



D.K.S. Charitable Institute •

GLOBAL INSTITUTE OF MANAGEMENT SCIENCES

(Affiliated to Bangalore University, Recognized by Govt. of Karnataka and Approved by AICTE, New Delhi)
#6, 3rd Cross, D Road, Ideal Homes Township, Rajarajeshwari Nagar, Bangalore-560098

DEPARTMENT OF COMMERCE AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES

The curriculum embraces an interdisciplinary and integrated methodology, nurturing collaborative problem-solving within teams and facilitating practical knowledge.

PO-1: BBA graduates are route to venture into vast employment opportunities

PO-2: Enables them to prove themselves in different professional examinations.

PO-3: Facilitates in further move towards research in the field of management

PO-4: Enable them to setting up their own venture

PO-5: Students grasp both theoretical and practical knowledge

COURSE OUTCOMES

I SEMESTER

BBA 1.1 MANAGEMENT INNOVATION (DCS-1)

CO-1: Enhance their knowledge and skills which are essential for success in management careers.

CO-2: Understand the concepts related to Business Management.

CO-3: Adapt to the changing opportunities.

CO-4: Understand management information systems in practice

CO-5: Understand the role of Artificial Intelligence in Business Decisions

BBA 1.2 FUNDAMENTALS OF ACCOUNTANCY (DCS-2)

CO-1: Understand the basic Concepts of Accounting.

CO-2: Pass Journal Entries and Prepare Ledger Accounts.

CO-3: Prepare Subsidiary Books.

CO-3: Prepare Trial Balance and Final Accounts of Proprietary concern.

CO-5: Use Accounting Concepts in Spreadsheet.

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BBA 1.3 MARKETING MANAGEMENT (DCS-3)

- CO-1: Understand the Concepts and Functions of Marketing.
- CO-2: Analyze Marketing Environment its Impact on the Business.
- CO-3: Understand the Consumer Behavior
- CO-4: Describe Marketing Mix and also strategize Marketing Mix and describe Service Marketing Mix.
- CO-5: Use the Technology in Market Survey and Collection of Data.

BBA 1.4 DIGITAL FLUENCY (SEC-SB)

- CO-1: Understand the Fundamentals of computers.
- CO-2: Work in Word Processor effectively.
- CO-3: Discover the arena of the Internet and its possibilities.
- CO-4: Effectively communicate through email.

BBA 1.5 SPOKEN ENGLISH FOR CORPORATE JOBS (OEC)

- CO-1: This paper teaches them skill in the front desk management
- CO-2: It introduces students to business English

II SEMESTER

BBA 2.1 FINANCIAL ACCOUNTING AND REPORTING (DSC-4)

- CO-1: Exercise the accounting treatments for departmental undertaking, and the accounting Treatments in inter departmental transfers.
- CO-2: Demonstrate various accounting treatments for dependent branches
- CO-3: Learn various methods of accounting for hire purchase transactions.
- CO-4: Learn the methods and accounting procedures of fire insurance claims
- CO-5: Understand the Basic Concepts of international Reporting Standards

BBA 2.2 HUMAN RESOURCE MANAGEMENT (DCS-5)

- CO-1: Describe the role and responsibility of Human resources manager.
- CO-2: Describe HRP, Recruitment, Selection and retention process.
- CO-3: Describe induction, training, and compensation aspects.
- CO-4: Explain performance appraisal and its process.
- CO-5: Demonstrate Employee Engagement.


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BBA 2.3 BUSINESS ENVIRONMENT (DSC-6)

- CO-1: Understanding of components of the business environment.
- CO-2: Analyze the environmental factors influencing business organizations.
- CO-3: Demonstrate Competitive structure analysis for select industries.
- CO-4: Explain the impact of fiscal policy and monetary policy on business.
- CO-5: Analyze the impact of economic environmental factors on business.

BBA 2.4 SPOKEN ENGLISH FOR GLOBAL COMMUNICATION (OEC)

- CO-1: The learner will have knowledge of pronunciation skills, standard accent useful for international communication
- CO-2: English Variants
- CO-3: Listening ability

BBA 2.5.1 ENVIRONMENTAL STUDIES (AECC)

- CO-1: Articulate the interconnected and interdisciplinary nature of environmental studies;
- CO-2: Demonstrate an integrative approach to environmental issues with a focus on sustainability
- CO-3: Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences, and humanities in environmental problem solving
- CO-4: Communicate complex environmental information to both technical and non-technical audiences;
- CO-5: Understand and evaluate the global scale of environmental problems

III SEMESTER

BBA 3.1 ELEMENTS OF COSTING (DSC-7)

