

SYLLABUS-B.B.A.(Regular)SEP-2024-25

	Subjects	Paper Code	Working Hrs. (L+T+P)	Exam (Hrs.)	Marks			Credits
					IA	EE	Total Marks	
Part 1 Languages	Language-1 - Kannada/Sanskrit/ Additional English / Hindi		(3+1+0) 4	3	20	80	100	3
	Language-II English		(3+1+0) 4	3	20	80	100	3
Part 2 Core Papers	Fundamentals of Accounting	MFOA11	(4+0+0) 4	3	20	80	100	4
	Management Dynamics	MMGD12	(4+0+0) 4	3	20	80	100	4
	Business Environment	MBE13	(4+0+0) 4	3	20	80	100	4
	Quantitative Analysis for Business Decisions	MQAB14	(4+0+0) 4	3	20	80	100	4
Part3 Compulsory	Environmental Studies(EVS)	SEEVS11	(3+0+0) 3	1 ¹ ₂ –	10	40	50	2
	IKS	IKS11	(2+0+0)	1 ¹ ₂ –	10	40	50	2
	Total Credits						700	26

II SEMESTER B.B.A.(Regular)(SEP24-25)

	Subjects	Paper code	Working Hrs. (L+T+P)	Exam (hrs.)	Marks			Credits
					IA	EE	Total Marks	
Part 1 Languages	Language-1 - Kannada/Sanskrit/ Additional English / Hindi		(3+1+0)4	3	20	80	100	3
	Language-II English		(4+0+0)4	3	20	80	100	3
Part 2 Core Papers	Financial Accounting	MFA21	(4+0+0)4	3	20	80	100	4
	Marketing Dynamics	MMRD22	(4+0+0)4	3	20	80	100	4
	Organization Behaviour	MOB23	(4+0+0)4	3	20	80	100	4
	Quantitative Techniques for Business Decisions	BBA-2.4	(4+0+0)4	3	20	80	100	4
Part3 Compulsory	Computer Accounting with Tally Prime	MCAT21	(1+0+2)2	1 12 -	10	40	50	2
	UHV	UHV21	(3+0+0)	3	20	80	100	3
	Total Credits						750	27

III SEMESTER B.B.A. (Regular) (SEP) 2024-25

	Subjects	Paper	Working Hrs. (L+T+P)	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total Marks	
Part 1 Languages	Language-1 - Kannada/Sanskrit/ Additional English / Hindi		(3+1+0) 4	3	20	80	100	3
	Language-II English		(3+1+0) 4	3	20	80	100	3
Part 2 Core Papers	Corporate Accounting	MCAC31	(4+0+0)4	3	20	80	100	4
	Financial Management	MFM32	(4+0+0)4	3	20	80	100	4
	Indian Financial System	MIFS33	(3+0+0)3	3	20	80	100	3
	Supply Chain and Logistics	MSCL34	(4+0+0)4	3	20	80	100	4
Part 3 Compulsory	Indian Constitution	IC-31	(2+0+0)2	$1\frac{1}{2}$	10	40	50	2
	Certification Course-1 (Financial Literacy for Bharat- Certification from NISM)	MCNISM 32	1 (0+0+2)	2		25	25	1
Part 4 VAC	Campus to Corporate	VAC-1	(1+0+2) 3	$1\frac{1}{2}$	10	40	50	2
	Total Credits						725	26

IV SEMESTER B.B.A. (Regular) (SEP) 2024-25

	Subjects	Paper	Working Hrs. (L+T+P)	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total Marks	
Part 1 Languages	Language-1 - Kannada/Sanskrit/ Additional English / Hindi		(3+1+0) 4	3	20	80	100	3
	Language-II English		(3+1+0) 4	3	20	80	100	3
Part 2 CorePapers	Fundamentals of Costing	MFOC41	(4+0+2) 4	3	20	80	100	4
	Digital Entrepreneurship	MDE42	(4+0+2) 4	3	20	80	100	4
	Business Research Methodology	MBRM43	(4+0+2) 4	3	20	80	100	4
	Human Resource Management	MHRM44	(4+0+2) 4	3	20	80	100	3
Part 3 Compulsory	Soft Skills for Business	MSSB45	(1+0+2) 3	1 1 ₂ -	10	40	50	2
	Campus to Corporate	VAC-1	(1+0+2) 3	1 1 ₂ -	10	40	50	2
	CertificationCourse-2 (<i>CertificationfromICSI</i>)	CC-2	2 (0+0+4)	1		25	25	1
	TotalCredits						725	26

