

POs & COs

BBA

&

BBA (Bus. Ana.)



S. P. Sampathy's Siva Sivani Educational Society (2906/97)
SIVA SIVANI DEGREE COLLEGE
(Affiliated to Osmania University)

CRITERION-2

2.6 STUDENT PERFORMANCE AND LEARNING OUTCOMES

2.6.1 PROGRAMME OUTCOMES (POs) AND COURSE OUTCOMES (COs) FOR ALL PROGRAMMES OFFERED BY THE INSTITUTION ARE STATED AND DISPLAYED ON WEBSITE

I SEMESTER



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SIVA SIVANI DEGREE COLLEGE

(Affiliated to Osmania University)

B.B.A

SEMESTER: ONE

SUBJECT: ENGLISH

COURSE CODE : ELS 1

Course Objective:

1. To bring out vibrancies, color and show imagery in Indian poet's work
2. To show towering personalities and display their success stories.
3. To teach empathy towards the unfortunate in society.
4. To learn right pronunciation and grammar.

Unit	Unit Objective	Program Outcomes
1	In the bazaars of Hyderabad (Sarojini Naidu) Lesson outcome: In the bazaars of Hyderabad, was a part of the Swadesi Movement, an Indian freedom Movement. The poet wanted to deliver the message that the traditional Indian Products made of Pure materials were of very high quality	The poem is all about the diversity and self-sufficiency of an Indian Market in British India.
	The Eyes are not here: (Prose) The story is very interesting to read. Ruskin shows important message for all human being. We should always be alert and not to hide our weakness	We also learn how others should not treat a handicapped person as a liability but encourage him and bring out the best in him.
2	"IF" (Poem) by Rudyard Kipling The poem teaches us to overcome obstacles in life. We are all equal and no one is above anyone else. Use your every minute of your time wisely.	Programme outcome of the poem "IF" : Always do what is right ,follow your dreams, Be realistic, set goals.
	On Saying Please" (Prose) by A. G. Gardiner This prose deals with socially issues that we across in social life. It explains to us that bad behavior though not punishable is not acceptable.	The essay shows how using polite words and phrases like 'please' and 'thank you' can change the course of our day. Bad behavior cannot be aggressive or violent, good behavior can be welcomed
3	Ulysses (Poem) Ulysses: Tennyson states the need of going forward and braving the struggle of life.	Ulysses declares that it is disgraceful to "store and hoard" himself, sitting safely in one place just to extend his life "[f]or some three suns."
	Seeing People off (Prose); The story tells us about how people behave at railway stations and bus stops.	The story also tells us how strangers are taken care off at the station by those who register with the agency in seeing them off at the station
	Shyness ,My shield (Poem) Gandhiji s habit of not speaking turned out	Shyness, My shield : Programme Outcome Gandhi could not ever speak at meetings. But this

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	to be a blessing. His inability to speak turned out into a blessing.	in ability become a spiritual asset.
Course outcome. Upon Successful completion of course, a student will be able to 1. The students sensitivity to others problems is heightened. 2. Students learn values. 3. Students enrich vocabulary. 4. Students enjoy reading memorable stories.		

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B.B.A

SEMESTER: ONE
COURSE CODE: SL 1

SUBJECT: SECOND LANGUAGE (SANSKRIT)

Course Objective:

1. To Teach Mudhabhishekthum varadhathvm arhasi and Himalayo nama nagadhi rajahah
2. To impart about Dharmabhadho dhuvvarikaha and kruthagne nasthi nishkruthihi
3. To make them learn Esha dhramaha sanathanaha and Ajantha shabdaha
4. To Create awareness on Sandhis and samskutha Sambhashana Abhaysaha

Unit	Unit Objective	Program Outcomes
1	Mudhabhishekthum varadhathvm arhasi and Himalayo nama nagadhi rajahah	Enable the students to know about Ramayana and Character of Sri Rama and scriptures of Great poet maha kavi Kalidhasas.
2	Dharmabhadho dhuvvarikaha and kruthagne nasthi nishkruthihi	Understand about the greatness of Roughtionous and how to help others in society
3	Esha dhramaha sanathanaha and Ajantha shabdaha	Know how to use Sanskrit literature Neethi shlokasas and grammar
4	Sandhis and samskutha Sambhashana Abhaysaha	Students able to use Grammar and sentence formation of Sanskrit language.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Facilitate in learning about the Ramayana, the attributes of Sri Rama, and the writings of the renowned poet Mahakavi Kalidhasas.
2. Recognize the virtues of Roughtionous and learn how to be a good neighbor.
3. Understand and use Sanskrit literature Grammar and Neethi shlokasas.
4. competent to create sentences in Sanskrit and apply grammar.