- CO-1: Understand the role of OB in business organization.
- CO-2: Understanding the Behavior of Individual
- CO-3: Understand the group behavior and Team dynamics
- CO-4: Learn various motivation and leadership theories
- CO-5: Understand the process of organizational development

BBA 3.2 ORGANIZATIONAL BEHAVIOR (DSC-8)

- CO-1: Understand the role of OB in business organization.
- CO-2: Understanding the Behavior of Individual

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- CO-3: Understand the group behavior and Team dynamics
- CO-4: Learn various motivation and leadership theories
- CO-5: understand the process of organizational development

BBA 3.3 BUSINESS STATISTICS (DSC-9)

- CO-1: To understand the basic of statistical data collection and classification
- CO-2: To Present the data through table and diagrams
- CO-3: To analyze the data using the various averages and dispersion
- CO-4: To Interpret the data using correlation and regressions
- CO-5: To understand changes in data over a period of time through construction of index number

BBA 3.4 ARTIFICIAL INTELLIGENCE (DSC-10)

- CO-1: Appreciate the theory of AI and list the significance of AI
- CO-2: Learn various components of AI
- CO-3: Working on AI algorithms
- CO-4: Analyze schemes reasoning and learning technologies
- CO-5: Build expert systems

BBA 3.5 SPOKEN ENGLISH FOR CORPORATE JOBS (OEC)

- CO-1: This paper teaches them skill in the front desk management
- CO: 2: It introduces students to business English

IV SEMESTER

BBA 4.1 MANAGEMENT ACCOUNTING (DSC-11)

- CO-1: Understand various management systems
- CO-2: Analyze and provide recommendations to improve the operations of organizations Through the application of Management accounting techniques
- CO-3: Evaluate the benefits of different conventional and contemporary Management Systems
- CO-4: Prepare analyses of various special decisions, using relevant management Techniques
- CO-5: Apply management accounting and its objectives in facilitating decision making.

BBA 4.2 INDIAN FINANCIAL SYSTEM (DSC-12)

- CO-1: Understand the financial system, Institutions, financial markets and services.


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- CO-2: Analyze the concepts relevant to the Indian financial market and relevance.
- CO-3: Understand the concept of financial services, types and functions.
- CO-4: Understand the types of financial Instruments.
- CO-5: Demonstrate an understanding the functioning of stock markets

BBA 4.3 FINANCIAL MANAGEMENT (DSC-13)

- CO-1: To identify the goals of financial management.
- CO-2: To apply the concepts of time value of money for financial decision making.
- CO-3: To evaluate projects using capital budgeting techniques.
- CO-4: To design optimum capital structure using EBIT and EPS analysis.
- CO-5: To evaluate working capital effectiveness in an organization.

BBA 4.4 CONSTITUTION OF INDIA (SEC)

- CO-1: Understand the philosophy of the constitution and its structure
- CO-2: Measure the powers and functions of various offices under the constitution
- CO-3: Appreciate the role of constitution in democracy

BBA 4.5 SPOKEN ENGLISH FOR GLOBAL COMMUNICATION (OEC)

- CO-1: The learner will have knowledge of pronunciation skills, standard accent useful for international communication
- CO-2: English Variants
- CO-3: Listening ability

V SEMESTER

BBA 5.1 PRODUCTION AND OPERATION MANAGEMENT (DSC-13)

- CO-1: Understand the Production and Operations Management in business
- CO-2: Understanding Plant Location and Layout of different production units.
- CO-3: Comprehend the challenges of Inventory Management.
- CO-4: Understand the techniques of Production Planning and Control.
- CO-5: Understand the mechanism of waste management.

BBA 5.2 INCOME TAX-1 (DSC-14)

- CO-1: Comprehend the procedure for computation of Total Income and tax liability of an Individual.
- CO-2: Understand the provisions for determining the residential status of an Individual.

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CO-3: Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and Various retirement benefits.

CO-4: Compute the income house property for different categories of house property.

CO-5: Comprehend TDS & advances tax Ruling and identify the various deductions under Section 80

BBA 5.3 BANKING LAW AND PRACTICE (DSC-15)

CO-1: Understand the legal aspects of banker and customer relationship.

CO-2: Open the different types of accounts.

CO-3: Describe the various operations of banks.

CO-4: Understand the different types of crossing of Cheques and endorsement.

CO-5: Understanding of different types of E-payments

BBA 5.4 ADVANCED CORPORATE FINANCIAL MANAGEMENT (DSE-1)

CO-1: Understand and determine the overall cost of capital.

CO-2: Comprehend the different advanced capital budgeting techniques.

CO-3: Understand the importance of dividend decisions and dividend theories.

CO-4: Evaluate mergers and acquisition.

