# ST. JOSEPH'S DEGREE & PG COLLEGE
## Autonomous - Affiliated to Osmania University
### Re - accredited by NAAC with 'A' Grade with a CGPA of 3.49
### King Koti Road, Hyderabad.

**BACHELOR OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)**

**Program Code: 408**

### PROGRAM OUTCOMES (POS) AT THE END OF THE BBA, BBA (IT) & BBA (BA) PROGRAMME

After completing three years for Bachelors in Business Administration (BBA) program, a graduate will

PO1.    Acquire adequate knowledge **in** the Principles, Theories and Models of Business Management, Accounting, Marketing, Finance, IT, Operations and Human Resource.

PO 2. Develop **managerial, behavioral, strategic thinking, commercial awareness and mentoring skills.**

PO 3.  Analyze and comprehend the **applicability** of management principles in solving complex **business problems**

PO 4.  Identify, describe, propose, synthesize and present business reports through SPSS, Tally and MS-Office as per the industrial needs

PO 5. Demonstrate English proficiency for Business Communication for effective and Professional business management.

PO 6. Obtain the ability to lead a **team and develop group behaviour** in achievement of individual, group and organizational goals.

PO 7. Develop appropriate **entrepreneurial skills** so as to become competent business entrepreneurs.

PO 8. R**ecognize and solve business problems** in an **ethical manner** for continuous development of business venture.

PO 9. Develop **lifelong learning skills withinterdisciplinary approach** towards **sustainable development.**

## Program Specific Outcomes (PSOs) for BBA IT

**PSO1:** Students will **acquire and demonstrate analytical and problem solving skills** withinvarious disciplines of management, business, accounting, economics, finance, marketing, English and Information Technology (ERP).

**PSO 2:** Students will **attain proficiency in analysing the opportunities and challenges** of global and dynamic business environment with special Reference of IT

**PSO 3: Communicate i**n a business context in a clear, concise, coherent and professional manner.

**PSO 4:** Ability to **design, develop and apply** business models and strategies to address business problems and the needs and interest of various stakeholders.

## Program Educational Outcomes (PEOs) For BBA IT

**PEO1:** Graduates can pursue PG with specialization in IT and Research**(Higher studies)**

**PEO2:** Graduates can join professional career in field of IT,FMCG, retail, banking, pharma, financial and mortgage organizations and allied industries **(Employability)**

**PEO 3:** Graduates should be able to start their own business venture or exhibit entrepreneurial skills for their employer organization **(Entrepreneurship)**

**PEO 4:** Graduates will develop positive attitude and life skills which will enable them to become a multi facet personality with a sense of Environmental consciousness and responsible Citizen with moral and ethical values **(Ethical and committed citizen)**

# DEPARTMENT OF BUSINESS MANAGEMENT

## ST.JOSEPHS DEGREE & PG COLLEGE

## BACHELOR OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)

## ACADEMIC YEAR 2018-19

## COURSE STRUCTURE

## I-SEMESTER

| COURSE CODE | TYPE OF THE COURSE | COURSE NAME | HOURS PER WEEK | | | CREDITS | MARKS | | TOTAL MARKS | DURATION OF END EXAM |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | L | T | P | | Int | Ext | | |
| GS.05.701.11T | AECC 1 | Human Values and Gender Sensitization | 1 | 1 | | 2 | 40 | 60 | 100 | 2 |
| EN.05.501.12T | CC 1 | Functional English-I | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| BM.05.301.12T | DSC 1 | Principles of Organization Theory & Behavior | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BC.05.101.113T | DSC 2 | Fundamentals of Accounting (T+P) | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| BC.05.101.114T | DSC 3 | Fundamentals of Business Economics | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BS.05.201.14T | DSC 4 | Elements of Information Technology (T+P) | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| BS.05.201.15T | DSC 5 | Advanced Excel | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| | | **Total** | **25** | **3** | **8** | **32** | | | **700** | |
| | | | **36 hrs** | | | **32 credits** | | | | |