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B.B.A

SEMESTER: FIRST
COURSE CODE: SL 1

SUBJECT: SECOND LANGUAGE (HINDI)

Course Objective:

1. To understand basic life lessons, knowledge of grammar and hind in literature it can help to students to build the skills of creativity and intellectual ideas and makes them to enrich their career.

Unit	Unit Objective	Program Outcomes
1	To learn what are the qualities required for human being.	Students can understand how to be in society as a good person.
2	To understand how to control human at the time of purchasing.	Students can understand proper utilization of money.
3	To know about historical widow system	What are the problem phased by widows in social and cultural challenges.
4	To learn the concepts of Indian culture	To be aware of civilized communication, beliefs, values, etiquette, and rituals.
5	Learn Indian structure	To acknowledge Indian architectures, is rooted in the history, culture, climatical conditions and religion of India.
6	To understand caste system in Indian in olden days	To learn how low cast people will be treated in olden days and Indian culture .
7	To learn concept of understand humanity nature and helping to their parents.	To understand to how-to live-in society and how to maintain good relationship with their parents.
8	To learn story about elder aunt(thai)	To learn about how to accept people.
9	To learn a story about realization towards parents	To acknowledge towards their parents.
10	To learn story about Obedience towards peoples	To learn Obedience to their friend when problem arises how to be in society
11	Understanding about grammar.	To learn grammar part like Singler, plural, vibhakti

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. To learn moral of life stories.
2. How-to live-in society as a Peron.
3. To learn how to overcome situation when problem arises.

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B.B.A

SEMESTER: ONE

SUBJECT: ENVIRONMENTAL STUDIES

COURSE CODE: AECC – 1

Course Objective:

1. To create awareness about environmental problems among people.
2. To develop attitude of concern for the environment in the students.
3. To help students to explore possible solutions of environmental problems.

Unit	Unit Objective	Program Outcomes
1	To create awareness about environment and ecosystem.	Able to know the importance of Ecosystem, Bio Diversity and Natural Resources.
2	To develop the concern about pollution and global issues.	Can analyse the impacts of environment pollution and Global issues.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Understand the transactional character of the environmental problems and ways of addressing them, including the interaction across local and global scales.
2. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
3. Understand the importance of sustainable development and modern approaches that enable humans to protect the environment.

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B.B.A

SEMESTER: ONE

SUBJECT: PRINCIPLES OF MANAGEMENT

COURSE CODE: DSC – 101

Course Objective:		
1. To enable the students to study the evolution of management.		
2. To study the functions and principles of management.		
3. To learn the application of the principles in an organization.		
4. To study the system and process of effective controlling in the organization.		
Unit	Unit Objective	Program Outcomes
1	To understand the fundamental of management concepts.	Enable the students to study the evolution of Management.
2	To know the significance of planning and decision making.	Study the planning and decision making process.
3	To know about various hierarchical systems in organisation.	Enable the students to study about line and staff relationships along with formal and informal organisations.
4	To explain in detail about the concepts of staffing, Training, Directing in management.	Learn the applications of principles of management.
5	To understand organisational control and Total quality in management.	Study the system and process of effective controlling and quality systems in the organisation.
Course Outcomes:		
Upon Successful completion of course, a student will be able to		
1. Students will be able to have clear understanding of managerial functions.		
2. Understand planning process in the organization.		
3. Learn the principles of Organizing.		
4. Understand the concept and process of Staffing.		
5. Demonstrate the ability to directing, leadership and communicate effectively.		



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B.B.A

SEMESTER: ONE

SUBJECT: BASICS OF MARKETING

COURSE CODE: DSC – 102

Course Objective:		
1. The basic Marketing Concepts and tools of Marketing Management.		
2. The Concept of Product Life Cycle and Marketing Strategies		
3. The Concept of Market Segmentation and Product Mix,		
Unit	Unit Objective	Program Outcomes
1	To give introduction on basic marketing concepts.	Evaluate the importance of marketing concepts in an enterprise.
2	To create awareness on Market Segmentation.	Able to know Product positioning and Market segmentation.
3	To make them understand the New Product Development.	Analysis of market trends, Product life cycle, positioning and repositioning of product with innovative changes.
4	To analyse Product & Pricing Decisions.	Develop new products along with its modifications for appropriate pricing decisions.
5	To learn about Promotion Mix.	Evaluate promotion mix techniques and Distribution Channels.
Course Outcomes:		
Upon Successful completion of course, a student will be able to		
1. An awareness about the Marketing Concepts and Marketing Environment.		
2. An understanding of the Bases for Market Segmentation.		
3. An ability to formulate Strategies for Developing new Products, Concepts, goods and Services that respond to evolving Market needs.		
4. A capacity to develop Strategies for the efficient and effective placement distribution of Products, Concepts, goods, and Services that respond to evolving Markets.		