CO-5: Enable the ethical and governance issues in financial management.

Opportunities.

BBA 5.5 CONSUMER BEHAVIOR (DSE-2)

CO-1: Understanding of Consumer Behavior towards products, brands and services.

CO-2: Distinguish between different consumer behavior influences and their Relationships.

CO-3: Establish the relevance of consumer behavior theories and concepts to marketing Decisions.

CO-4: Implement appropriate combinations of theories and concepts.

CO-5: Recognize social and ethical implications of marketing actions on consumer Behavior.

BBA 5.6 DIGITAL MARKETING (VOC-B)

CO-1: Gain knowledge on Digital Marketing, Email marketing and Content marketing.

CO-2: Understand Search Engine Optimization tools and techniques

CO-3: Gain skills on creation of Google Ad Words & Google AdSense

CO-4: Gain knowledge on Social Media Marketing and Web Analytics.


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CO-5: Gain knowledge on YouTube Advertising & Conversions

BBA 5.7 EMPLOYABILITY SKILLS (SEC-SB)

CO-1: The basic concept of quantitative ability

CO-2: The basic concept of logical reasoning skill

CO-3: The basic concept of analytical ability

CO-4: Acquire satisfactory competency in the use of reasoning

CO-5: Able to solve the placement and various competitive examination papers quantitative Aptitude, logical reasoning and analytical ability

VI SEMESTER

BBA 6.1 EMPLOYABILITY SKILLS (DSC-18)

CO-1: Comprehend the laws relating to Contracts and its application in business activities.

CO-2: Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.

CO-3: Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.

CO-4: Understand the significance of Consumer Protection Act and its features

CO-5: Understand the need for Environment Protection

BBA 6.2 INCOME TAX-2 (DSC-19)

CO-1: Understand the procedure for computation of income from business and other Profession.

CO-2: the provisions for determining the capital gains.

CO-3: Compute the income from other sources.

CO-4: Demonstrate the computation of total income of an Individual.

CO-5: Comprehend the assessment procedure and to know the power of income tax authorities

BBA 6.3 INTERNATIONAL BUSINESS (DSC-20)

CO-1: Understand the concept of International Business.

CO-2: Differentiate the Internal and External International Business Environment.

CO-3: Understand the difference MNC and TNC

CO-4: Understand the role of International Organisations in International Business.

CO-5: Understand International Operations Management

BBA 6.4 SECURITY AND PORTFOLIO ANALYSIS MANAGEMENT (DSE-3)

CO-1: Understand the concept of basics of Investment.


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- CO-2: Evaluate the different types of alternatives.
- CO-3: Evaluate the portfolio and portfolio management.
- CO-4: Understand the concept of risk and returns
- CO-5: Gain the knowledge of fundamental and technical analysis

BBA 6.5 ADVERTISING AND MEDIA MANAGEMENT (DSE-4)

- CO-1: Understand the nature, role, and importance of IMC in marketing strategy
- CO-2: Understand effective design and implementation of advertising strategies
- CO-3: Present a general understanding of content, structure, and appeal of advertisements
- CO-4: Understand ethical challenges related to responsible management of advertising and Brand strategy.
- CO-5: Evaluate the effectiveness of advertising and agencies role

BBA 6.6 GOODS AND SERVICE TAX (VOC-A)

- CO-1: Understand the basics of taxation, including the meaning and types of taxes, and the Differences between direct and indirect taxation.
- CO-2: Analyze the history of indirect taxation in India and the structure of the Indian taxation System.
- CO-3: Understand the framework and definitions of GST, including the constitutional Framework, CGST, SGST, IGST, and exemptions from GST.
- CO-4: Understand the time, place, and value of supply under GST, and apply this knowledge To calculate the value of supply and determine GST liability.
- CO-5: Understand input tax credit under GST, including its meaning and process for availing It, and apply this knowledge to calculate net GST liability


HOD


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DEPARTMENT OF COMMERCE AND MANAGEMENT

BACHELOR OF COMMERCE

PROGRAMME OUTCOMES

This curriculum prepares graduates for various career paths in accounting, finance, banking, marketing, and entrepreneurship, with the ability to pursue further education or professional certifications.

PO-1: BCom graduates are route to venture into vast employment opportunities

PO-2: Enables them to prove themselves in different professional examinations.

PO-3: Facilitates in further move towards research in the field of management

PO-4: Enable them to setting up their own venture

PO-5: Students grasp both theoretical and practical knowledge

COURSE OUTCOMES

COM 1.1 FINANCIAL ACCOUNTANCY (DCS-1)

CO-1: Enhance their knowledge and skills which are essential for success in management careers.

