



SWAMY VIVEKANANDA RURAL FIRST GRADE COLLEGE

(Affiliated to Bangalore University, Accredited with NAAC)

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INTERNAL QUALITY ASSURANCE CELL (IQAC)



Chandapura, Anekal Taluk, Bengaluru – 560099. Ph: 080-27831900 Email: iqacsvrfgc@gmail.com

For B. Com Program

Commerce programs are one of the most sought-after programs among students at the undergraduate level. B.com program opens up innumerable opportunities in various fields of commerce and management in multiple areas like Accounting, Finance, Taxation, Auditing, Banking, Insurance, Sales, Marketing, HR, entrepreneurship, and so on. It involves contemporary subjects at the national and global levels.

PROGRAMME OUTCOME

- After completing the B. Com program's three years of instruction, students will have a solid foundational understanding of the trade, commerce, finance, management, marketing, taxation, and other related subjects that they can apply to actual business problems.
- The program curriculum places a lot of emphasis on a variety of specialties that would help the students and provide them with the skills they need to tackle issues in the trade and commerce area.
- The students' practical abilities are improved via extracurricular and co-curricular activities, which also foster critical thinking and sane decision-making in them.
- The courses being provided include a number of value-based papers that make sure students build interpersonal, soft, and communication skills that help them become leaders and aid in the efficient running of businesses.
- The moral and ethical principles ingrained in the curriculum help students become good citizens who advance society.

PROGRAMME SPECIFIC OUTCOME

- Students will be prepared to face the contemporary challenges of business OUTCOME activities with their knowledge of the trade, commerce, and management. Students will prove their proficiency in completing higher studies and professional courses like M.com. MBA, CA, CS, CMA, and other master programs. Even the students will have the necessary abilities to

start their own firms and become entrepreneurs or look for jobs in the government, banking, insurance, corporate, finance, and other service industries.

B. Com Course Outcome

Name of the Course	Course Code	Course Outcome
Financial Accountancy	BCOMGEN11	<ul style="list-style-type: none"> • Understanding the Basic Concepts of Accountancy • Exercise the accounting treatments for consignment transactions & events in the books of the Consignor and consignee. • Demonstrating various accounting treatments for dependent branches • Learn various methods of accounting for hire purchase transactions. • Outline the emerging trends in the field of accounting • Demonstrate e-Treatment of Accountancy
Business Management & Start-ups	BCOMGEN12	<ul style="list-style-type: none"> • Demonstrating the strategic plan for the attainment of organizational goals. • Awareness of different types of motivation factors and leadership styles. • Understand start-ups Opportunities and Financial Issues of Start-ups • Understand the support extended by Incubators & Major Start-ups Incubators in India. • Understands Government Initiatives for start-ups in India.
Principles of Marketing	BCOMGEN13	<ul style="list-style-type: none"> • Understand the basic concepts of marketing and assess the marketing environment. • Analyze the consumer behaviour in the present scenario and marketing segmentation. • Discover the new product development & identify the factors affecting the price of a product in the Present context.

		<ul style="list-style-type: none"> • Judge the impact of promotional techniques on the customers & importance of channels of Distribution. • Outline the recent developments in the field of marketing.
Spreadsheet for Business	BCOMGEN14A	<ul style="list-style-type: none"> • Understand the basic concepts of Spreadsheet • Summarize data using Functions • Apply Conditions using formulas and Functions • Implement Basic Financial Concepts in a Spreadsheet
Advanced Financial Accounting	BCOM21	<ul style="list-style-type: none"> • Understand and compute the amount of claim for loss of stock and the concept of loss of profit. • Deal with inter-departmental transfers and their accounting treatment. • Prepare financial statements from incomplete records. • Learn to deal with accounting for royalty transactions. • Compute the Average Due Date and preparation of Account current.
Business Ethics	BCOM22	<ul style="list-style-type: none"> • Understanding the importance of ethical behaviour in business and the community. • Provide skills for recognizing and resolving ethical issues in business; • Critical self-examination of one's own values, as well as an appreciation for the relevance of personal • Values in the business/workplace. • Encourage self-reflection on the ethical dimensions of your own decisions in the workplace.
Banking Innovations	BCOM23	<ul style="list-style-type: none"> • Understand the Banking System in India. • Understand the procedure involved in opening and operating different accounts. • Understand the procedure involved in Availing of different types of Loans.

