills in areas of direct-reported speech, sentence Transformation, synthesis etc.

### **III Semester**

1. Prepares students for a multi-lingual and pluralistic social environment through literary texts on important themes like freedom, family, music, time, race by renowned authors like Alphonse Daudet, Aldous Huxley, Iravati Karve, Bisham Sahni etc.

### **IV Semester**

1. Helps appreciate poetry recognized as classics and thus inculcate Jonathan Livingston seagull, phoenix of beauty, the hoop, how soon hath time, give us a role model, how Kacha got the secret and nationalism an interview.
2. Grammar and composition on 'Spoken English Course', status report on construction of multimedia and different kinds of interviews and their objectives.

## **Kannada Subject outcome – B.Com**

### **I year (Kannada Bhasha Pathya)**

1. Enable students understand the transformation that has happened from ancient Kannada to modern literature in the facets of poems, short stories, folk and Kannada articles for different eras (phases).
2. Create awareness of social thoughts among students fraternity through Kannada literature.

### **II year (Suvarna Sampada)**

1. Help students to comprehend grammatical aspects in ancient and middle phase of Kannada literature.
2. Enable students to gain knowledge of business Kannada through letter writing, report writing, writing advertisements copy, knowledge of company act rules and regulations which are required for commerce, management and industry.

# **Subject Outcome of Bachelor of Business Administration**

## **I BBA**

### **I Semester**

#### **Course Outcome**

##### **BBA I year (Kannada Bhasha Pathya)**

1. Enable students understand evolution of Kannada literature through different genres in the form of poems, stories, folk and Kannada articles.
2. Create awareness of social thoughts among student fraternity through Kannada literature.

##### **BBA II year (Suvarna Sampada)**

1. Along with knowledge of current affairs, literature discussion, consultation and criticism the syllabus aims at developing future younger generation with a philosophical frame of mind.
2. Creates a platform to understand managerial concepts like finance, marketing through Kannada literature to build career opportunities in business management and industry.

##### **1. Financial Accounting**

1. The objective of this subject is to acquaint students with the accounting concepts, tools and techniques influencing business organizations.
2. Exposes students to various aspects of Financial Accounting

##### **2. Principles of Management**

1. The objective is to familiarize the students with concepts and principles of Management
2. Examines the logic and working of organizations and outlines the major function of management.
3. Enables students to acquire and exhibit knowledge skill and abilities needed to successfully manage the organization.

##### **3. Business organisation and environment**

Objective is to familiarize the students with aspects of Business Organization and its Environment.

##### **4. QUANTITATIVE METHODS FOR BUSINESS – I**

Objective to provide basic knowledge of quantitative methods and their application to commercial situations and for decision making in business.

##### **5. Foundation Course: Indian Constitution and Human Rights**

1. Familiarizes students with basic knowledge of Constitution of India
2. Helps understand the various Human Rights and their implications in day to day life.

## **II Semester**

### **1. Corporate Accounting**

1. Educates students with comprehensive knowledge on provisions of company's act and corporate accounting.
2. Helps them to prepare company final accounts, holding company accounts, analyse financial statements and value goodwill and shares.

### **2. Quantitative methods for business - II**

1. The objective is to provide basic knowledge of quantitative methods and their commercial application for decision making in business.
2. Demonstrates the understanding of basic mathematics by solving relevant problems, including theories and equations, common factors etc., and their application to real commercial situation.
3. Apply and use principles of simple and compound interest to solve relevant problems in financial application.

### **3. Organizational Behavior**

1. Helps in understanding the psychological aspect of workers working in an organization and offers knowledge on organizational behavior, organizational change and dynamism of groups
2. Enables students to demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
3. Helps them to analyze the complexities associated with management of the group behavior in the organization.

### **4. Production and Operations Management**

1. Familiarizes students with the process of production to be carried out in a business so that there is which satisfies customers and which helps to increase the goodwill of the organization.
2. Deals with the selection of the plant location, layout, and selection of process, controlling production process and producing quality products.

### **5. Foundation Course: Environmental Science**

Provides basic awareness on environment and its allied fields and also helps to motivate students to find out unique solutions for environmental problems.

