



MARWADI SIKSHA SAMITHI

Ramnath Guljarilal Kedia College of Commerce

(Affiliated to Osmania University, NAAC Re-Accredited)
3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

Program Name: BBA (2022-2023).

Program Outcomes:-

- Knowledge of Business Processes and to promote the entrepreneurial skills among the students
- Enhancing the Capabilities of Critical and Analytical Thinking
- Offering International Perspectives
- Building Social Sensitivity and Understanding Corporate Social Responsibility, Ethical, and Sustainable Business Practices Demonstrate consideration for social, moral, and environmental issues.
- Improvement of interpersonal abilities, communication Skills, Professional Skills.
- Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.

Program Specific Outcomes:-

1. Developing Conceptual Clarity in Different Functional Areas
2. To learn the Practical application of Management Skills
3. To impart knowledge and abilities, analytical skills, and managerial perspective to students in order to prepare them for the highly competitive business world.
4. To gain the Specific Knowledge on Financing, Investment analysis and Decision making.
5. To gain the knowledge in the area of research
6. To develop the knowledge
7. Application of statistical Analysis in Business decision making by collecting the data using different methods of sampling technique.
8. Learn how to create a 'safe' environment to enable others to fulfil their potential.
9. Be able to identify relevant legal issues and to understand, interpret and apply statutes and case law in the area of business associations at a developing level.

Course Outcomes:

Course Code	Semester	Course Name	Learning Outcome
AECC-1	I	a) Environmental Science	<ul style="list-style-type: none">• Student develop the knowledge about Environment & Its Importance for the Natural Environment .• Students also learns the impact of Pollution & Welfare ACT by the State & Central Govt .
DSC 101	I	Principles of Management	<ul style="list-style-type: none">• Integrate management principles into management practices. Analyse managerial decisions and practices in light of ethical standards and values. Describe the various situations in which the managerial duties of organizing, planning, and controlling may be carried out.• Student analyse several strategies for resolving diversity-related concerns. Demonstrate the ability to directing, leadership and communicate effectively.
DSC 102	I	Basics of Marketing	<ul style="list-style-type: none">• An overview of the marketing function is given to students in this course, with a focus on the creation of value through marketing, market research, consumer behaviour, pricing strategies, marketing channels, and various forms of promotion.• It must take into account the numerous marketing decision-making domains as well as the tools and techniques employed by marketing managers.
DSC 103	I	Business Economics	<ul style="list-style-type: none">• In this course, the students will learn how decisions made by consumers, firms and governments about the use of resources — like time and money — affect business. The economic factors that all businesses face, like supply and demand, inflation, international trade, unemployment, and governmental policies.
AECC- 1	II	Basic Computer Skills	<ul style="list-style-type: none">• This course aims to familiarize with

			computers and Microsoft Windows, while learning basic computer, mouse and keyboard skills in a supportive classroom environment.
DSC 201	II	Organizational Behaviour	<ul style="list-style-type: none"> • To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up. • To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently. • To critically evaluate and analyse various theories and models that contributes in the overall understanding of the discipline. • To develop creative and innovative ideas that could positively shape the organizations.
DSC 202	II	Business Statistics	<ul style="list-style-type: none"> • Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis .Critically evaluate the underlying assumptions of analysis tools .Understand and critically discuss the issues surrounding sampling and significance. Conduct basic statistical analysis of data.
DSC 203	II	Financial Accounting	<ul style="list-style-type: none"> • Students will demonstrate progressive cognitive domain development of knowledge, comprehension, and application of rational economic decision making using: accounting discipline language, methods of classification, standards and computational procedures in all courses.
SEC 1	III	Communication Skills	<ul style="list-style-type: none"> • Students learns the communication skills. • Students learns the practical knowledge in communication barriers.
SEC 2	III	Basic Quality Management	<ul style="list-style-type: none"> • Students get to know about the evolution and importance of quality management. Helps the students get aware of various tools used for quality management in the organizations. Students will be able to use the six sigma applications for quality check.