		<ul style="list-style-type: none"> • Examine the different types of negotiable instruments & their relevance in the present context. • Understand the technology in Banking
Retail Management	BBA 2.4 (OEC)	<ul style="list-style-type: none"> • Understand the Retail Business • Understand the business operations in Retailing • Have an overview of the structure and formulate the retail strategies of the Retail Business • Apply the Retailing principles and Theories • Explore career opportunities in the Retail sector.
E-Business	CM4CN3	<ul style="list-style-type: none"> • Understand the basic concepts of E-commerce; • Have knowledge of the different types of E-Commerce Models. • Understand the processes of developing and implementing E-Payments. • Be aware of E-commerce's ethical, social, and security issues. • Distinguish the different stages of developing a website.
Corporate Accounting	CM3C31	<ul style="list-style-type: none"> • Understand the treatment of underwriting of shares. • Understand the concepts and accounting treatment of the Issue of shares under various types. • Know the valuation of intangible assets. • Know the valuation of shares. • Prepare companies' financial statements as per the companies act, 2013.
Business Mathematics & Statistics	B.Com.3.2.	<ul style="list-style-type: none"> • Familiarize yourself with simple and compound interest • Understand problem-solving techniques using equation methods • Familiarize with the matrices and various roles of determinants • Comprehend the measures of various distributions and averages

		<ul style="list-style-type: none"> • Validate the application of correlation and regression in business decisions.
Company Law & Administration	B.Com.3.3	<ul style="list-style-type: none"> • Understand the different types of companies and CSR Activities under the Companies Act 2013 • Familiarizes with the procedure of Formation of a Company • Understand the roles and responsibilities of Key Managerial Personnel • Understand the modes for the source of capital and Books of Accounts • Understand the significance of corporate Meetings and procedures for winding up a company
Entrepreneurship Skills	B.Com.3.7	<ul style="list-style-type: none"> • Identify the Factors that influence Entrepreneurship. • Understand the Skillsets required for Entrepreneurs. • Identify the opportunities for developing Entrepreneurship skills through • National and State Level Institutions. • Role played by MSME in the development of the Indian Economy. • Identify the different Government Schemes available for promoting • Entrepreneurs in India.
Advanced Corporate Accounting	B.Com.4.1	<ul style="list-style-type: none"> • Know the procedure for redemption of preference shares. • Comprehend the different methods of Mergers and Acquisition of Companies • Understand the process of internal reconstruction. • Prepare the liquidators' final statement of accounts. • Understand the recent developments in accounting and accounting standards
Cost Accounting	B.Com.4.2	<ul style="list-style-type: none"> • Understand concepts of cost accounting & Methods of Costing.

		<ul style="list-style-type: none"> • Outline the Procedure and documentation involved in the procurement of materials & compute the valuation of Inventory. • Make use of payroll procedures & compute idle and overtime. Discuss the methods of allocation, apportionment & absorption of overheads. • Prepare cost sheet & discuss cost allocation under ABC
Business Regulations	B.Com.4.3	<ul style="list-style-type: none"> • Recognize the laws relating to Contracts and their application in business activities. • Acquire knowledge on bailment and indemnification of goods in a contractual relationship and the role of agents. • Comprehend the rules for the Sale of Goods and the rights and duties of a buyer and a seller. • Distinguish the partnership laws, their applicability, and relevance. • Rephrase the cyber law in the present context.
Corporate Governance	B.Com.4.7.1	<ul style="list-style-type: none"> • Identify the importance of corporate governance. • Know the rights, duties, and responsibilities of Directors. • Analyse the legal & regulatory framework of corporate governance. • Outline the importance and role of the board committee. • Understand the major expert committees' Reports on corporate governance.



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For BBA Program.

A bachelor's degree in business administration is offered by the University of Bangalore, and it is designed to improve students' knowledge of administration-related topics by introducing them to pertinent courses in marketing, finance, human resources, entrepreneurship development, international business, and international finance, among other topics.

Program Outcome

The graduate of the BBA program must exhibit maturity, professionalism, and teamwork abilities. Students will gain a general understanding of how businesses operate. The person will be equipped with particular knowledge to address problems unique to their field. The person will be able to use technical expertise to promote their firm. The person will be able to assess, look into, and resolve important business problems.

Program Specific Outcome

- To professionally prepare students to face business difficulties.
- Encouraging students to become better team players.
- To close the knowledge gap between students' theoretical and practical understanding by implementing cutting-edge teaching methods.
- To create corporate leaders who are morally and socially responsible.
- To help students develop their hard and soft talents.
- To encourage students' entrepreneurial talents.

Bachelor Of Administration

Name of the course	Course Code	Course Outcomes
Management Innovation	BBAGEN1.1	<ul style="list-style-type: none"> • Enhance their knowledge and skills which are essential for success in management careers. • Understand the concepts related to Business Management. • Adapt to changing opportunities. • Understand management information systems in practice • Understand the role of Artificial Intelligence in Business Decision
Fundamentals of Accountancy	BBAGEN1.2	<ul style="list-style-type: none"> • Understand the Basic Concepts of Accounting. • Passing Journal Entries and Prepare Ledger Accounts. • Preparation of Subsidiary Books. • Preparation of Trial Balance and Final Accounts of Proprietary Concerns. • Use Accounting Concepts in Spreadsheet.
Marketing Management	BBAGEN1.3	<ul style="list-style-type: none"> • Understand the Concepts and Functions of Marketing. • Analyse Marketing Environment and its Impact on the Business. • Understand the Consumer Behaviour • Describe Marketing Mix and also strategize Marketing Mix • Describe the Service Marketing Mix. • Use Technology in Market Surveys and Collection of Data. • Understand the Various Acts Related to Marketing.
Digital Fluency	BCOMGENA1.4A	<ul style="list-style-type: none"> • Understand the Fundamentals of computers. • Work in Word Processor effectively. • Discover the arena of the Internet and its possibilities. • Effectively communicate through email