## **II BBA**

### **III SEMESTER**

#### **1. Soft Skills for Business**

1. Develops both oral and written communication skills relating to organization and business issues.
2. Initiates confidence in students to face interviews by making them learn various techniques in public speaking

#### **2. Corporate Accounting**

1. Educate students with meaning of companies and working style of the companies, preparation of final accounts of companies as per Companies Act 2013 and analyzing the company's performance through statements like comparative, common size, trend etc.,.
2. Helps them learn about the valuation method of shares and goodwill and measurement of performance of companies, work with profit prior to acquisition and post-acquisition of shares by holding company and preparation of consolidated balance sheet in the books of holding company.

#### **3. Human Resource Management**

1. familiarizes with concepts of Human Resource and Personnel Management and Development.
2. Imparts knowledge on various aspects of Human Resource Management and its relevance in day to day business activities.

#### **4. Business Regulations**

1. Introduces students to several business laws and regulations
2. Makes them understand the importance of implementation of such laws for smooth conduct of business as well as for a better economy.

#### **5. Corporate Environment**

1. Enables the students to get familiar with existing Company Law and Secretarial procedure.
2. Helps them in effective planning and in making good decisions while framing policies.

#### **6. Business Ethics**

1. The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.
2. Promotes understanding of ethical conduct among student community and provides them with skills to recognize, re-examine their knowledge on unethical practices and resolve ethical issue in business.
3. Helps students to enhance awareness and critical self-examination of one's own value, appreciate the relevance of personal values, and encourages reflection on ethical dimension of personal decisions in business/workplace settings.

#### **7. Foundation Course: Science and Society**

1. Lays down foundation in comprehending some of the central problems in the interaction between scientific advances and social structures.
2. Helps in understanding how individual and social groups receive scientific breakthrough for sustained development.

## **IV Semester**

### **1. Business Research Methods**

1. Creates awareness of the process of research, tools and techniques of research and generation of reports.
2. Introduces the basics of business research and enhance knowledge skills awareness about research.

### **2. Marketing Management**

1. Enables students to understand the concept of marketing and its applications and recent trends in marketing.
2. Helps identify and demonstrate the dynamic nature of the employment in which marketing decisions are taken and appreciate the implications of marketing strategy determination and implementation.

### **3. Financial Management**

1. Students comprehend the basic concepts of Financial Management and understand the role of Financial Management in Decision Making
2. Provides insight on time value of money and various managerial decisions such as financial, investment and dividend decisions and importance of working capital management

### **4. Service Management**

1. Provides basic knowledge about the service sector, it helps to know about service available in market like tourism, hospitality, banking and financial institutions.
2. Demonstrates various opportunities available in the service sectors and also teaches about the recent trends in the sector.

### **5. Banking Regulations and Operations**

1. Familiarizes the students with existing law and practice of banking in India.
2. Imparts knowledge on financial system prevailing in India and how the entire system operates.

### **6. Cost Accounting**

1. The objective of this subject is to familiarize students with the various concepts and elements of cost.
2. Acquaint students with various cost concepts and elements of cost essential for reducing and controlling overall cost which is a vital aspect in modern business.
3. Enables students to understand pricing material issues, labors remuneration, allocation and apportionment of overheads and also preparation of reconciliation statements.

### **7. Foundation Course: Personality Development**

Improves awareness and identity, develop talents and potential, build human capital and facilitate employ-ability, enhances the quality of life and contributes to the fertilization of dreams and aspirations.

### **III BBA**

#### **V Semester**

##### **1. Entrepreneurship Management**

1. Imparts awareness of Entrepreneurial skills that are essential for industrialization and which elevates mass employment and reduces poverty.
2. Motivates students to take up the challenges of entrepreneurship themselves so as to become distinguished entrepreneurs.

##### **2. Computer Application in Business**

1. Helps understand the concept of information system used in business and to know the latest trends in doing business in internet environment.
2. Provides knowledge of computers in terms of Microsoft office, data base management systems, accounting software packages like tally, information systems which intern help the organization in its structure and flow of activities.

##### **3. Investment Management**

1. Provides knowledge about various investment revenues and develops the required skills to students to make rational decisions in regards to the investments.
2. Offers awareness about investment practices which is beneficial to their decision making process.

##### **4. Management Accounting**

1. Helps in understanding the concept of Planning, Coordinating, Communicating and Controlling of accounting practices in a business organization
2. Helps understand and analyze the financial statements to prepare financial report.