DSC 301	III	Human Resource Management	<ul style="list-style-type: none"> Understand theories and practices in the field of Human Resources Management, Identify different methods of developing Human Resources . Develop knowledge of industrial laws.Demonstrate understanding of different appraisal methods, Understand organizational culture and climate and its implications for HRM
DSC 302	III	Information Technology For Business	<ul style="list-style-type: none"> The students can demonstrate that they can apply a variety of information technologies to their own work, demonstrating their competence in researching, creating, and presenting projects using a variety of digital information tools. . Demonstrate that they can use digital technology in research, analysis, and critical inquiry.
DSC 303	III	Financial Management	<ul style="list-style-type: none"> Assists in acquiring and managing funds. Helps in funds allocation. Provides insights to make critical financial decisions. Cuts down financial costs. And helps the students in understanding the wealth maximization ,profit maximization in prospective of Business and critical evaluation process in projects decision making.
SEC - 3	IV	Leadership And Management Skills	<ul style="list-style-type: none"> Students learn how to lead through character rather than through coping and Understand you're own and other peoples' values and beliefs. Learn how to manage conflict or opposition.
SEC - 4	IV	Business Policy And Strategy	<ul style="list-style-type: none"> The students understand the business environment and design strategies to meet challenges and micro factors which effect business plans and policies.
DSC - 401	IV	Business Law & Ethics	<ul style="list-style-type: none"> To Understand the Importance of Indian Contract Act 1872. To Understand the Sales Of Goods Act 1930. Understand the rules governing

			<p>formation, management and dissolution of the most common forms of business associations, as well as the implications of choosing one form of association over others.</p>
DSC – 402	IV	Market Research	<ul style="list-style-type: none"> • The course considers both academic and applied research in marketing. The course aims to provide students with the necessary knowledge and skills involved in undertaking a dissertation and wider marketing research. • The course will engage students in the (marketing) research process which involves the systematic gathering, recording and analysing of data about problems relating to the marketing of goods and services. • Students will be provided with an appreciation of the information requirements in various marketing situations, the research process and the systematic methodology in achieving marketing information objectives. Students will also learn how marketing research can be utilised by management in order to improve the effectiveness of the marketing decision-making process and secondly how research can aid development of marketing as an academic discipline.
DSC – 402	IV	Management Science	<ul style="list-style-type: none"> • The course helps the students to understand the critical thinking and problem solving techniques. • The students will understand the concept of operation research & techniques implemented like linear programming, Non-linear programming techniques to get a

			<p>initial basic feasible solution.</p> <ul style="list-style-type: none"> • Students learn the concept of optimum utilization of resources to get efficient & effective output. Student gets the practical knowledge in manufacturing unit like casting, drilling, welding, etc. & methods of stores management
GE-1	V	Mobile Commerce	<ul style="list-style-type: none"> • Students differentiate the normal selling & online selling. • Student understands the concept of positive impact of technology on m-commerce. Student gets to know the evolution of technology. • Hybrid devices help in E-learning with wireless technologies. Data is secure in encrypted & decrypted protecting the authorized user. Students learn the digital payments, data security & confidentiality.
DSC - 501	V	A) Entrepreneurship Development	<ul style="list-style-type: none"> • Students learn the concept of entrepreneurship & entrepreneur • Students acquire the knowledge of role in Entrepreneurship Development. • Students learn the practical applications of MSMEs in economic development. • Student learns the institutional finances for Entrepreneur and Venture Capital Financing.
DSE-502(b)	V ELECTIVE (MARKETING)	Brand Management(E1)	<ul style="list-style-type: none"> • Student acquires the concept of branding & process to attract the customers in market. Student understands the brand extension & equity for strategic development of product & decision making.
503(b)	V	Retail Management(E2)	<ul style="list-style-type: none"> • Student understands the retail management & its theories to implement in markets. Retain