## II-SEMESTER

| COURSE CODE | TYPE OF THE COURSE | COURSE NAME | HOURS PER WEEK | | | CREDITS | MARKS | | TOTAL MARKS | DURATION OF END EXAM |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | L | T | P | | Int | Ext | | |
| GS.05.701.21T | AECC 2 | Environmental Studies | 1 | 1 | | 2 | 40 | 60 | 100 | 2 |
| EN.05.501.22T | CC 2 | Functional English-II | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| BM.05.301.21T | DSC 6 | Principles of Marketing | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BC.05.101.214T | DSC 7 | Advanced Financial Accounting | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BS.05.201.24T | DSC 8 | C Programming | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| BS.05.201.25T | DSC 9 | Digital Marketing | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| | | **Total** | **21** | **3** | **6** | **27** | | | **600** | |
| | | | **30 hrs** | | | **27 credits** | | | | |

### TOTAL CREDITS AT THE END OF FIRST YEAR: 32+27 = 59

### TOTAL MARKS AT THE END OF FIRST YEAR: 1300

## SEMESTER-III

| COURSE CODE | TYPE OF THE COURSE | COURSE NAME | HOURS PER WEEK | | | CREDITS | MARKS | | TOTAL MARKS | DURATION OF END EXAM |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | L | T | P | | Int | Ext | | |
| BM.06.301.11T | SEC 1 | Business Statistics | 1 | | 2 | 2 | 20 | 30 | 50 | 2 |
| BM.06.301.12T | DSC 10 | Principles of Human Resource Management | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BC.06.101.114T | DSC 11 | Management Accounting | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BM.06.301.13T | DSC 12 | Legal Aspect of Business | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BS.06.201.14T | DSC 13 | DBMS (T+P) | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| BS.06.201.15T | DSC 14 | Data Analytics Using 'R' | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| | | **Total** | **21** | **3** | **6** | **27** | | | **550** | |
| | | | **30 hrs** | | | **27 credits** | | | | |

## SEMESTER-IV

| COURSE CODE | TYPE OF THE COURSE | COURSE NAME | HOURS PER WEEK | | | CREDITS | MARKS | | TOTAL MARKS | DURATION OF END EXAM |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | L | T | P | | Int | Ext | | |
| BM.06.301.21T | SEC 2 | Personality Development and Managerial Skills | 1 | | 2 | 2 | 20 | 30 | 50 | 2 |
| BM.06.301.22T | DSC 15 | Research Methodology | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BM.06.301.23T | DSC 16 | Fundamentals of Financial Management | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BM.06.301.24T | DSC 17 | Management Science | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BS.06.201.24T | DSC 18 | Web Technologies | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| BS.06.201.25T | SEC 2 | Software Engineering | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| | | **Total** | **21** | **3** | **6** | **27** | | | **550** | |
| | | | **30 hrs** | | | **27 credits** | | | | |

**TOTAL CREDITS AT THE END OF SECOND YEAR = 59+54 =113**

**TOTAL MARKS AT THE END OF SECOND YEAR: 2400**

## SEMESTER-V

| COURSE CODE | TYPE OF THE COURSE | COURSE NAME | HOURS PER WEEK | | | CREDITS | MARKS | | TOTAL MARKS | DURATION OF END EXAM |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | L | T | P | | | | | |
| BM.07.301.11T | SEC 3 | Event Management | 1 | | 2 | 2 | 20 | 30 | 50 | 2 |
| BM.07.301.12T | GE 1 | Entrepreneurial Development | 1 | 1 | | 2 | 40 | 60 | 100 | 3 |
| BC.07.101.119T | DSC 20 | Cost Accounting | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BS.07.201.16T | DSC 21 | Java Programming | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| | | **(STUDENTS WILL SELECT ANY TWO ELECTIVES FROM MKT/FIN/HR)** | | | | | | | | |
| | | **MARKETING ELECTIVE** | | | | | | | | |
| BM.07.301.14AT | DSE 1 | 1. Advertising & Brand Management | | | | | | | | |
| BM.07.301.14BT | | 2. Distribution & Supply Chain Management | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BM.07.301.14CT | | 3. Marketing of Services | | | | | | | | |
| | | | | | | | | | | |
| BM.07.301.15AT | DSE 2 | 1. Financial System & Institutions | | | | | | | | |
| BM.07.301.15BT | | 2. International Finance | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BM.07.301.15CT | | 3. Investment Management | | | | | | | | |
| | | | | | | | | | | |
| BM.07.301.16AT | DSE 3 | 1.HRD:Systems & Strategies | | | | | | | | |
| BM.07.301.16BT | | 2.Training & Development | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BM.07.301.16CT | | 3.Management of Industrial Relations | | | | | | | | |

| COURSE CODE | TYPE OF THE COURSE | COURSE NAME | | | | CREDITS | MARKS | | TOTAL MARKS | DURATION OF END EXAM |
|---|---|---|---|---|---|---|---|---|---|---|
| | | IT ELECTIVE | | | | | | | | |
| BS.07.201.17AT | | 1.Cognos Insights | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| BS.07.201.17BT | | 2. Python Programming | | | | | | | | |
| BS.07.201.17CT | DSE 4 | 3. Operating System | | | | | | | | |
| | | Total | 22 | 4 | 6 | 29 | | | 650 | |
| | | | 32 hrs | | | 29 credits | | | | |

