



**ST. ANNE'S FIRST GRADE COLLEGE FOR WOMEN**

(Affiliated to Bengaluru City University, NAAC Accredited)

No. 02, Miller Road, Vasanthnagar, Bengaluru - 560 052.

## **B.B.A Course Outcomes**

### **I Semester**

#### **Course: Marketing Management**

CO	Course Outcomes
CO1	Understand the core concepts of marketing recognize customer and their needs/wants and evaluate the marketing environment.
CO2	Examine consumer behaviour and marketing segmentation
CO3	Identify the elements influencing a products price in the current environment and learn about new product development
CO4	Judge the importance of channel distribution and the effect the promotional tactics have on the consumer
CO5	Importance of service marketing

#### **Course: Fundamentals of Accounting**

CO	Course Outcomes
CO1	It helps to understand the basics of accounting as well as accounting standards
CO2	Helps students to pass journal entries and prepare ledger
CO3	Enables students to understand the subsidiary books
CO4	Acquire knowledge for preparing final accounts
CO5	To understand the concept of tally



## ST. ANNE'S FIRST GRADE COLLEGE FOR WOMEN

(Affiliated to Bengaluru City University, NAAC Accredited)

No. 02, Miller Road, Vasanthnagar, Bengaluru - 560 052.

### Course: Management Principles and Practices

CO	Course Outcomes
CO1	Understand the concepts of business management, principles and functions of management.
CO2	Analyse and understand the process of planning and decision making.
CO3	Analyse and understand to create organization structures based on authority and task responsibilities.
CO4	To understand the principles of direction, importance of communication, motivation theories and leadership styles
CO5	Ability to understand the importance and requirement of good control system and control techniques.
CO6	Understand and analyse concepts of social responsibility and ethics.

### II Semester

### Course: Financial Accounting & Reporting

CO	Course Outcomes
CO1	Understand and compute the final accounts of partnership firm
CO2	Emphasize to learn the process of public issues of shares and accounting for the same.
CO3	Helps to prepare final accounts of joint stock companies
CO4	Learn to prepare the vertical & horizontal analysis of financial statements
CO5	Helps to analyse the company's annual report



## ST. ANNE'S FIRST GRADE COLLEGE FOR WOMEN

(Affiliated to Bengaluru City University, NAAC Accredited)

No. 02, Miller Road, Vasanthnagar, Bengaluru - 560 052.

### Course: Business Environment

CO	Course Outcomes
CO1	Understanding components of Business Environment
CO2	Understand & analyse the environmental factors influencing business organisation
CO3	Understand and analyse the global and environment factors
CO4	Understand the impact of technological factors on environment
CO5	Understand the importance of Natural environment and conserving the environment

### Course: Human Resource Management

CO	Course Outcomes
CO1	Capacity to describe role and responsibility of Human Resource Management functions on business.
CO2	Potential to describe Human Resource Planning, Recruitment and Selection process.
CO3	Ability to describe the Induction, Training and Compensation aspects.
CO4	Power to explain Performance Appraisal and its process.
CO5	Helps to demonstrate employee engagement and psychological contract.



## ST. ANNE'S FIRST GRADE COLLEGE FOR WOMEN

(Affiliated to Bengaluru City University, NAAC Accredited)

No. 02, Miller Road, Vasanthnagar, Bengaluru - 560 052.

### III Semester

#### Course: Cost Accounting

CO	COURSE OUTCOME
CO1	Understand the different aspects of cost, costing and cost elements.
CO2	Compute the different levels of material including LIFO, FIFO, and EOQ.
CO3	Compute remuneration payable to employees by using different methods
CO4	Computation of the allocation and absorption cost to departments wise to find out the profit of each department.
CO5	Computation of cost sheet and estimated cost sheet.

#### Course: Organisation Behaviour

CO	COURSE OUTCOME
CO1	Understand the concept of Organizational Behaviour and Personality.
CO2	Demonstrate an ability to understand individual and group Behaviour in an organisation
CO3	Analyse the effectiveness of organizational change and development
CO4	Understand the process of organizational development
CO5	Designing the effective OD intervention