

**|| Jai Sri Gurudev ||**

**Sri Adichunchanagiri College of Arts and Commerce Nagamangala,  
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**BBA Programme Outcomes**

1. To provide adequate basic understanding about management education among the students.
2. To prepare student to exploit opportunities being newly created in the management profession.
3. To train the students in communication skills effectively.
4. To develop appropriate skills in the students so as to make them competent and provide themselves self employment.
5. To include entrepreneurial skills.
6. To recognise and solve business problem in an ethical manner.

**Obejectives of the programme:-**

1. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially the responsible business organisation.
2. To teach certain basic skills and aptitudes to be helpful in taking up any particular activity in a business.
3. To inculcate global view of the industrial and organisation establishment and their functions which support the business system.
4. To make them responsible to specialise in the area of management like human resource, finance operations and marketing and system.

  
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5. To inform the micro level concept of business and management like insurance retail, marketing supply chain management etc...
6. To develop the culture of business and entrepreneurial aptitude among the people at large.

**Course outcome:-**

1. Train the student by product based and applied learning.
2. Teaches leadership qualities
3. Entrepreneurship development.
4. Corporate live project.
5. Project internship.
6. Business plan competition/ teamwork.
7. Exposure to CSR project – internship.

**Career prospect:-**

After completing the BBA course, students have choice to pursue higher education. Some of the acclaimed courses are;

1. Chartered accountant.
2. Master of commerce.
3. Master of business administration.
4. Certified management accountant.
5. Association of chartered certified accountant.
6. Business accounting and taxation.
7. Institute of cost and work accountant.
8. Company secretaryship.

9. Master in international business.

10. Master in finance and accountant.

Pursue a lucrative career in the commerce and management sector. There is wide scope for these graduates in the form of financial analyst, human resource managers, marketing executive, tax analyst, business analyst etc.. There is high demand for these graduates in;

1. Manufacturing companies.
2. Export trading houses.
3. Consumer durable industries.
4. Financial concerns.
5. Bank and financial institutions.
6. Insurance industry.
7. NGOs
8. Multinational corporation.
9. Service industry.
10. Marketing industry.

### **Subject objectives:-**

#### **Cost accounting;**

- Ascertainment of cost, determination of selling price, cost
- control and cost reduction, ascertaining the profit of each
- activity, assisting management in decision making.

### Management information system;

- MIS is design to meet the information.
- Main goals of an MIS are to help executives of an
- organisation.
- The purpose of managing the organisation in a better way
- for competitive advantage.

### Financial Accounting;

- To accurately prepare an organisations final accounts for a
- specific period.
- To provide a reliable set of data with which to prepare
- financial report for analysis purposes (for lenders, investors,
- owners).

### Principles of management;

- The main objective of management is to secure maximum
- output with minimum effort.
- They should be consistent with the organisational policies
- and procedures.
- Objectives promote motivation empowerment of
- employees.

### Principles of marketing;

- To introduce the marketing concept and how we identify,
- understand and satisfy the needs of customer and markets.
- To analyse company and competitors and to introduce
- marketing strategy to increase awareness of strategic and
- tactical decisions behind today's top performing brands.

  
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