# SEMESTER-VI

| COURSE CODE | TYPE OF THE COURSE | COURSE NAME | HOURS PER WEEK | | | CREDITS | MARKS | | TOTAL MARKS | DURATION OF END EXAM |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | L | T | P | | Int | Ext | | |
| BA.07.402.28T | SEC 4 | Social Media Marketing | 1 | | 2 | 2 | 20 | 30 | 50 | 2 |
| BC.07.101.222T | GE 2 | Personal Taxation | 1 | 1 | | 2 | 40 | 60 | 100 | 3 |
| BS.07.201.26AT | DSC 21 | Data Warehousing & Data Mining | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| | | (STUDENTS WILL SELECT ANY TWO ELECTIVES FROM MKT/FIN/HR) | | | | | | | | |
| | | MARKETING ELECTIVE | | | | | | | | |
| BM.07.301.22AT | DSE 5 | 1. Customer Relationship Management | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BM.07.301.22BT | | 2. Consumer Behaviour | | | | | | | | |
| BM.07.301.22CT | | 3. International Marketing | | | | | | | | |
| | | FINANCE ELECTIVE | | | | | | | | |
| BM.07.301.23AT | DSE 6 | 1. Financial Services | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BM.07.301.23BT | | 2. International Financial | | | | | | | | |

| | | | L | T | P | | Int | Ext | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Management | | | | | | | | |
| BM.07.301.23CT | | 3. Security Analysis & Portfolio Management | | | | | | | | |
| | | **HR ELECTIVE** | | | | | | | | |
| BM.07.301.24AT | DSE 7 | 1.Leadership Development | 4 | 1 | | 5 | 40 | 60 | 100 | 3 |
| BM.07.301.24BT | | 2. Management of Change | | | | | | | | |
| BM.07.301.24CT | | 3.Compensation Management | | | | | | | | |
| | | ==COMPULSORY ELECTIVE== | | | | | | | | |
| | | ==IT ELECTIVE== | L | T | P | | Int | Ext | | |
| BS.07.201.27AT | DSE 8 | 1. .Net Programming | | | | | | | | |
| BS.07.201.27BT | | 2. Enterprise Resource Planning | 4 | | 2 | 5 | 40 | 60 | 100 | 3 |
| BS.07.201.27CT | | 3. Computer Network and Information Security | | | | | | | | |
| BS.07.201.29P | DSE 9 | Project Report & Viva | | | | 5 | 40 | 60 | **100** | |
| | | **Total** | **18** | **4** | **6** | **29** | | | **650** | |
| | | | **26 hrs** | | | **29 credits** | | | | |

**TOTAL CREDITS AT THE END OF THIRD YEAR: 59+54+58= 171 CREDITS**

**TOTAL MARKS AT THE END OF THIRD YEAR: 3700**

# COURSE OUTCOMES
## BBA(IT) I YEAR – SEMESTER I
### COURSE NAME: Human Values and Gender Sensitization

| CO | DESCRIPTION |
|---|---|
| CO1 | To help the students to discriminate between valuable and superficial in the life. |
| CO2 | To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief. |
| CO3 | To help students live in harmony with self, family, society, nature and existence. |
| CO4 | To sensitize the students towards gender discrimination/ violence and create awareness for gender equality |

### COURSE NAME: Principles of Organization Theory & Behavior

| CO | DESCRIPTION |
|---|---|
| CO1 | Understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management; |
| CO2 | Recognize, differentiate and assess for an individual, the concepts of values, attitudes, personality and emotions; |
| CO3 | Discover and comprehend the various theories of motivation; |
| CO4 | Understand the foundations of group behavior and the mechanisms of teamwork |