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B.B.A

SEMESTER: ONE

SUBJECT: BUSINESS ECONOMICS

COURSE CODE: DSC – 103

Course Objective:

1. The basic The purpose of this course is to apply micro economic concepts and tools for analysing business problems.
2. To make students aware of cost concepts.
3. To make accurate decision pertaining to individual firms.
4. To understand tools and techniques of micro economics.
5. To make the student understand market structure and dynamics.

Unit	Unit Objective	Program Outcomes
1	The foundational Applying microeconomic theories.	Evaluate the importance of Economics in Business Decisions.
2	To introduce cost principles to students.	Learning the Production and Cost Concepts.
3	To accurately decide on matters concerning specific companies.	Analyse the Demand and Demand Elasticity in varying conditions.
4	To comprehend the instruments and methods used in microeconomics.	Appraise the Long and short curves with economies and dis-economies of scale.
5	To help the students comprehend the dynamics and structure of the market.	Explaining Price and Output determination in different Market Structures.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Upon the Completion of the course, students will be able to have clear understanding of the concept of the various constituents of environment and their impact on businesses.
2. Understand the concept Elasticity of demand.
3. To draw ISO quant and ISO cost curves.
4. Understand the concept of Budgeting in economics and economies of scale.
5. Understand Perfect and Imperfect competitions in the market.

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II SEMESTER



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B.B.A

SEMESTER: TWO
COURSE CODE: ELS 2

SUBJECT: ENGLISH

Course Objective:-

1. To teach students the basics of grammar and teach them how one can write paragraph without making mistakes.
2. To teach students good literary work so that they can learn good moral things from that.
3. To learn different types of verb and frequently used figures of speech.

Unit	Unit Objective	Program Outcomes
1	To expose students to good literary work. To teach them the basics of grammar and help them to write paragraph correctly.	Students learnt good literary work and learnt to use words, sentences and paragraphs correctly using the right tenses. They understood the important factors for writing paragraphs and can write paragraphs.
2	To introduce different writers and their writings to students. To teach loan words and auxiliary verbs.	Students are inspired to write something on the current issues easily. Students know what loan words are and how it is used. They wisely use the essential to write a paragraph correctly.
3	Students are exposed to history and speeches given by famous people. To learn nonfinite verbs and descriptive writing.	Inspired to deliver speeches in public places and win awards in future. Know to write portmanteau words and can write descriptive writing in an amazing manner.
4	To introduce the works of famous writer Shakespeare. To teach them how one can excel in public speaking and argumentative writing. To learn few important frequently used simile and metaphors.	Students learnt famous works of Shakespeare and can excel in Public speaking and use figures of speech correctly. They can write argumentative writing easily also.
1	To expose students to good literary work. To teach them the basics of grammar and help them to write paragraph correctly.	Students learnt good literary work and learnt to use words, sentences and paragraphs correctly using the right tenses. They understood the important factors for writing paragraphs and can write paragraphs.



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2	To introduce different writers and their writings to students. To teach loan words and auxiliary verbs.	Students are inspired to write something on the current issues easily. Students know what loan words are and how it is used. They wisely use the essential to write a paragraph correctly.
Course Outcome:- Upon Successful completion of course, a student will be able to 1. Students get an overall idea of grammar. 2. Students can deliver public speeches and use English appropriately.		



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B.B.A

SEMESTER: TWO
COURSE CODE: SL 2

SUBJECT: SECOND LANGUAGE (SANSKRIT)

Course Objective:

1. To develop attitude of Sakthuprasthasya mahathvam and Budhasya vayragyodhayaha.
2. To be aware of Vignanika samhitha and nagangadathaha punarethi kupam.
3. To know the qualities of daivasurasampadvibhagayogaha.
4. To teach the Samasaha and Samskrutha Sambhashana Abhyasaha.