V SEMESTER BBA (SEP) 2024-25

	Subjects	Paper	Working Hrs (L+T+P)	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total Marks	
Part 1 Core Papers	Direct Taxation	MDT51	4	3	20	80	100	4
	Business Law	MBL52	4	3	20	80	100	4
	GST Law & Practice	MGST53	4	3	20	80	100	4
	Stock & Commodity Market	MSCM54	3	3	20	80	100	3
Part 2 Elective Papers	Elective-1	FIN/HR/DA/MM -55	4	3	20	80	100	4
	Elective -2	FIN/HR/DA/MM -56	4	3	20	80	100	4
Part3 Compulsory	TDS & ITR Filing*	SITR57	(2+0+2) 3	$1\frac{1}{2}$	10	40	50	2
Part 4 Compulsory	Certification Course-3 GST Filing	CGST58			25		25	1
	Total Credits						675	26

V SEMESTER BBA (SEP) 2024-25

	Subjects	Paper	Working Hrs (L+T+P)	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total Marks	
Part 1 Core Papers	Fin Tech and Digital Finance	MFDF61	4	3	20	80	100	4
	International Business	MIB62	4	3	20	80	100	4
	Methods of Costing	MMC63	4	3	20	80	100	4
	Stock Market Operations	MSMO64	4	3	20	80	100	3
Part 2 Elective Papers	Elective -3	FIN/HR/DA/MM-65	4	3	20	80	100	4
	Elective -4	FIN/HR/DA/MM-66	4	3	20	80	100	4
Part 3 Compulsory	Employability Skills	SEMS67	(3+0+2) 4	3	20	80	100	3
Part 4 Compulsory	Internship**	MITN68	2	-	(Report+ Viva) 30+20		50	2
	Total Credits						750	28

BBA ELECTIVE COURSES

FINANCE GROUP - 1

Semester No.	Paper Code	Title of the Paper
V	MFEIPM55	Investment & Portfolio Management
	MFCVR56	Corporate Valuation and Restructuring
VI	MFFRM65	Financial Risk Management
	MFIF66	International Finance

MARKETING GROUP - 2

Semester No.	Paper Code	Title of the Paper
V	MMCB55	Consumer Behavior
	MMPBM56	Product & Brand Management
VI	MMIM65	International Marketing
	MMAMM66	Advertising and Media Marketing

HUMAN RESOURCE GROUP - 3

Semester No.	Paper Code	Title of the Paper
V	MHHRD55	Human Resource Development
	MHSHRM56	Strategic Human Resource Management
VI	MHIHRM65	International Human Resource Management
	MHPM66	Performance Management

DATA ANALYTICS - 4

Semester No.	Paper Code	Title of the Paper
V	MDBDA55	Big Data Analytics
	MDMA56	Marketing Analytics
VI	MDHRM65	Human Resource Analytics
	MDFA66	Financial Analytics