CO-2: Understand the concepts related to Business Management.

CO-3: Adapt to the changing opportunities.

CO-4: Understand management information systems in practice

CO-5: Understand the role of Artificial Intelligence in Business Decisions

COM 1.2 BUSINESS MANAGEMENT AND STARTUPS (DCS-2)

CO-1: Understand the basic Concepts of Accounting.

CO-2: Pass Journal Entries and Prepare Ledger Accounts.

CO-3: Prepare Subsidiary Books.

CO-4: Prepare Trial Balance and Final Accounts of Proprietary concern.

CO-5: Use Accounting Concepts in Spreadsheet.

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COM 1.3 PRINCIPLES OF MARKETING (DCS-3)

- CO-1: Understand the Concepts and Functions of Marketing.
- CO-2: Analyze Marketing Environment its Impact on the Business.
- CO-3: Understand the Consumer Behavior
- CO-4: Describe Marketing Mix and also strategize Marketing Mix and describe Service Marketing Mix.
- CO-5: Use the Technology in Market Survey and Collection of Data.

COM 1.4 DIGITAL FLUENCY (SEC)

- CO-1: Understand the Fundamentals of computers.
- CO-2: Work in Word Processor effectively.
- CO-3: Discover the arena of the Internet and its possibilities.
- CO-4: Effectively communicate through email

COM 1.5 SPOKEN ENGLISH FOR CORPORATE JOBS (OEC)

- CO-1: This paper teaches them skill in the front desk management
- CO-2: It introduces students to business English

II SEMESTER

COM 2.1 ADVANCED FINANCIAL ACCOUNTING (DSC-4)

- CO-1: Exercise the accounting treatments for departmental undertaking, and the accounting Treatments in inter departmental transfers.
- CO-2: Demonstrate various accounting treatments for dependent branches
- CO-3: Learn various methods of accounting for hire purchase transactions.
- CO-4: Learn the methods and accounting procedures of fire insurance claims
- CO-5: Understand the Basic Concepts of international Reporting Standards

COM 2.2 BUSINESS ETHICS (DSC-5)

- CO-1: Understanding the importance of ethical behavior in business and the community.
- CO-2: Provide skills for recognizing and resolving ethical issues in business;
- CO-3: Critical self-examination of one's own values, as well as appreciation for the relevance of personal values in the business/workplace.
- CO-4: Encourage self-reflection on the ethical dimensions of your own decisions in the workplace.

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COM 2.3 BANKING INNOVATIONS (DSC-6)

CO-1: Understand the Banking System in India.

CO-2: Understand the procedure involved in opening and operating different accounts.

CO-3: Understand the procedure involved in Availing different types of Loans.

CO-4: Examine the different types of negotiable instruments & their relevance in the present context.

CO-5: Understand the technology in Banking.

COM 2.4 ENVIRONMENTAL STUDIES (AECC)

CO-1: Articulate the interconnected and interdisciplinary nature of environmental studies;

CO-2: Demonstrate an integrative approach to environmental issues with a focus on sustainability

COM 2.5 SPOKEN ENGLISH FOR GLOBAL COMMUNICATION (OEC)

CO-1: The learner will have knowledge of pronunciation skills, standard accent useful for international communication

CO-2: English Variants

CO-3: Listening ability

III SEMESTER

COM 3.1 CORPORATE ACCOUNTING (DSC-7)

CO-1: Understand the treatment of underwriting of shares.

CO-2: Understand the concepts and accounting treatment of Issue of shares under various types.

CO-3: Know the valuation of intangible assets.

CO-3: Know the valuation of shares.

CO-5: Prepare the financial statements of companies as per companies act, 2013.

COM 3.2 INDIAN FINANCIAL SERVICES (DSC-8)

CO-1: Understand the financial system, Institutions, financial markets and services.

CO-2: Analyze the concepts relevant to the Indian financial market and relevance.

CO-3: understand the concept of financial services, types and functions.

CO-4: Understand the types of financial Instruments.

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CO-5: Demonstrate an understanding of the functioning of stock markets.

COM 3.3 COMPANY LAW AND ADMINISTRATION (DSC-9)

CO-1: Understand the different types of companies and CSR Activities under Companies Act 2013

CO-2: Familiarizes on the procedure of Formation of a Company

CO-3: Understand the roles and responsibilities Key Managerial Personnel

CO-4: Understand the modes for source of capital and Books of Accounts

CO-5: Understand the significance of corporate Meeting and procedure of winding up of a company

COM 3.5 CONSTITUTION OF INDIA (SEC)

CO-1: Understand the philosophy of the constitution and its structure

CO-2: Measure the powers and functions of various offices under the constitution

CO-3: Appreciate the role of constitution in democracy

COM 3.7 SPOKEN ENGLISH FOR CORPORATE JOBS (OEC)

CO-1: This paper teaches them skill in the front desk management

CO-2: It introduces students to business English

IV SEMESTER

COM 4.1 ADVANCED CORPORATE ACCOUNTING (DSC-10)

CO-1: Know the procedure of redemption of preference shares.