### COURSE NAME: Fundamentals of Accounting (T+P)

| CO | DESCRIPTION |
|---|---|
| CO1 | To understand the mechanics of Systematic recording of books of accounts. |
| CO2 | To Understand the concept of Recording the Transactions of Accounting |
| CO3 | To gain the basic skills in developing subsidiary books and BRS |
| CO4 | To gain the basic skills in developing the financial Statements |
| CO5 | To apply the application of Accounting using Tally. |

### COURSE NAME: Fundamentals of Business Economics

| CO | DESCRIPTION |
|---|---|
| CO1 | To apply method of economic analysis (Supply, Demand, Price.etc) to behaviour and social Phenomena. |
| CO2 | To develop in-depth competency in the Microeconomic & Macroeconomic Theory. |
| CO3 | To Understand the Different types of markets & how prices are determined under those markets. |
| CO4 | To Understand the concepts of Demand and supply Laws |
| CO5 | To Analysis the price structure in different market conditions |

### COURSE NAME: Elements of Information Technology (T+P)

| CO | DESCRIPTION |
|---|---|
| CO1 | Identify the components of a computer system and demonstrate basic proficiency in commonly used applications |
| CO2 | Create, design, and produce professional documents using word processing software (i.e., MS Word) |
| CO3 | Prepare professional presentations (i.e., MS PowerPoint) |
| CO4 | Process, manipulate, and represent numeric data using the basic functions of spreadsheet software (i.e., MS Excel) |
| CO5 | |

### COURSE NAME: Advanced Excel

| CO | DESCRIPTION |
|---|---|
| CO1 | To familiarize oneself with Excel's basic features |
| CO2 | To appreciate what a spreadsheet is and how to analyse it |
| CO3 | To recognize the difference between a formula and a constant |
| CO4 | To recognize the existence and importance of Excel's Office Assistant |
| CO5 | To develop formulas to simplify calculations and to create future Excel spreadsheets with ease and comfort. |

# BBA (IT) I YEAR – SEMESTER II

## COURSE NAME: Environmental Studies

| CO | DESCRIPTION |
|---|---|
| CO1 | To provide a conceptual framework for understanding and analyzing environmental problems; |
| CO2 | To provide an introduction to the scientific basis of key environmental problems |
| CO3 | To place efforts to find solutions to environmental problems and |
| CO4 | To integrate environmental knowledge across the natural and social sciences, as well as the arts and humanities. |

## COURSE NAME: Principles of Marketing

| CO | DESCRIPTION |
|---|---|
| CO1 | To understand the marketing, concepts, role in economy, combination of 4 P's |
| CO2 | To analyze the Marketing environments & its impact on business |
| CO3 | To understand the different Stages of Developing new product |
| CO4 | To impart the basic skills of managing business by understanding the Importance of Segmentation, Targeting and Positioning, Branding |
| CO5 | To understand the Role of Distribution channels in marketing |

## COURSE NAME: Advanced Financial Accounting

| CO | DESCRIPTION |
|---|---|
| CO1 | To understand the accounting treatment for Deprecation accounting. |
| CO2 | To Apply the Concept of Accounting methods for Consignment. |
| CO3 | To Analyse the Financial Statements for Single entry Accounting |
| CO4 | To Understand the treatment of Partnership account for Admission of Partners |
| CO5 | To Understand the treatment of Partnership account for Retirement of partners |

## COURSE NAME: C Programming

| CO | DESCRIPTION |
|---|---|
| CO1 | To write algorithms and draw flowcharts |
| CO2 | To develop programs in a structured way using C Language |
| CO3 | Choose the loops and decision making statements Search Engine Optimization |
| CO4 | Use functions to solve the given problem |
| CO5 | To facilitate learning the other high level programming languages. |

<div align="center">**COURSE NAME: Digital Marketing**</div>

| CO | DESCRIPTION |
|---|---|
| CO1 | Digital Marketing Concepts |
| CO2 | Online advertising, Email Marketing, Social Media Marketing |
| CO3 | |

<div align="center">**BBA (IT) II YEAR – SEMESTER III**

**COURSE NAME: Business Statistics.**</div>

| CO | DESCRIPTION |
|---|---|
| CO1 | To develop the necessary statistical competence to undertake quantitative analysis of data. |
| CO2 | To apply knowledge of SPSS software for data analysis. |
| CO3 | To aanalyze and draw inferences from business data using appropriate statistical methods and Computer software. |
| CO4 | To design, evaluate and apply regression analysis. |
| CO5 | To critically evaluate statistical results using SPSS |