FACULTY

Ms.Pooja –Photo to be added, Ms.Sharada is not a employee now to be deleted

New faculties- names and Photo to be added,

Mr.Subramanya

Ms.Mamatha

Mr.Venkatesh

TITLE OF THE COURSE	LEARNING OUTCOME	PROGRAM SPECIFIC OUTCOME	PROGRAM OUTCOME
SEMESTER-1			
Fundamentals of Accounting	Master the core principles of recording, summarizing, and reporting financial transactions to prepare and interpret financial statements.	PSO 1: Core Business Competencies: Graduates will demonstrate proficiency in the fundamental principles and practices of key business functions, including marketing, finance, human resources, and operations, enabling them to contribute effectively in diverse organizational roles. PSO 2: Analytical and Problem-Solving Skills: Graduates will possess the ability to analyze business data, identify complex problems, and develop innovative, data-driven solutions using contemporary analytical tools and techniques. PSO 3: Managerial and Leadership Aptitude: Graduates will exhibit strong managerial skills,	PO 1: Managerial and Digital Skills: Graduates will demonstrate proficiency in core managerial competencies and leverage contemporary IT and digital tools to solve business problems. PO 2: Business Acumen: Students will apply practical, analytical, and decision-making skills to address evolving industry and business challenges. PO 3: Functional Expertise: Graduates will possess specialized professional knowledge in key functional areas such as Finance, Marketing, Human Resource Management, and Operations, preparing them for corporate roles. PO 4: Entrepreneurial
Management Dynamics	Understand foundational management functions, organizational behavior, and leadership principles to effectively lead teams and adapt to change.		
Business Environment	Analyze the external economic, political, social, legal, and technological forces that shape business operations and strategic decisions.		
Quantitative Analysis for Business Decisions	Apply statistical tools, mathematical models, and data-driven methods to solve complex business problems and optimize decisions.		
SEMESTER II			
Financial Accounting	Record, summarize, and interpret financial transactions to prepare		

	accurate financial statements.	including effective communication, teamwork, ethical decision-making, and the capacity to lead and motivate others in a business context. PSO 4: Entrepreneurial and Innovative Thinking: Graduates will be equipped with the mindset and practical knowledge to identify business opportunities, develop innovative ideas, and contribute to entrepreneurial ventures or intrapreneurial initiatives. PSO 5: Digital Literacy and Technology Application: Graduates will be adept at leveraging digital tools and technologies to enhance business processes, improve efficiency, and adapt to the evolving digital landscape. PSO 6: Global Business Awareness and Adaptability: Graduates will understand the dynamics of the global business environment, demonstrating cultural sensitivity and the ability to adapt to international business practices and challenges.	Mindset: Students will be able to identify business opportunities, develop innovative ideas, and create or manage startups, contributing to the entrepreneurial ecosystem. Career & Higher Education Readiness PO 5: Career Preparedness: Graduates will be equipped for industry-specific roles like Business Analyst, Financial Analyst, or HR Executive across various sectors. PO 6: Academic and Research Foundation: Students will be prepared for higher academic pursuits, including postgraduate studies, research, teaching, and consultancy in business and management. PO 7: Competitive Examination: Graduates will possess the foundational knowledge and skills required to qualify for various competitive examinations for government and public sector jobs. PO 8: Professional Certification:
Marketing Dynamics	Analyze market trends, consumer behavior, and strategies to create and deliver value.		
Organization Behaviour	Understand individual and group behaviors within workplace settings to improve team dynamics and leadership		
Quantitative Techniques for Business Decisions	Apply statistical and mathematical models to analyze data and make data-driven business decisions		
SEMESTER III			
Corporate Accounting	Master complex accounting practices for companies, including share issuance, corporate restructuring, and specialized financial reporting		
Financial Management	Evaluate investment, financing, and dividend decisions to maximize shareholder value and manage financial risk		
Indian Financial System	Understand the structure, operations, and regulatory frameworks of India's banking system, financial markets, and institutions.		
Supply Chain and Logistics	Optimize the end-to-end flow of goods, services, and information to reduce operational costs and enhance delivery efficiency.		
Fundamentals of Costing	Analyze, classify, and track production costs to optimize pricing,		