CO-2: Comprehend the different methods of Mergers and Acquisition of Companies

CO-3: Understand the process of internal reconstruction.

CO-4: Prepare the liquidators final statement of accounts.

CO-5: Understand the recent developments in accounting and accounting standards

COM 4.2 COST ACCOUNTING (DSC-11)

CO-1: Understand concepts of cost accounting & Methods of Costing.

CO-2: Outline the Procedure and documentations involved in procurement of materials & compute the valuation of Inventory.

CO-3: Make use of payroll procedures & compute idle and over time.

CO-4: Discuss the methods of allocation, apportionment & absorption of overheads.


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CO-5: Prepare cost sheet & discuss cost allocation under ABC.

COM 4.3 BUSINESS REGULATIONS (DSC-11)

CO-1: Recognize the laws relating to Contracts and its application in business activities.

CO-2: Acquire knowledge on bailment and indemnification of goods in a contractual relationship and role of agents.

CO-3: Comprehend the rules for Sale of Goods and rights and duties of a buyer and a seller.

CO-4: Distinguish the partnership laws, its applicability and relevance.

CO-5: Rephrase the cyber law in the present context.

COM 4.4 ARTIFICIAL INTELLIGENCE (SEC)

CO-1: Appreciate the theory of AI and list the significance of AI

CO-2: Learn various components of AI

CO-3: working on AI algorithms

CO-4: Analyze schemes reasoning and learning technologies

CO-5: Build expert systems

COM 4.5 SPOKEN ENGLISH FOR GLOBAL COMMUNICATION (OEC)

CO-1: The learner will have knowledge of pronunciation skills, standard accent useful for international communication

CO-2: English Variants

CO-3: Listening ability

V SEMESTER

COM 5.1: FINANCIAL MANAGEMENT (DSC-13)

CO-1: Understand the financial system, Institutions, financial markets and services.

CO-2: Analyze the concepts relevant to the Indian financial market and relevance.

CO-3: understand the concept of financial services, types and functions.

CO-4: Understand the types of financial Instruments.

CO-5: Demonstrate an understanding the functioning of stock markets

COM 5.2: INCOME TAX LAW AND PRACTICE (DSC-14)

CO-1: Understand the basic concepts of Income Tax as per Income Tax Act 1961.

CO-2: Understand the provisions for determining the residential status of an Individual.


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CO-3: Comprehend the meaning of Salary, Perquisites, allowances and Profit in lieu of salary, and various retirement benefits.

CO-4: Compute the income house property for different categories of house property.

CO-5: Comprehend the assessment procedure and to know the power of income tax authorities.

COM 5.3: PRINCIPLES AND PRACTICES OF AUDITING (DSC-15)

CO-1: Understand the Conceptual Framework of Auditing

CO-2: Examine the risk assessment internal control in auditing

CO-3: Comprehend the relevance of IT in audit and audit sampling for testing.

CO-4: Examine the company audit and the procedure involved in auditing different entities.

CO-5: Gain knowledge on different aspect of audit reporting and conceptual framework applicable on professional accountants

COM 5.4: CONSUMER BEHAVIOR AND MARKET RESEARCH (DSE-1)

CO-1: Understanding of Consumer Behavior towards products, brands and services.

CO-2: Establish the relevance of consumer behavior theories and concepts to marketing decisions.

CO-3: Implement appropriate combinations of theories and concepts.

CO-4: Understanding of market research process

CO-5: Understanding of Data Analysis and reporting in market research.

COM 5.5: HUMAN RESOURCE MANAGEMENT (DSE-2)

CO-1: Describe the role and responsibility of Human resources management functions on business

CO-2: Describe HRP, Recruitment and Selection process

CO-3: Describe induction, training, and compensation aspects.

CO-4: Explain performance appraisal and its process.

CO-5: Demonstrate Employee Engagement and Psychological Contract.

COM 5.6: GST-LAW AND PRACTICE (VOC-A)

CO-1: Comprehend the concepts of Goods and Services tax.

CO-2: Understand the fundamentals of GST.

CO-3: Understand the GST Registration Process.

CO-4: Analyze the GST Procedures in Business.