<div align="center">**COURSE NAME: Principles of Human Resource Management**</div>

| CO | DESCRIPTION |
|---|---|
| CO1 | To understand the concepts, problems and techniques applicable to the human resource functions in organizations. |
| CO2 | To analyze and Understand the complexities involved in getting qualitative workforce into the organisation |
| CO3 | To develop an understanding of the requirements of national and global workforce |
| CO4 | To apply the techniques of HRM in managing personnel in organizations |

<div align="center">**COURSE NAME: Management Accounting**</div>

| CO | DESCRIPTION |
|---|---|
| CO1 | To Understand the Concept of Management Accounting |
| CO2 | To Analysis the Financial Statement using Comparative and Common size Statement. |
| CO3 | To Apply the Ratios for better understanding of the financial Statements |
| CO4 | To understand the uses of Application Funds Flow Statements in Business |
| CO5 | To understand the uses and Application of Cash Flow Statements Business |

## COURSE NAME: Legal Aspects of Business

| CO | DESCRIPTION |
| --- | --- |
| CO1 | To understand the concept of Indian Contract Act. |
| CO2 | To understand the technicalities of basic legal concepts of Discharge of Contract. |
| CO3 | To Understand the concepts of Sales of Goods Act and Companies Act |
| CO4 | To Understand the concept of Consumer Protection Act and IPR |
| CO5 | To Know the Practical application of law concepts to business. |

## COURSE NAME: DBMS (T+P)

| CO | DESCRIPTION |
| --- | --- |
| CO1 | The concepts like Database Environment, Data models, Normalization |
| CO2 | SQL for Creating, Modifying and Accessing Database |

## COURSE NAME: Data Analytics Using 'R'

| CO | DESCRIPTION |
| --- | --- |
| CO1 | Write and execute R Programs |
| CO2 | Perform Data Manipulation, Prepare Graphs & Perform Data Analysis |

## BBA (IT) II YEAR – SEMESTER IV
## COURSE NAME: Personality Development and Managerial Skills

| CO | DESCRIPTION |
| --- | --- |
| CO1 | Personality Development of self along with Interpersonal skills development required for facing the corporate requirements |
| CO2 | Learning the ways for problem solving and, while developing an Ideal personality |

## COURSE NAME: Research Methodology

| CO | DESCRIPTION |
| --- | --- |
| CO1 | To learn how to collect, analyse, present and interpret research data. |
| CO2 | To understand some basic concepts of research and its methodologies |
| CO3 | To identify and define appropriate research problem and parameters |
| CO4 | To develop understanding of the basic framework of research process. |
| CO5 | To train the students with report – writing and its importance along with research ethics. |

## COURSE NAME: Fundamentals of Financial Management

| CO | DESCRIPTION |
|---|---|
| CO1 | To Develop analytical skills in the application of theory and tools essential to financial planning. |
| CO2 | To Understand their roles in accurate record keeping collect information regarding the client's assets and liabilities. |
| CO3 | How to Analyze a stream of cash flows & Prepare statements of the client's net worth, cash flow and budget. |
| CO4 | To understand the important concepts used in Cost of Capital and Financial Decisions. |
| CO5 | To Understand the Application of Dividend decisions in Financial Management |

## COURSE NAME: Management Science

| CO | DESCRIPTION |
|---|---|
| CO1 | To identify the location to set up a plant and layout with required process technologies. |
| CO2 | To apply Quality control tools and techniques. |
| CO3 | To analyse, take decision, and implement problem solving approach using linear programming. |
| CO4 | To apply tools and techniques to aid decision-making and planning. |
| CO5 | To define the roles and responsibilities of operations managers and the challenges they face. |

## COURSE NAME: Web Technologies

| CO | DESCRIPTION |
|---|---|
| CO1 | The technologies for creating websites and publishing them |
| CO2 | Creating web pages which are dynamic and interactive |
| CO3 | To store the data in web document and transport information through web |

## COURSE NAME: Software Engineering

| CO | DESCRIPTION |
|---|---|
| CO1 | Gain knowledge on best practices of Software Engineering |
| CO2 | Can Prepare Software Requirement Specification Document, Data Flow Diagrams, Use case Diagrams and Entity Relationship Diagrams. |
| CO3 | Can adapt to new models, techniques, and technologies as they emerge and appreciate the necessity of continuing professional development |