	budgeting, and managerial decision-making	PSO 7: Ethical and Social Responsibility: Graduates will integrate ethical considerations and social responsibility into their business practices, contributing to sustainable development and responsible corporate citizenship.	Students will have the necessary groundwork to pursue professional certifications like CA, CMA, and CS. Ethical & Social Responsibility PO 9: Ethical Leadership: Graduates will demonstrate ethical leadership and interdisciplinary thinking to manage organizations responsibly and sustainably, considering societal and environmental factors. PO 10: Social Consciousness: Students will act as socially conscious professionals who promote inclusive growth, sustainable development, and ethical governance in their careers. PO 11: Lifelong Learning: Graduates will exhibit a commitment to lifelong learning and adaptability, continuously updating their knowledge and skills in response to a dynamic global business environment
Digital Entrepreneurship	Leverage digital technologies and modern business models to launch, scale, and manage innovative online ventures.		
Business Research Methodology	Design, execute, and analyze research projects using qualitative and quantitative tools to solve real-world business problems.		
Human Resource Management	Recruit, develop, evaluate, and retain talent while managing workplace relations to align human capital with organizational goals.		
Direct Taxation	Apply the provisions of Income Tax law to compute taxable income, allowable deductions, and tax liabilities for individuals and entities.		
Business Law	Understand key legal frameworks, contracts, and commercial regulations that govern business operations and transactions		
GST Law & Practice	Navigate the rules of Goods and Services Tax to handle registration, determine supply value, claim Input Tax Credit, and ensure compliance.		
Stock & Commodity Market	Analyze the mechanics, trading instruments, regulatory frameworks, and risk management strategies across equity and commodity exchanges		

Fin Tech and Digital Finance	Explore emerging financial technologies, digital payment ecosystems, block chain applications, and regulatory frameworks transforming modern finance.		
International Business	Navigate global trade theories, cross-border market entry strategies, foreign exchange dynamics, and international regulatory environments.		
Methods of Costing	Apply specialized costing systems—such as job, batch, contract, process, and service costing—to accurately ascertain unit costs across diverse industries.		
Stock Market Operations	Apply specialized costing systems—such as job, batch, contract, process, and service costing—to accurately ascertain unit costs across diverse industries.		

BBA AI AND DATA ANALYTICS

PROGRAM STRUCTURE

Annexure-1

B.B.A. IN DATA ANALYTICS AND AI DEGREE COURSE MATRIX		SEMESTER			
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	41	42
43	44	45	46	47	48
49	50	51	52	53	54
55	56	57	58	59	60
61	62	63	64	65	66
67	68	69	70	71	72
73	74	75	76	77	78
79	80	81	82	83	84
85	86	87	88	89	90
91	92	93	94	95	96
97	98	99	100	101	102
103	104	105	106	107	108
109	110	111	112	113	114
115	116	117	118	119	120
121	122	123	124	125	126
127	128	129	130	131	132
133	134	135	136	137	138
139	140	141	142	143	144
145	146	147	148	149	150
151	152	153	154	155	156
157	158	159	160	161	162
163	164	165	166	167	168
169	170	171	172	173	174
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205	206	207	208	209	210
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223	224	225	226	227	228
229	230	231	232	233	234
235	236	237	238	239	240
241	242	243	244	245	246
247	248	249	250	251	252
253	254	255	256	257	258
259	260	261	262	263	264
265	266	267	268	269	270
271	272	273	274	275	276
277	278	279	280	281	282
283	284	285	286	287	288
289	290	291	292	293	294
295	296	297	298	299	300
301	302	303	304	305	306
307	308	309	310	311	312
313	314	315	316	317	318
319	320	321	322	323	324
325	326	327	328	329	330
331	332	333	334	335	336
337	338	339	340	341	342
343	344	345	346	347	348
349	350	351	352	353	354
355	356	357	358	359	360
361	362	363	364	365	366
367	368	369	370	371	372
373	374	375	376	377	378
379	380	381	382	383	384
385	386	387	388	389	390
391	392	393	394	395	396
397	398	399	400	401	402
403	404	405	406	407	408