CO-5: Know the GST Assessment and its computation

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COM 5.7: EMPLOYABILITY SKILLS (SEC-SB)

- CO-1: Solve the problems on quantitative aptitude, logical reasoning and analytical ability.
- CO-2: Exhibit the communication and leadership skills.
- CO-3: Face interviews and write resumes
- CO-3: Conduct self SWOC analysis and set his career goals.

VI SEMESTER

COM 6.1: MANAGEMENT ACCOUNTING (DSC-18)

- CO-1: Demonstrate the significance of management accounting in decision making.
- CO-2: Analyze and interpret the corporate financial statements by using various techniques.
- CO-3: Compare the financial performance of a corporation through ratio analysis.
- CO-4: Understand the latest provisions in preparing cash flow statements.
- CO-5: Understand the concepts of Budgetary Control

COM 6.2: INCOME TAX LAW AND PRACTICE-II (DSC-19)

- CO-1: Understand the procedure for computation of income from business and other professions.
- CO-2: Understand the provisions for computation of capital gains.
- CO-3: Learn to compute the taxable income from other sources.
- CO-4: Learn the computation of total income of an Individual.
- CO-5: Understand the provisions relating to Set Off and Carry Forward of Losses

COM 6.3: ADVANCED FINANCIAL MANAGEMENT (DSC-20)

- CO-1: Understand Weighted Average Cost of Capital and its significance
- CO-2: Comprehend the different advanced capital budgeting techniques.
- CO-3: Understand different capital structure theories and its application in financing decisions.
- CO-4: Evaluate different dividend decisions and its impact on the security valuation.
- CO-5: Understand the important components of Working capital and its management.

COM 6.4: CUSTOMER RELATIONSHIP MANAGEMENT (DSE-3)

- CO-1: To be aware of the concept of customer relationship.
- CO-2: To analyze the CRM link with the other aspects of marketing.
- CO-3: To impart the basic knowledge of the Role of CRM in increasing the sales of the company.
- CO-4: To make the students aware of the different CRM models in the service industry.
- CO-5: To make the students aware and analyze the different issues in CRM

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COM 6.5: HUMAN RESOURCE DEVELOPMENT (DSE-4)

- CO-1: Understand the need of HRD.
- CO-2: Comprehend the framework of HRD.
- CO-3: Know the models for evaluating the HRD programs.
- CO-4: Comprehend the need for employee counseling.
- CO-5: Apprehend the HR performance.

COM 6.6: ASSESSMENT OF PERSONS OTHER THAN INDIVIDUAL AND FILING OF ITR (VOC-A)

- CO-1: Understand the calculation of Depreciation
- CO-2: Comprehend the assessment of partnership Firms and determine the tax liability.
- CO-3: Comprehend the assessment of corporate entities and determine the tax liability.
- CO-4: Understand the rate of TDS for different sources of income.
- CO-5: Understand the procedure of filing ITR

COM 6.6: E-COMMERCE (VOC-B)

- CO-1: Comprehend the concepts of E-commerce
- CO-2: Understand the e-retailing benefit and key success factors
- CO-3: Analyze the benefits of EDI
- CO-4: To understand Cyber security
- CO-5: Know the Issues in E-commerce.


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DEPARTMENT OF COMMERCE AND MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES

- PO-1: MBA graduates are routed to venture into the employment opportunities
- PO-2: Enables them to prove themselves in different professional examination
- PO-3: Facilities will future move towards research in management
- PO-4: Enables them in setting up their own business startup
- PO-5: Students group both theoretical and practical knowledge

COURSE OUTCOMES

I SEMESTER

1.1 ECONOMIES OF MANAGERS

- CO-1: Understand the application of Economic Principles in Management decision making.
- CO-2: Learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
- CO-3: Understand, assess and forecast Demand.
- CO-4: Apply the concepts of production and cost for optimization of production.
- CO-5: Design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.

1.2: ORGANIZATIONAL BEHAVIOR

- CO-1: Demonstrate understanding and application of Concepts and principles of Organizational behavior, perception and personality.
- CO-2: Improving practical experience in the field of Management and Organization Behaviour
- CO-3: Develop skills and ability to work in groups to achieve organizational goals.
- CO-4: Develop a greater understanding about Behavioral aspects to analyze the concepts related to individual behavior, attitude, and personality.

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CO-5: Design motivational techniques for job design, employee involvement, incentives, rewards & recognition

1.3: ACCOUNTING FOR MANAGERS

CO-1: To introduce students to Accounting Process, Accounting Standards and modern accounting software and IFRS.

CO-2: To orient the students about Financial Statements, its analysis and interpretation for decision making.

CO-3: To provide skills for eliciting information and making decisions.

CO-4: To give knowledge on the latest trends and developments in the field of accounting.