			Management impact on growth of economy. Students learn the market Scenarios retail store design & distribution management. Student understands the distribution management, POP'S displays etc
502(c)	V ELECTIVE(HUMAN RELATIONS)	Organizational Development(E1)	<ul style="list-style-type: none"> • Student demonstrates the organization development & its models .student goes for intervention process , quality assurance,team building , etc. Student tackle the situations of work life balance & Self assessment.
503(c)	V	Performance Appraisal & Counselling(E2)	<ul style="list-style-type: none"> • Student learns the performance of employee and appraisal . • Student learns the practical knowledge of employee development , methods used by the employer like rating method , grading method, 360 degree appraisal. • Student understands the legal issues , performance appraisal, counselling, incentives , hr policies & procedures.
502(a)	V ELECTIVE (FINANCE)	Financial Markets & Services(E1)	<ul style="list-style-type: none"> • Students understand the structure of markets, RBI, SEBI, GLOBAL financial markets • Student can acquire the knowledge in trading NSE, BSE, OTCEL & understands the real life examples in Hire purchase system, leasing, factoring , forfeiting , credit rating • Students were encouraged in mutual fund investment & benefits .
503(a)	V	Analysis Of Investment In Financial Assets(E2)	<ul style="list-style-type: none"> • Students calculate the port folio analysis & risk rate of return.Valuation of yield securities, capital asset pricing model. • Student calculate the portfolio theory, risk & return of portfolio.
DSE-502(d)	V RETAIL MANAGEMEN T	Fundamentals of Retail Management (E1)	<ul style="list-style-type: none"> • Student learn the concept of Retailing , trends in retailing & E tailing. • Students understand the changes in

			<p>retailing.</p> <ul style="list-style-type: none"> • Student also learns the concept of Retailing in use of Information Technology. • Students acquires the knowledge in Retail Management in HRM. • Student learns the concept of Strategic planning in ASSOCHAM.
503(d)	V	Retail Mall Management(E2)	<ul style="list-style-type: none"> • Student learns the knowledge concept in Retailing& Malls. • Student acquires the knowledge in Mall Architecture & handling a Mall projects. • Student understand the concept of Mall Management, Innovation of Malls in India.
DSE 601(a)	VI	A) Supply Chain Management	<ul style="list-style-type: none"> • Student understand the concept of Supply Chain Management& logistic system Analysis. • Students identifies the situation in make or buy decision & procurement planning. • Student learns the strategy in Distribution & Inventory. • Students understand the concept of Channels of Distribution & Customer Service strategy.
DSE 602(a)	VI FINANCE	Banking(E1)	<ul style="list-style-type: none"> • Student learns the concept of negotiable instrument , banking regulations Act . • Students acquires the knowledge of cheque, payments of cheque , EFT s , MSMEs etc • Students the advance technology & innovations in banking.
DSE- 603 (a)		Insurance(E2)	<ul style="list-style-type: none"> • Student understands the concept of insurance & importance of life & general insurance. • Student calculates the claim settlement of insurance.All the important documents for insurance

			<p>policies , Nominees & surrender policy etc.</p> <ul style="list-style-type: none"> • Students learns the rules & regulations of insurance headed by IRDA .
DSE 602(b)	VI MARKETING	Buyer Behaviour	<ul style="list-style-type: none"> • Students understands the in depth knowledge of consumer behaviour & theories . • Student understands the impact of culture on buyers behaviour, models & decisions.
		Customer Relationship Management &	<ul style="list-style-type: none"> • Students understands the importance of customer in market & how the relationship should be maintained. • Students learns to plan for crm in future for competitive market. • Students demonstrates the CRM strategies & problems.
DSE 602(C)	VI HUMAN RELATIONS	Leadership & Change Management	<ul style="list-style-type: none"> • Students understands the leadership styles & theories also how it influence the change based on organizational culture & change management.
DSE-603(c)		Compensation Management	<ul style="list-style-type: none"> • Student impart the techniques & strategies for compensation Management. • Student learn to design the compensation system & benefits of employee , employee behaviour in management.
602(d)	VI	Global Retailing and Merchandising	<ul style="list-style-type: none"> • Student Understands the concept of retail formats & trends in retailing. • Students acquires the knowledge in FDI in retail & Retail Consumer behaviour . • Student learns the concept of Retail Merchandising & Retail Operations of Management.
603(d)	VI	Retail Operations Store and pricing	<ul style="list-style-type: none"> • Student acquires the knowledge fundamentals of operations. • Student learns to manage Inventory through ABC analysis , EOQ, GAP

			<p>& CPFR.</p> <ul style="list-style-type: none"> • Student manage the store allocation receipts & selling process. • Student understand the functions of store, credit, crisis & store insurance mangement. • Students learns the pricing policies & strategies suitable for a particular store & locality.
DSE 604	VI	Project Report &VIVA-VOCE	Student chooses the project from his elective applies the practical knowledge & prepares the report which will be evaluated through viva-voce.


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