SEP-2026-27-I-SEMESTER

Particulars		Subjects	Paper Code	Working Hrs.				Marks				Credits
								IA	ESE		Total Marks	
				L	T	P	SL		T	P		
Part- 1 Languages	LANG1	Kannada/ Hindi 1 /Sanskrit 1	MKAN/ MSAN/ MHIN11	3	1	0	-	20	80	-	100	3
	LANG2	English	MENG12	3	1	0	-	20	80	-	100	3
Part- 2- DS Core Papers	DSC	Fundamentals of Accounting	MFOA11	3	0	2	-	20	80	-	100	4
	DSC	Management & Marketing Dynamics	MMDY12	3	0	2	-	20	80	-	100	4
	DSC	Computer Skills for Managers	MCSM13	2	0	2	-	20	80	-	100	3
	DSC	Quantitative analysis for Business decision	MQABD14	3	0	2	-	20	80	-	100	4
Part-3-Compulsory/SEC /OE	Compulsory course	Environmental Studies(EVS)	EVS21	2	0	0	-	10	40	-	50	2
	Compulsory course	Indian Knowledge System	IKS11T	2	0	0	-	10	40	-	50	2
Total Credits											700	25

Annexure-2

B.B.A. IN AI AND DATA ANALYTICS DEGREE COURSEMATRIXSEMESTER

SEP-2026-27-II SEMESTER

Particulars		Subjects	Paper Code	Working Hrs.				Marks				Credits
								IA	ESE		Total Marks	
				L	T	P	SL		T	P		
Part 1 Languages	LANG1	Language – Kannada/ Hindi /Sanskrit	MKAN/ MHIN/ MSAN21	3	1	0	-	20	80	-	100	3
	LANG2	English	MENG22	3	1	0	-	20	80	-	100	3
Part- 2- DS Core Papers	DSC	Financial accounting	MFA21	3	0	2	-	20	80	-	100	4
	DSC	Introduction to Data Analytics	MIDA22	2	0	2	-	20	80	-	100	3
	DSC	Basics Of Programming In Python	MBRP23	2	0	2	-	20	80	-	100	3
	DSC	Introduction to AI	MIAI24	2	0	2	-	20	80	-	100	3
	DSC	Internship	MINT25	0	0	0	2	-	-	25*	25	1
Part-3-Compulsory/SEC /OE	Skill enhancement course	Computer Applications in Business	CATP21	1	0	2	-	10	40	-	50	2
	Compulsory course	Universal Human Values	UHV21	2	2	0	-	50	50	-	100	3
PART 4 - VAC	Value Added course	Campus to Corporate-1	SSC21	1	0	2	-	50	-	-	50	2
Total Credits											825	27

* Internship will be assessed based on Report and viva- 10 marks-Viva and 15 marks-Report

Annexure-3
B.B.A. IN AI AND DATA ANALYTICS DEGREE COURSEMATRIXSEMESTER
SEP-2026-27-III SEMESTER

Particulars		Subjects	Paper Code	Working Hrs.				Marks				Credits
								I A	ESE		Total Marks	
				L	T	P	SL		T	P		
Part 1 Languages	Language 1	Kannada / Hindi /Sanskrit	MKAN/ MSAN/ MHIN31	3	1	0	-	20	80	-	100	3
	Language 2	English	MENG31	3	1	0	-	20	80	-	100	3
Part- 2- DS Core Papers	DSC	Financial Management	MFM31	3	0	2	-	20	80	-	100	4
	DSC	Indian Financial System	MIFS32	3	0	0	-	20	80	-	100	3
	DSC	Database Management System for Business	MDBMS33	2	0	2	-	20	80	-	100	3
	DSC	Basics of R Programming	MBRP34	2	0	2	-	20	80	-	100	3
Part-3-Com pulsory/SE C/OE	OE	Event Management*	OEM*	2	0	0	-	10	40	-	50	2
	Skill enhancement course	Indian Constitution Values	IIC31	2	0	0	-	10	40	-	50	2
	Skill enhancement course	Advanced Excel	CC-1	0	0	2	-	-	-	25	25	1
PART 4 - VAC	Value Added course	Campus to Corporate	SCC31	1	0	2	-	50	-	-	50	2
Total Credits											775	26