1.4: STATISTICS FOR MANAGERS

CO-1: Acquire knowledge of statistics and its scope and importance in various areas.

CO-2: Achieve statistical literacy and will be able to find ways to move beyond the-what of statistics to the how and why of statistics.

CO-3: Describe and discuss the key terminology, concepts, tools and techniques used in business statistical analysis.

CO-4: Critically evaluate the underlying assumptions of analysis tools.

CO-5: Identify the type of statistical situation to which different distributions can be applied.

CO-6: Demonstrate understanding of the concepts of time series and its applications in different areas

1.5: MARKETING FOR CUSTOMER VALUE

CO-1: Make students have an understanding of the fundamental concepts of marketing & the environment in which marketing systems operate.

CO-2: To analyze the motives influencing buying behavior & Describe major bases for segment marketing, target marketing, and market positioning.

CO-3: Identify a Conceptual framework, covering basic elements of the marketing mix.

CO-4: To understand the fundamental premise underlying market driven strategies.

CO-5: Giving them hands on practical approach to subject study

1.6: LEGAL ASPECTS AND INTELLECTUAL PROPERTY RIGHTS

CO-1: To find out the key components of intellectual property and their use in business

CO-2: To compare and contrast the different forms of intellectual property from the perspective of nature and subject matter of legal protection.

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CO-3: To identify the real-life examples of application of different intellectual property in businesses

CO-4: To analyze the legal disputes involving companies in relation to intellectual property

CO-5: To explain the integration of intellectual property with businesses with examples

CO-6: To develop an ability to apply for the acquisition of different types of intellectual property

1.7: MANAGERIAL SKILLS - I

CO-1: To learn the basic skills of managing people, leading teams and improving work processes.

CO-2: To enable the students to become aware of their communication skills and sensitize them about the importance and barriers to communication and to make them aware of gateways so as to enhance their potential to become successful managers.

CO-3: To enable learners to draft reports, resumes, emails and business letters effectively.

CO-4: To prepare students to develop the art of negotiation with emphasis on empathetic listening and decision making.

CO-5: To train students towards Interpersonal Skills – working in teams and conflict management skills.

II SEMESTER

2.1 TECHNOLOGY FOR MANAGEMENT

CO-1: Analyze the role of technology in gaining a strategic perspective on business decision making

CO-2: Gain the skills required in deploying, developing and managing the applicable firm's technological importance

CO-3: Understand and behave ethically while dealing with information and technology

2.2 MANAGEMENT RESEARCH METHODS

CO-1: Demonstrate ability to understand different research terminologies.

CO-2: Identify research problems and questions

CO-3: Develop methodology for research problems

CO-4: Analyze data required for business decision-making.

CO-5: Propose suggestions based on the findings from the research

CO-6: Apply Data visualization for exploratory analysis and communicate effectively to diverse audience

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2.3 ENTREPRENEURSHIP AND ETHICS

- CO-1: Understand of starting a company by the various financial institutions support
- CO-2: Develop new innovative business ideas.
- CO-3: Understand the marketing demand in various forms of business
- CO-4: Aware of alternative to jobs and employment which will make them job providers in an ethical manner

2.4 HUMAN CAPITAL MANAGEMENT

- CO-1: Know new trends in human capital management.
- CO-2: Understand the work, competencies tasks and organization of Human Resource Specialist
- CO-3: Know basic processes related to Human Capital Management Skills
- CO-4: Assess the human capital potential assessment and planning
- CO-5: Recruiting and keeping proper candidates.

2.5 FINANCIAL MANAGEMENT

- CO-1: Identification of financial challenges faced by a business enterprise,
- CO-2: Tools and techniques for making financial decisions,
- CO-3: Financial management practices in the corporate sector.

2.6 QUANTITATIVE TECHNIQUES AND OPERATION RESEARCH

- CO-1: Understand the application of Operation Research and frame a Linear Programming Problem With solution – graphical and through solver add in excel (software).
- CO-2: Analyze any real-life system with limited constraints and depict it in a model form.
- CO-3: Build and solve Transportation and Assignment problems using appropriate methods.
- CO-4: Design and solve simple models of CPM and queuing to improve decision making and develop critical thinking and objective analysis of decision problems.
- CO-5: Solve simple problems of replacement and implement practical cases of decision making under different business environments.
- CO-6: Take the best course of action out of several alternative courses for the purpose of achieving objectives by applying game theory and sequencing models.
- CO-7: Understand different queuing situations and find the optimal solutions using models for different situations.
- CO-8: Develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision making processes in Management

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2.7 MANAGERIAL SKILLS-2

CO-1: Demonstrate an understanding of managerial skills and apply some of them for self-development.