Unit	Unit Objective	Program Outcomes
1	Sakthuprasthasya mahathvam and Budhasya vayragyodhayaha	Understand the importance of Charity sacrifice and detachment to the world pleasures.
2	Vignanika samhitha and nagangadathaha punarethi kupam.	Know about Astrology, Astronomy and Regarding values of Friendship and Gratitude.
3	daivasurasampadvibhagayogaha	Enable the students about Goddess qualities and Demons qualities in human being.
4	Samasaha and Samskrutha Sambhashana Abhyasaha	Know about Sanskrit grammar and sentence formation of Sanskrit language.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Recognize the value of charity, selflessness, and disengagement from worldly pleasures.
2. Learn about astrology, astronomy, and the importance of gratitude and friendship.
3. Know about the characteristics of both goddesses and demons in humans.
4. Understand the syntax and sentence structure of the Sanskrit language.



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B.B.A

SEMESTER: SECOND
COURSE CODE: SL 2

SUBJECT: SECOND LANGUAGE (HINDI)

Course Objective:

1. Students can learn about life lessons.
2. They can understand about political and environmental conditions.
3. To understand about grammar.

Unit	Unit Objective	Program Outcomes
1	To learn about kashmir	To learn history of Kashmir, climatical and weather, people living conditions and boundaries of kashmir.
2	To learn story about thai.	To learn how to accept people.
3	To lean about about politicians	To understand about politicians and how they are distributing their positions and powers.
4	To learn about Vivekananda life story.	To lean about great leader and his compassion and faith optimism and mindfulness.
5	To understand about Environmental	To understanding importance of environment.
6	To lean about dare ness of a women	To understand how women can survive their life's in critical conditions.
7	To learn about how people can convert situations in matters of money	To understand about people surrounded by us ,how they are converting situations in matters of money.
8	Story about a person who can dedicate his entire life towards their family	To learn how parent are sacrifice their life towards their children's.
9	To lean story of parents	To understand moral of how parents dedicating their life to their children ,but when it turn to children why they are not dedicating their time to their parents.
10	To leann story about seliva.	To understand about how to get abstracles.
11	To lean grammer	To lean grammer part like opposite word,sandulu samasalu.

Course outcome:

Upon successful completion of the course, a student will be able to understand,

1. To learn moral of life stories.
2. To learn how to overcome situation when problem arises.
3. To improve the awareness of students about different Socio – Academic & Political problems



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B.B.A

SEMESTER: TWO

SUBJECT: BASIC COMPUTER SKILLS

COURSE CODE: AECC 2

Course Objective:

1. To enable students to understand basic computer concepts related to day-to-day environment.
2. To know the different input and output devices that makes a computer operational.
3. To understand Information systems and Word processors.

Unit	Unit Objective	Program Outcomes
1	To be familiar with the many input and output devices that enable a computer to function.	Determine the fundamental terms, ideas, and purposes of the parts of a computer system.
2	To comprehend word processors, information systems and internet working.	Using the right software program, such as Word, and having the necessary processing abilities to produce, save, and edit business documents.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Identify basic terms, concepts, and functions of computer system components.
2. Select and use the appropriate software application to complete a particular task such as Word, Processing skills to create, save, and modify business documents.
3. Identify basic concepts and procedures for creating, viewing, and managing files, and folders for different operating systems.
4. Identify basic concepts of organization and procedures for creating and viewing will software presentation such as PowerPoint.

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B.B.A

SEMESTER: TWO

SUBJECT: ORGANISATIONAL BEHAVIOUR

COURSE CODE: DSC – 201

Course Objective:

1. To gain the understanding of concept of Organizational Behaviour.
2. To Understand the theories of Motivation, Group processes and Group dynamism
3. To understand the concept of change in organization.
4. To gain insights on factors influencing Organizational Culture.

Unit	Unit Objective	Program Outcomes
1	To get knowledge of the organizational behaviour idea.	Understand nature, evolution and approaches to organizational behaviour.
2	To educate about leadership and Motivation.	Develop the motivation and leadership skills.
3	To comprehend the ideas of group dynamics, motivation, and group processes.	Analyse the group dynamics and decision making process and better interpersonal relations.
4	To learn more about what influences the organizational change and organizational culture.	Enhance individual and organizational productivity through managing stress, culture and change.
5	Analysis on Conflict Management techniques.	Apply conflict management techniques for improved problem solving.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Upon the Completion of the course, students will be able to demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
2. Demonstrate the applicability of analysing the complexities associated with management of individual behaviour in the organization.
3. Analyse the complexities associated with management of the group behaviour in the organization.
4. Demonstrate how the organizational behaviour can integrate in understanding the motivation (why) behind behaviour of people in the organization.