* Event Management subject will be offered as open elective to B.Com and BCA students

Annexure-4
B.B.A. IN AI AND DATA ANALYTICS DEGREE COURSEMATRIXSEMESTER
SEP-2026-27-IV SEMESTER

Particulars		Subjects	Paper Code	Working Hrs.				Marks				Credits
								IA	ESE		Total Marks	
				L	T	P	SL		T	P		
Part 1 Language s	Language 1	Kannada / Hindi /Sanskrit	MKAN/MSAN/MHIN41	3	1	0	-	20	80	-	100	3
	Language 2	English	MENG41	3	1	0	-	20	80	-	100	3
Part- 2- DS Core Papers	DSC	Fundamentals of Costing	MCA41	3	0	2	-	20	80	-	100	4
	DSC	Human Resource Management and Organizational Behavior	MHOB42	3	0	2	-	20	80	-	100	4
	DSC	Applications of Machine Learning in Management	MAML43	2	0	2	-	20	80	-	100	3
	DSC	Big Data journey in Business application	MBD44	2	0	2	-	20	80	-	100	3
	DSC	Internship – II *	MINT45*	0	0	0	2	-	-	25*	25	1
Part-3-Compulsory/ SEC/OE	Skill enhancement course	Corporate Story telling & Self-branding	CT41T	2	0	0	-	10	40	-	50	2
PART 4 - VAC	Value Added course	Campus to Corporate-3	SCC41	1	0	2	-	50	-	-	50	2
Total Credits											725	25

* Internship II will be assessed based on Report and viva- 10 marks- Viva and 15 marks- Report

Annexure-5
ANALYTICS DEGREE COURSE MATRIX SEMESTER
SEP-2026-27-V-SEMESTER

Particulars		Subjects	Paper Code	Working Hrs.				Marks				Credits
								IA	ESE		Total Marks	
				L	T	P	SL		T	P		
Part- 1 DS Core Papers	DSC	Business intelligence	MBI51	2	0	2	-	20	80	-	100	3
	DSC	Income Tax-I	MIT52	3	0	2	-	20	80	-	100	4
	DSC	Global Business Management	MGBM53	3	0	2	-	20	80	-	100	4
	DSC	Goods And Service Tax	MGST54	2	0	2	-	20	80	-	100	3
	DSC	Business Research Methodology	BRM56	2	0	0	-	10	40	-	50	2
PART 2 – Discipline specific Electives	DSE	Elective -1 (FN1\HRM1\ M1)	F/H/M 54	2	0	2	-	20	80	-	100	3
	DSE	Elective -2 (FN1\HRM1\ M1)	F/H/M 54	2	0	2	-	20	80	-	100	3
PART 3: Compulsory/SEC	Skill enhancement course	Mooc courses-Entrepreneurship	MMC 55	0	0	0	4	10	40	-	50	2
Total Credits											700	24

Annexure-6
B.B.A. IN AI AND DATA ANALYTICS DEGREE COURSE MATRIX SEMESTER
SEP-2026-27-VI-SEMESTER

Particulars		Subjects	Paper Code	Working Hrs.				Marks				Credits
								IA	ESE		Total Marks	
				L	T	P	SL		T	P		
Part- 1 DS Core Papers	DSC	Business Law	MBL61	3	0	2	-	20	80	-	100	4
	DSC	Income Tax-II	MIT62	3	0	2	-	20	80	-	100	4
	DSC	Web Analytics for Business application	MSWA 63	2	0	2	-	20	80	-	100	3
	DSC	Fundamentals of IOT and Cloud computing	VMFC65	2	0	2	-	20	80	-	100	3
	DSC	Capstone Project/ paper publication	MINT67	0	0	0	8	20*	80*	-	100	4
PART 2 Discipline specific Electives	DSE	Elective -1 (FN2\HRM2\SS1\MM2)	F/H/M64	2	0	2	-	20	80	-	100	3
	DSE	Elective -2 (FN2\HRM2\SS1\MM2)	F/H/M64	2	0	2	-	20	80	-	100	3
PART3: Compulsory courses	Skill enhancement course	Power BI Certification	SPC66	0	0	4	-	-	-	50	50	2
Total Credits											750	26