## BBA (IT) III YEAR – SEMESTER V
## COURSE NAME: Event Management

| CO | DESCRIPTION |
|---|---|
| CO1 | To define all the components and various roles involved in planning, organizing, running and evaluating an event. |
| CO2 | To apply the theory and skills necessary to professionally plan, organise and run a business event. |
| CO3 | To understand the importance of strategic planning for an event and evaluating the impacts on the wider community. |
| CO4 | To design events planning and execution of planning. |
| CO5 | To analyse the various measures which an event organizer should follow to stop problems in an event |

## COURSE NAME: Entrepreneurial Development

| CO | DESCRIPTION |
|---|---|
| CO1 | To analyse the business environment opportunity recognition and the business idea generation. |
| CO2 | To know how to acquire necessary resources and organizational matters of new venture creation process. |
| CO3 | To develop the ability to discern distinct entrepreneurial traits. |
| CO4 | To identify the parameters to assess opportunities and constraints for new business ideas. |
| CO5 | To identify the opportunities provided by the institutions and financial organizations to start up an entrepreneurship. |

## COURSE NAME: Cost Accounting

| CO | DESCRIPTION |
|---|---|
| CO1 | Understand the Concept Cost Accounting |
| CO2 | To Understand the Elements of Cost Accounting |
| CO3 | To Understand the different costing methods used in business |
| CO4 | To Understand the Concept of Standard Coasting and analyze the variances |
| CO5 | To apply Marginal Costing concepts for Business Decisions |

## COURSE NAME: Java Programming

| CO | DESCRIPTION |
|---|---|
| CO1 | The concepts of Core Java |
| CO2 | To access database through Java p The course focuses programs using Java Data Base Connectivity (JDBC) |
| CO3 | Creating dynamic web pages using JSP and JDBC. |

## MARKETING ELECTIVES
## COURSE NAME:  Advertising & Brand Management

| CO | DESCRIPTION |
|---|---|
| CO1 | To understand the Concept of Advertising, History, functions of advertising |
| CO2 | To analyse the different Types of Advertising,Department,designing advertising copy and strategy used by the marketers |
| CO3 | To understand the Concept of Branding, strategies, brand positioning. |
| CO4 | To understand the Integration of advertising and Branding in marketing |
| CO5 | To make the students understand the Designing and implementing brand strategies |

## COURSE NAME:  Distribution & Supply Chain Management

| CO | DESCRIPTION |
|---|---|
| CO1 | To  understand the Distribution functions as integral part of marketing functions in a business firm. |
| CO2 | To analyse the basic elements of supply chain management. |
| CO3 | To Develop ability to analyze and solve supply chain related problems. |
| CO4 | To understand and Learn how to use IT tools in supply chain management. |
| CO5 | To give the basic knowledge on the recent trends in the supply chain management |

## COURSE NAME:  Marketing of Services

| CO | DESCRIPTION |
|---|---|
| CO1 | To analyze and develop students' understanding of those aspects of marketing of particular relevance to service producing organizations. |
| CO2 | To understand the present strategies and approaches for addressing these challenges, and |
| CO3 | To develop students' abilities to identify services decision problems, ascertain alternatives, define crucial issues, analyze, make decisions and plan the implementation of these decisions. |
| CO4 | To impart the basic knowledge on challenges in distribution process |
| CO5 | To give an overview and analyze the present scenario on the services in the organized retailing |

## FINANCE ELECTIVES
## COURSE NAME: Financial system and institutions

| CO | DESCRIPTION |
|---|---|
| CO1 | To Understand the functioning of financial information systems in the context of the broad structure of banks & other financial markets which apply the knowledge gained in communication and collaboration with management in the financial services domain. |
| CO2 | To Develop the skills for eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts. |
| CO3 | To Understand the Banking System in India |
| CO4 | To Apply key financial concepts to value financial securities and products |
| CO5 | To Understand the concept of Indian Money Markets and Capital Markets |

## COURSE NAME: International Finance

| CO | DESCRIPTION |
|---|---|
| CO1 | To Understand the Concept of International Financial Management |
| CO2 | To Understand the Concept of International Financial Markets |
| CO3 | To Understand the Concept of International Financial Institutions |
| CO4 | To Understand the concept of International Financial Instruments and FDI |
| CO5 | To analysis multinational corporate decisions in Global Markets |