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SEMESTER: TWO

SUBJECT: BUSINESS STATISTICS

COURSE CODE: DSC – 202

Course Objective:

1. To provide the student an understanding of basic statistical tools to apply for management problems and analysis.
2. To learn data gathering and tabulation.
3. To apply measures of central tendency.
4. To understand the significance of dispersion.
5. To learn about skewness, kurtosis, correlation and regression.

Unit	Unit Objective	Program Outcomes
1	To impart to the student a basic understanding of statistical techniques that can be used for analysis and management challenges.	Examine the basics of descriptive statistics for managers.
2	Using central tendency measurements To get knowledgeable about data collection and tabulation.	Analyse the concepts of measures of central tendencies, dispersion, correlation, regression.
3	To comprehend the importance of dispersion.	Analysis of standard deviation and Co-efficient of variation.
4	To get knowledgeable about kurtosis and skewness .	Learning of skewness and kurtosis and interpret the meaning of the calculated statistical indicators.
5	To get knowledgeable about regression and correlation.	Determine the importance of Correlation and Regressions and to choose a statistical method for solving practical problems.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
2. Critically evaluate the underlying assumptions of analysis tools.
3. Understand and critically discuss the issues surrounding sampling and significance.
4. Solve a range of problems using the techniques covered.
5. Conduct basic statistical analysis of data.

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B.B.A

SEMESTER: TWO

SUBJECT: FINANCIAL ACCOUNTING

COURSE CODE: DSC – 203

Course Objective:

1. To familiarize students with the mechanics of preparation of financial statements
2. To understand corporate financial statements.
3. To analysis and interpret financial statements.
4. To learn Ratio analysis.
5. To gain knowledge of Indian Accounting Standards.

Unit	Unit Objective	Program Outcomes
1	To acquaint students with the procedures involved in creating financial statements.	Acknowledge accounting ideas, principles, and financial transactions.
2	To comprehend financial statements from corporations.	Preparation of Subsidiary Books and Trial balance.
3	To evaluate and comprehend financial reports.	Examine and prepare the financial statements of companies.
4	To become knowledgeable about ratio analysis.	Analyse a company's performance using several financial ratios.
5	To become familiar with Indian Accounting Standards.	understand the Indian and International accounting standards.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Understand the Accounting Process.
2. Preparation of Journal, Ledger, Trial Balance and Final Accounts.
3. Analyse performance of companies using ratio Analysis.
4. Understand the need and importance of Accounting Standards.



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III SEMESTER

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B.B.A

SEMESTER: THREE
COURSE CODE : EIS3

SUBJECT: ENGLISH

COURSE OBJECTIVE:

1. The program outcome is to enable students to learn core concepts of English in detail with hands-on experience in English.
2. Ability to be comfortable while speaking or reading English.
3. Ability to sharpen skills through reading and listening to acquire good exposure to language and literature.
4. Develop wide knowledge in their major and allied subjects necessary to qualify for the degree.

Unit	Unit Objective	Program Outcomes
1	<p>O Captain! My Captain- Wall Whitman(Poem)</p> <p>Mallika Srinivasan(Prose):</p> <p>The poem gives a chance to learn many poetic devices and brings to mind the transience of human life.</p>	<p>To inform the Students the life history of Abraham Lincoln; To also teach them extended Metaphor and also the U.S. Civil war morning and rejoicing are a part of life.</p> <p>A part from observing the business Acumen and the business success graph. Make sure that all words are spelled correctly; Try different keywords and learn them all.</p>
2	<p>The Solitary Reaper(Poem):</p> <p>The Students senses are sharpened to observe the beauty of nature, valleys, meadows etc.,</p> <p>How to live to be a 200(Prose):</p> <p>This piece of prose explains that everything practiced in moderation is good, extreme is bad.</p>	<p>The message of the poem solitary Reaper is that even the lowliest individuals and ordinary situations have a beauty.</p> <p>The individual logic of health doesn't matter. What we think gives health really doesn't give health. Holistic health purpose is better.</p>
3	<p>La Belle Dame Sans Merci (Poem)</p> <p>Students learn that even if the best person leaves you, one has to motivate himself to get back to a normal state.</p>	<p>The poem is about a beautiful lady entering a man's life and casts a temporary spell on him and after words leaves him. This merciless act is records in this poem. A rich man amasses wealth. Then loses it</p>

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Ilyas(Prose): This lesson redefines the ethics of life.	only to find out that wealth is not everything but fostering relationships is important.
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COURSE OUTCOMES:

Upon successful completion of course, a student will be able to

1. Develop style in speech and writing and manipulate the tools of language for effective communication.
2. The course should provide exposure to the learners in good pros, texts, poems and expose the learners to value based ideas.
3. Enhance their language skills especially in the areas of grammar and punctuation.
4. Acquire a rich asset of value added courses, soft skills and communication skills, in stilling, self-confidence and moral values.