* Evaluation for capstone project - Viva 20 Marks, 25- marks for Project Report, 25- Marks for IA, 30 marks for Paper publication or presentation -3+1=4 credits

SEP-2026-27- Electives in V & VI SEMESTER

Semester	Core Subjects
	Finance Elective (FN)
V	FINANCIAL ANALYTICS I
VI	FINANCIAL ANALYTICS II
	Marketing Elective (MM)
V	MARKETING ANALYTICS I
VI	MARKETING ANALYTICS II
	HR Elective (HRM)
V	HR ANALYTICS I
VI	HR ANALYTICS I

Annexure-7

B.B.A. IN AI AND DATA ANALYTICS DEGREE COURSE TOTAL CREDITS AND MARKS OF ALL THE SEMESTERS MATRIX SEMESTER

SL NO	SEMESTER	TOTAL CREDITS	TOTAL MARKS
1	I	25	700
2	II	27	825
3	III	26	775
4	IV	25	725
5	V	24	700
6	VI	26	750
CUMULATIVE CREDITS AND MARKS		153	4475

TITLE OF THE COURSE	LEARNING OUTCOME	PROGRAM SPECIFIC OUTCOME	PROGRAM OUTCOME
SEMESTER-1			
Fundamentals of Accounting	Master the core principles of recording, summarizing, and reporting financial transactions to prepare and interpret financial statements.	PSO 1: Core Business Competencies: Graduates will demonstrate proficiency in the fundamental principles and practices of key business functions, including marketing, finance, human resources, and operations, enabling them to contribute effectively in diverse organizational roles. PSO 2: Analytical and Problem-Solving Skills: Graduates will possess the ability to analyze business data, identify complex problems, and develop innovative, data-driven solutions using contemporary analytical tools and techniques. PSO 3: Managerial and Leadership Aptitude: Graduates will exhibit strong managerial skills, including effective communication, teamwork, ethical decision-making, and the capacity to lead and motivate	PO 1: Managerial and Digital Skills: Graduates will demonstrate proficiency in core managerial competencies and leverage contemporary IT and digital tools to solve business problems. PO 2: Business Acumen: Students will apply practical, analytical, and decision-making skills to address evolving industry and business challenges. PO 3: Functional Expertise: Graduates will possess specialized professional knowledge in key functional areas such as Finance, Marketing, Human Resource Management, and Operations, preparing them for corporate roles. PO 4: Entrepreneurial Mindset: Students will be able to identify business opportunities, develop innovative ideas, and create or
Management marketing Dynamics	Understand foundational management functions, organizational behavior, and leadership principles to effectively lead teams and adapt to change.		
Computer skills for managers	Leverage essential software tools—including spreadsheets, presentation packages, and collaborative workplace applications—to analyze business information, build executive reports, and streamline daily management tasks..		
Quantitative Analysis for Business Decisions	Apply statistical tools, mathematical models, and data-driven methods to solve complex business problems and optimize decisions.		
SEMESTER II			
Financial Accounting	Record, summarize, and interpret financial transactions to prepare accurate financial statements.		