#### **Elective Paper - Finance Group**

##### **5. Advanced Financial Management**

1. On the successful completion of 5 modules, the students are able to evaluate the impact of financial decision on the strategic direction.
2. Students evaluate complex investment appraisal situations and appreciate the importance of cost of capital and how the capital structure chosen will impact upon the organization.

##### **6. Financial Markets and Services**

1. Students get familiarized with Traditional and Modern Financial Services and their operations
2. They also would have studied Non-banking financial intermediaries, SEBI and its operations, Mutual Funds and the recent trends in financial services

#### **Elective Paper- Marketing Group**

##### **7. Consumer Behaviour**

1. Demonstrate how the knowledge of consumer behaviour can be applied to practical life, identify factors affecting consumer behavior.
2. Helps relate internal dynamics such as personality, perception, learning, etc., to make the choices consumers make.

##### **8. Advertising and Media Management**

1. Helps develop an integrated advertising and media management plan and persuasively present and defend it, evaluate the effectiveness of integrated advertising initiatives.
2. Assists in developing creative solutions to address advertising challenges.

## **9. Foundation Course: Culture Diversity and Society**

Provides awareness about the rich culture and diversity of our Indian society. Instills a healthy respect for the same, helps understand the various problems of rural society, develops secular values of tolerance, communal amity and peaceful co-existence and help them address the contemporary challenges before Indian Society and importantly remind the students that they have a key role to play in the promotion of national integration.

## **VI Semester**

### **1. International Business**

1. Impart knowledge on International Business in a multicultural world.
2. Expose students to various aspects of International Business such as Modes of entry into International business, Globalization, International Marketing Intelligence and Exim trade

### **2. E-business**

1. Helps to expose the students to electronic modes of commercial operations.
2. Enhances the knowledge of E-business and E-commerce, security levels for E-business, modes of e-payments, technologies and marketing techniques in e-business for marketing operations.

### **3. Income Tax**

1. Exposes students to the various provisions of income Tax relating to Business and Individuals
2. Helps compute income from salary, Income from house property, profits and gains from business and profession and computation of total income with required proficiency.

### **4. Strategic Management**

1. Exposes students to the various strategic issues such as strategic planning, implementation, evaluation etc
2. Helps students to understand this comprehensive subject in a simple way by providing various skill development activities related to strategic management process and implementation

## **Elective Paper- Finance Group**

### **5. International Finance**

1. To familiarize students with foreign exchange market. International financial markets and their needs and functions.
2. To provide students insights into theories of International Finance, monetary issues and International governance.

### **6. Stock and Commodity Markets**

1. Imparts knowledge on the capital and commodity markets, stock markets and trading in them.
2. Provides conceptual framework of functions in the above markets and their mode of trading.

## **Elective Paper- Marketing Group**

### **7. Brand Management**

1. Exhibits knowledge of nature and process of branding and brand management and also analyze brand development decision
2. Enables students to analyze and discuss brand related problems and develop appropriate strategies and initiatives.

## **8. Retail Management**

1. Explain the design, implementation, and assessment of retailing strategies based on consumer needs and market changes.
2. Explain how factors of culture, economics, legal requirements, political activity, technology, the internet and the news media affect the operation of organizations in a global environment.
3. Identify key roles within retail businesses.

## **9. Foundation Course: Creativity and Innovation**

Gives insight on the ability to develop new ideas and to discover new ways of looking at problems and opportunities. It also teaches the ability to apply creative solutions to those problems and opportunities in order to enhance people's lives or to enrich society.

### **Course Outcomes**

#### **BBA I Year**

#### **Course Outcome**

##### **English**

##### **I Semester**

1. Equips students with a thorough grounding in basic grammar like-articles, tenses and prepositions.
2. Prepares students with better speaking skills in both formal and informal situations.
3. Familiarizes students with practical writing skills as well as creative writing.
4. Promotes better comprehension and analytical and articulation abilities.
5. Sensitizes students to socially relevant issues like property rights of the girl child, the problems of the disabled, work and work ethic and significance of afforestation through writings of literary greats like Orwell, O Henry, Gibran and Ruskin Bond among others.

##### **II Semester**

1. Sensitizes students to socially relevant issues such as money, the toys of peace, alone, carting, homeless in the global village, rule Britannia, caged bird, wall and extended.
2. Equips students with practical writing and speaking skills like writing letters of enquiry, précis writing and dialogue in various situations through the workbook component.
3. Strengthens students' basic grammatical skills in areas of direct-reported speech, sentence transformation, synthesis etc.