## COURSE NAME: Investment Management

| CO | DESCRIPTION |
|---|---|
| CO1 | To Understand Investment and elements of investment decisions like factors influencing , risks involved etc. |
| CO2 | To Understand different Types of investors and types of speculators |
| CO3 | To Develop the Knowledge and Skills about Stock exchanges in India |
| CO4 | To analyze investment options like derivatives ,Futures ,forward and swaps |
| CO5 | To Understand Regulatory frame work of capital markets in India |

## HR ELECTIVES
## COURSE NAME: HRD:Systems & Strategies

| CO | DESCRIPTION |
|-----|-------------|
| CO1 | To explore the emergence of concept of HRD |
| CO2 | To evaluate the possible structures and functions for identifying training in organizations |
| CO3 | To understand applicable methods of training evaluation, ROI of training, and apply them to the workplace |
| CO4 | To understand to design and evaluate the HRD Programs |

## COURSE NAME: Training & Development

| CO | DESCRIPTION |
|-----|-------------|
| CO1 | To Understand the concepts of training and development |
| CO2 | To study how to design and Implement the training program |
| CO3 | To gain insights into evaluate a training program |
| CO4 | To Analyse the trends in employee and organisation development programs |

## COURSE NAME: Management of Industrial Relations

| CO | DESCRIPTION |
|-----|-------------|
| CO1 | To Understand the legal framework of Industrial relations |
| CO2 | To Analyse and understand the Provisions included in various labour laws |
| CO3 | To understand the impact of laws and Acts on industry & labour |

## IT ELECTIVES
## COURSE NAME: Cognos Insights

| CO | DESCRIPTION |
|-----|-------------|
| CO1 | Understand concept and regular terminologies of Business Analytics |
| CO2 | Identify the benefits of using personal Analytics (using IBM Cognos Insight) in creating various Business Reports & Dash Boards. |
| CO3 | Understanding the basics of What-If Analysis |
| CO4 | Generate Reports as per the requirement. |

### COURSE NAME: Python Programming

| CO | DESCRIPTION |
|-----|-------------|
| CO1 | Be able to do basic programming using Python. |
| CO2 | Acquire knowledge on application oriented technologies like CGI |
| CO3 | Develop applications using Python with MYSQL. |
| CO4 | |
| CO5 | |

### COURSE NAME: Operating System

| CO | DESCRIPTION |
|-----|-------------|
| CO1 | Gain knowledge on functions of operating system. |
| CO2 | Get familiarized with UNIX Environment. |
| CO3 | Gain skills to develop Shell programs |

### BBA (IT) III YEAR – SEMESTER VI
### COURSE NAME: Social Media Marketing

| CO | DESCRIPTION |
|-----|-------------|
| CO1 | To understand the Social Media Marketing Strategy |
| CO2 | To update and impart basic knowledge on Using Face book as a Marketing Tool, Creating and Sharing Content on Face book |
| CO3 | To Design the hanging with Google+ Community, Pinning Down Pinterest |
| CO4 | To give the students a practical understanding of how to drive sales with pintrest |
| CO5 | To understand the Socializing in Circles, and Building through Pluses |

### COURSE NAME: Personal Taxation

| CO | DESCRIPTION |
|-----|-------------|
| CO1 | To Understand the Basic Concepts of Income Tax |
| CO2 | To Develop the knowledge in Income from Salaries |
| CO3 | To Analyze the Income from Salaries and Business Professions |
| CO4 | To Understand the Concept of Capital Gains and Income from Other sources |
| CO5 | To analyze the Tax Liabilities of the Individual |

### COURSE NAME: Data warehousing and Data Mining

| CO | DESCRIPTION |
|---|---|
| CO1 | To introduce the basic concepts of Data Warehouse and Data Mining techniques |
| CO2 | Types of the data to be mined and apply pre-processing methods on raw data |
| CO3 | Discover interesting patterns, analyze supervised and unsupervised models and estimate the accuracy of the algorithms |

### MARKETING ELECTIVES
### COURSE NAME:  Customer Relationship Management

| CO | DESCRIPTION |
|---|---|
| CO1 | To understand the nuances of customer relationship |
| CO2 | To analyze the CRM link with the other aspects of marketing |
| CO3 | To impart the basic knowledge of the Role of CRM in increasing the sales of the company |
| CO4 | To make the students aware of the different CRM models in service industry |
| CO5 | To make the students aware and analyze the different issues in CRM |