Introduction to Data Analytics	Clean, analyze, and visualize data to uncover patterns, extract meaningful insights, and inform data-driven business decisions	others in a business context. PSO 4: Entrepreneurial and Innovative Thinking: Graduates will be equipped with the mindset and practical knowledge to identify business opportunities, develop innovative ideas, and contribute to entrepreneurial ventures or intrapreneurial initiatives. PSO 5: Digital Literacy and Technology Application: Graduates will be adept at leveraging digital tools and technologies to enhance business processes, improve efficiency, and adapt to the evolving digital landscape. PSO 6: Global Business Awareness and Adaptability: Graduates will understand the dynamics of the global business environment, demonstrating cultural sensitivity and the ability to adapt to international business practices and challenges. PSO 7: Ethical and Social	manage startups, contributing to the entrepreneurial ecosystem. Career & Higher Education Readiness PO 5: Career Preparedness: Graduates will be equipped for industry-specific roles like Business Analyst, Financial Analyst, or HR Executive across various sectors. PO 6: Academic and Research Foundation: Students will be prepared for higher academic pursuits, including postgraduate studies, research, teaching, and consultancy in business and management. PO 7: Competitive Examination: Graduates will possess the foundational knowledge and skills required to qualify for various competitive examinations for government and public sector jobs. PO 8: Professional Certification: Students will have the necessary
Basics Of Programming In Python	Master foundational Python concepts, data structures, and control flow to write clean code and automate basic problem-solving tasks.		
Introduction to AI	Understand core artificial intelligence principles, search algorithms, and machine reasoning to evaluate how smart technologies drive modern innovation.		
SEMESTER III			
Database Management System for Business	Design, query, and manage structured databases using SQL to safely store enterprise data and support business operations.		
Financial Management	Evaluate investment, financing, and dividend decisions to maximize shareholder value and manage financial risk		
Indian Financial System	Understand the structure, operations, and regulatory frameworks of India's banking system, financial markets, and institutions.		
Basics of R Programming	Master fundamental R syntax, data structures, and packages to manipulate, visualize, and perform foundational statistical		

	analysis on business datasets.	Responsibility: Graduates will integrate ethical considerations and social responsibility into their business practices, contributing to sustainable development and responsible corporate citizenship.	groundwork to pursue professional certifications like CA, CMA, and CS. Ethical & Social Responsibility PO 9: Ethical Leadership: Graduates will demonstrate ethical leadership and interdisciplinary thinking to manage organizations responsibly and sustainably, considering societal and environmental factors. PO 10: Social Consciousness: Students will act as socially conscious professionals who promote inclusive growth, sustainable development, and ethical governance in their careers. PO 11: Lifelong Learning: Graduates will exhibit a commitment to lifelong learning and adaptability, continuously updating their knowledge and skills in response to a dynamic global business environment
SEMESTER IV			
Fundamentals of Costing	Analyze , classify, and track production costs to optimize pricing, budgeting, and managerial decision-making		
Applications of Machine Learning in Management	Apply predictive algorithms, automated decision models, and data-driven pattern recognition to solve managerial challenges and optimize operational workflows.		
Big Data journey in Business application	Understand end-to-end big data architectures—from ingestion and processing to analytics—to extract scalable business insights and drive digital transformation.		
Human Resource Management	Recruit, develop, evaluate, and retain talent while managing workplace relations to align human capital with organizational goals.		
Income Tax-I	Understand fundamental tax concepts, residential status rules, and the computation of taxable income from primary heads like Salaries and House Property..		
Business intelligence	Leverage data warehousing, dashboards, and reporting tools to transform raw enterprise data into		

	actionable insights for strategic decision-making		
GST Law & Practice	Navigate the rules of Goods and Services Tax to handle registration, determine supply value, claim Input Tax Credit, and ensure compliance.		
Global Business Management	Formulate cross-border strategies, manage multinational operations, and navigate cultural, economic, and geopolitical factors in international markets.		
Business Law	Understand key legal frameworks, contracts, and commercial regulations to ensure compliance and manage legal risks in business transactions.		
Income Tax-II	Compute taxable income from capital gains, business profits, and other sources, while applying tax deductions, loss set-offs, and procedures to calculate individual total tax liability.		
Web Analytics for Business application	Leverage web metrics, user tracking tools, and digital traffic data to evaluate online customer behavior, optimize website performance, and drive strategic digital marketing decisions.		
Fundamentals of IOT and Cloud computing	Understand the core architecture of connected smart devices and leverage		

	cloud-based platforms to collect, store, process, and analyze data for modern digital solutions..		
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