Business Organization	BBA GEN1.5	<ul style="list-style-type: none"> • Understand the nature, objectives, and social responsibilities of business. • Acquire the ability to describe the different forms of organizations. • Understand the basic concepts of management. • Understand the functions of management. • Understand the different types of business combinations.
Financial Accounting and Reporting	BBAGEN2.1	<ul style="list-style-type: none"> • Exercise the accounting treatments for the departmental undertaking, and the accounting treatments in inter-departmental transfers. • Demonstrate various accounting treatments for dependent branches • Learn various methods of accounting for hire purchase transactions. • Learn the methods and accounting procedures of fire insurance claims • Understand the Basic Concepts of International Reporting Standards
Human Resource Management	BBAGEN2.2	<ul style="list-style-type: none"> • Describe the role and responsibility of the Human resources manager. • Describe HRP, Recruitment, Selection, and retention process. • Describe induction, training, and compensation aspects. • Explain performance appraisal and its process. • Demonstrate Employee Engagement.
Business Environment	BBAGEN2.3	<ul style="list-style-type: none"> • Understanding of components of the business environment.

		<ul style="list-style-type: none"> Analyse the environmental factors influencing business organizations. Demonstrate Competitive structure analysis for select industries. Explain the impact of fiscal policy and monetary policy on business. Analyse the impact of economic environmental factors on business.
Retail Management	BBA GEN 2.4	<ul style="list-style-type: none"> Understand the Retail Business Understand the business operations in Retailing Have an overview of the structure and formulate the retail strategies of the Retail Business Apply the Retailing principles and Theories Explore career opportunities in the Retail sector.
Elements of Cost Accounting	BBA.3.1	<ul style="list-style-type: none"> Understand concepts of cost accounting & Methods of Costing. Outline the Procedure and documentation involved in the procurement of materials & compute the valuation of Inventory. Make use of payroll procedures & compute idle and overtime. Discuss the methods of allocation, apportionment & absorption of overheads. Prepare cost sheet & discuss cost allocation under ABC.
Organizational Behaviour	BBA.3.2	<ul style="list-style-type: none"> Understand the role of OB in a business organization. Understanding the Behaviour of Individual Understand the group behaviour and Team dynamics Learn various motivation and leadership theories Understand the process of organizational development

Business Statistics	BBA.3.3	<ul style="list-style-type: none"> • To understand the basics of statistical data collection and classification • To Present the data through tables and diagrams • To Analyse the data using the various averages and dispersion • To Interpret the data using correlation and regressions • To understand changes in data over a period of time through the construction of index number
Rural Marketing	BBA.3.6.1	<ul style="list-style-type: none"> • Describe the importance and application of various concepts of rural marketing. • Demonstrate the appropriate selection of the segmentation, targeting, and positioning strategies along with the environmental factors that influence rural consumers' buying behaviour. • Design a Pricing Strategy that suits the characteristics of rural products and stages in the product life cycle. • Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver rural products. • Appraise the recent trends in rural marketing and the application of digital technology in rural marketing.
Management Accounting	BBA.4.1	<ul style="list-style-type: none"> • Understand various management systems • Analyse and provide recommendations to improve the operations of organizations through the application of Management accounting techniques • Evaluate the benefits of different conventional and contemporary Management systems • Prepare analyses of various special decisions, using

		<p>relevant management techniques</p> <ul style="list-style-type: none"> • Apply management accounting and its objectives in facilitating decision-making.
Business Analytics	BBA.4.2.1	<ul style="list-style-type: none"> • Understand types of analytics and data models • Understand the role of data in decision-making, sources, and types of Data. • Ability to analyze data using different data analytic tools and draw inferences. • Understand applied statistics for business problems. • Demonstrate visualization of data.
Financial Management	BBA.4.3	<ul style="list-style-type: none"> • Identify the goals of Financial Management. • Enrich knowledge about financial decision-making. • Evaluate projects using capital budgeting techniques. • Design optimum capital structure using EBIT and EPS analysis. • Evaluate working capital effectiveness in an organization.
Business Leadership Skills	BBA.4.7.1	<ul style="list-style-type: none"> • Understand the significance of leadership skills for effective people management. • Increase the comprehension of leadership through various leadership theories. • Analyse different leadership styles, types, patterns, and functions. • Demonstrate an understanding of various leadership approaches for effective management of people. • Demonstrate an awareness of ethical leadership. • Understand the emerging trends in Leadership