### COURSE NAME:  Consumer Behavior

| CO | DESCRIPTION |
|---|---|
| CO1 | To make the Students  understand the factors affecting consumer behavior |
| CO2 | To design the business models which explains the Students the process which helps the customers buy product and services. |
| CO3 | To analyze the consumer decision process |
| CO4 | To understand the consumer segmentation and its examples |
| CO5 | To impart the basic knowledge of consumer protection rights |

### COURSE NAME: International Marketing

| CO | DESCRIPTION |
|---|---|
| CO1 | To understand the Concept  and scope of International marketing |
| CO2 | To impart the basic knowledge of Dynamic Environment of International marketing, International STP |
| CO3 | To understand the International Product, pricing, place and promotional strategies |
| CO4 | To design International Market channels  & Documentation required in international marketing |
| CO5 | To impart the basic knowledge on the international institutional infrastructure and documentation. |

## FINANCE ELECTIVES
## COURSE NAME:  Financial Services

| CO | DESCRIPTION |
|---|---|
| CO1 | To comprehend and analyze the operations of financial service in India |
| CO2 | To Understand the Concepts of Leasing and Hire Purchasing |
| CO3 | To Develop the Knowledge in Factoring and Forfaiting |
| CO4 | To Understand the role of Venture Capital Financing in India |
| CO5 | To Apply the skills used for crediting rating  of Organization |

## COURSE NAME:  International Financial Management

| CO | DESCRIPTION |
|---|---|
| CO1 | To Understand the Concept of Foreign Exchange Markets |
| CO2 | To Apply the  Concept of International Parity Relations |
| CO3 | To analyze the Risk and Management of Risk in international Financial Management |
| CO4 | To apply the derivatives for Risk Management with special Reference to Currency |
| CO5 | To Understand the Concept of International Tax Management |

## COURSE NAME: Security Analysis & Portfolio Management

| CO | DESCRIPTION |
|---|---|
| CO1 | To Understand the Process of investment management and Analyze Risk and Return. |
| CO2 | To analyze the Valuing equity and debt instruments. |
| CO3 | To Develop skills in Measuring the portfolio performances. |
| CO4 | To Understand the Concept of CAPM |
| CO5 | To analyze the performance of Portfolio and Mutual Funds |

**COURSE NAME: Leadership Development**

| CO | DESCRIPTION |
|---|---|
| **CO1** | To demonstrate an understanding of the current leadership theories and how they apply to the modern organisation |
| **CO2** | To Analyze the impact of effective leadership perspectives on organisational performance |
| **CO3** | To Reengineer the mindset of students which will help them to become effective leaders |
| **CO4** | To analyze the current issues in leadership. |

**COURSE NAME:  Management of Change**

| CO | DESCRIPTION |
|---|---|
| **CO1** | The need to bring change, how to design change in the organizations |
| **CO2** | Role of leadership in change management, |
| **CO3** | Change communication and resistance to change and |
| **CO4** | The role of HR in change management. |

**COURSE NAME: Compensation Management**

| CO | DESCRIPTION |
|---|---|
| **CO1** | To **understand** the importance , objectives , principles , and compensation trends in India. |
| **CO2** | To **understand** the  components of compensation , Compensation Planning & Bases of Compensation. |
| **CO3** | To Gain basic skills in **developing** job descriptions, pay structures and performing job analysis |
| **CO4** | To **Understand** the concepts of Incentive Pay & Other pay systems and **design**  effective Incentive Pay Programmes. |
| **CO5** | To **Analyze** Present trends in compensation and **Design a** Market Competitive Compensation system for any organisation. |

**IT ELECTIVES**

**COURSE NAME: .Net Programming**

| CO | DESCRIPTION |
|---|---|
| CO1 | Design static web pages using Dreamweaver. |
| CO2 | Have understanding on the different concepts and features of .NET coding, debugging and developing of Windows and Web-based applications. |
| CO3 | Develop Dynamic web applications using ASP.Net and ADO.Net. |

**COURSE NAME: Enterprise Resource Planning**

| CO | DESCRIPTION |
|---|---|
| CO1 | Knowledge of ERP implementation cycle |
| CO2 | Awareness of core and extended modules of ERP |
| CO3 | |

**COURSE NAME: Computer Network and Information Security**

| CO | DESCRIPTION |
|---|---|
| CO1 | Understanding on the basic computer networking terminology and Information security |
| CO2 | Knowledge of network protocols |