CO-2: Demonstrate an understanding of work process and employability skills

CO-3: Manage Teams and Set Goals for the teams effectively.

CO-4: Undertake Root Cause Analysis for problem solving.

CO-5: Learn and apply Design thinking Skills for problem solving.

CO-6: Exhibit an awareness and importance of professional ethics and manage time and stress effectively.

III SEMESTER

3.1 STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

CO-1: This course will equip the students with required skills of managerial decisions and actions.

CO-2: This will enable students to transfer conceptual learning to strategic application in their professional lives.

3.2: PROJECT AND OPERATIONS MANAGEMENT

CO: At the end of the courses, the students must have better insight in to project and operations management.

3.3.1 BUSINESS VALUATION AND VALUE BASED MANAGEMENT

CO-1: The basic concepts required for corporate valuation.

CO-2: The various methods of valuation.

CO-3: Valuation in special cases.

CO-4: Models of value-based management.

CO-5: Strategies for 'value maximization' – corporate restructuring, with special focus on mergers and acquisitions.

CO-6: Financial modeling skills for valuation of business enterprises.

3.3.3 INVESTMENT ANALYSIS AND MANAGEMENT

CO-1: Identifying investment alternatives

CO-2: Choosing the best / suitable alternatives.

CO-3: How to construct a portfolio

CO-4: Portfolio management

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3.3.4 ; 3.4.4 BUSINESS ANALYTICS USING EXCEL

CO-1: Ability to apply specific statistical and regression analysis methods applicable to predictive analytics to identify new trends and patterns, uncover relationships, create forecasts, predict likelihoods, and test predictive hypotheses.

CO-2: Ability to develop and use various quantitative and Predictive models based on various regression models

CO-3: Understanding of how to formulate predictive analytics questions.

CO-4: Learn how to select the appropriate method for predictive analysis, and how to build effective predictive models

CO-5: Learn how to search, identify, gather and pre-process data for the analysis.

CO-7: Learn how to evaluate the soundness, appropriateness and validity of their models and how to interpret and report on results for a management audience

3.4.1 RETAILING MANAGEMENT AND SERVICES

CO: At the end of the course, student must be able to understand the essential components of a service business and manage retailing

3.4.3 RURAL AND AGRICULTURAL MARKETING

CO: At the end of the course, the student must develop an appreciation for rural and agricultural marketing

OPE3SL CYBERSPACE

CO: 1- Understand internet and terms related to it

CO: 2- Learn E-commerce and issue in implementation

CO: 3- Learn the concept of digital signature

CO: 4- Characterize privacy issue and online transaction

CO: 5- Learn legal and ethical issues in information security

CO: 6- Understand the legal it Act and Cyber Law

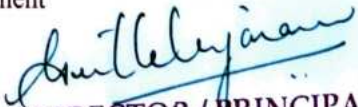
CO: 7- Understand cyber offense and its penalty

IV SEMESTER

4.1 INTERNATIONAL BUSINESS

CO-1: Demonstrate sound knowledge of how business organizations operate in international environment

CO-2: Explain the global trends that affect international management


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CO-3: Examine systematically the main aspects of the international business environment including country competitiveness and risk factors.

CO-4: Know factors that influence location decisions, positioning strategies, international completion.

CO-5: Process of formulating and implementing international strategies.

4.4.1 STRATEGIC HRM

CO-1: By the end of this course- a student would learn the relationship of HR strategy with overall corporate strategy and understand the strategic role of specific HR systems

4.4.2 INTERNATIONAL HRM

CO- By the end of this course, a student would learn a preview of the major challenges that MNC's face and to be familiar, through a real-life case study, with some of the HRM issues faced by staff in a foreign subsidiary of a major multinational company

4.4.4; 4.9.4 DATA ANALYSIS AND VISUALIZATION FOR TABLEAU

CO-1: Create and represent different kinds of data.

CO-2: Create storyboards and dashboards for business decisions

CO-3: Evaluate the use of visualization tools for different contexts

4.9.1 SUPPLY CHAIN PLANNING AND STRATEGIES

CO-1: Understand opportunities, issues and challenges pertaining to resource planning and scheduling

CO-2: Analyze and apply various techniques for supply chain strategic design.

CO-3: Understand and apply various supply chain metrics in an organization.

CO-4: Understand the effectiveness of metrics usage in different organizations

4.9.3 VENDOR MANAGEMENT

CO-1: Understand the role of vendor management in an organization.

CO-2: Analyze the vendor selection and evaluation process.

CO-3: Articulate the various elements in a negotiation process.

CO-4: Analyze data driven insights out of analytics and implement automation in procurement.


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Global Institute of Management Sciences
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