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B.B.A

SEMESTER: THREE
COURSE CODE: SL 3

SUBJECT: SECOND LANGUAGE (SANSKRIT)

Course Objective:

1. To teach Pravarthatham Prakruthi hithaya Parthivaha and Navarathnani.
2. To equip Shudhraka Vayshampayana yoho Sambhashanam and Ramadhasaha.
3. To impart Shabdaha(Halantha) and Samskrutha Sambhashana Abhyasaha.

Unit	Unit Objective	Program Outcomes
1	Pravarthatham Prakruthi hithaya Parthivaha and Navarathnani .	Know about the dramas in Sanskrit literature and Greatness of Mahabharata. and to be equipped with the information of King Vikramadithya.
2	Shudhraka Vayshampayana yoho Sambhashanam and Ramadhasaha.	Understand the importance of Prose in Sanskrit Literature and Rama dasa the Devote.
3	Shabdaha(Halantha) and Samskrutha Sambhashana Abhyasaha.	Able to understand Sanskrit Grammar and frame sentences in Sanskrit language.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Learn about the dramas in Sanskrit literature as well as Mahabharata's magnificence and furnished with King Vikramadithya's knowledge.
2. Recognize the significance of Rama dasa the Devote and prose in Sanskrit literature.
3. Able to construct sentences in Sanskrit and comprehend Sanskrit grammar.



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B.B.A

SEMESTER: THIRD
COURSE CODE: SL 3

SUBJECT: SECOND LANGUAGE (HINDI)

Course Objective:

1. To make the student appreciate the importance of translation.
2. To strengthen Hindi Grammar and improve quality of language by means of Hindi Grammar.
3. Strengths the quality of Hindi language of students by mean of Grammar.

Unit	Unit Objective	Program Outcomes
1	History of poet and their poems.	To understand moral values.
2	To lean Hindi literature and history.	To make students to understand olden tradition and golden age of Hindi literature.
3	To improve the letter writing skills of the student.	Students will be able to develop their writing skill in different letters.

Course outcome:

Upon successful completion of the course, a student will be able to understand,

1. To improve the letter writing skills of the student.
2. To highlight the salient features of modern Hindi poetry.
3. To improve the reading and writing skills of the student by different stories.



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B.B.A

SEMESTER: THREE
COURSE CODE: SEC1

SUBJECT: COMMUNICATION SKILLS (A)

Course Objective:

1. To provide the essentials of communication skills.
2. To equip the students with effective listening, speaking and writing skills.
3. To impart the knowledge on basic digital literacy.

Unit	Unit Objective	Program Outcomes
1	To make them learn the importance of listening skills.	Improve their Listening Skill and Utilize the Skill of Listening for better communication.
2	To teach importance of communication skills.	Use language to communicate their thoughts and ideas clearly.
3	To teach the students to be confident.	Make the learners confident and equipped readers.
4	Gain proficiency in written, spoken, and visual communication.	Use effective strategies of writing in different modes of writing.
5	Describe the role of Digital literacy in professional life.	Use Digital Literacy in their professional life for communication.
6	Recognize the latest advancements in communication technologies.	To know the effectiveness and use of social media in communication.
7	To provide the student with efficient speaking, listening, and writing capabilities.	Use Non-verbal communication effectively in communication as an aid.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Students will understand the importance of communication skills.
2. Develop competence in oral, written and visual communication.
3. Understand current technology related to the communication field.



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B.B.A

SEMESTER: THREE
COURSE CODE-SEC 1

SUBJECT: PROFESSIONAL SKILLS (B)

Course Objective:

1. To equip the students with necessary professional skills.
2. To enable students, explore their career opportunities through necessary training.
3. To impart skills of understanding and practicing Etiquettes.

Unit	Unit Objective	Program Outcomes
1	Describe the importance of resume.	Identify essential components of a good resume while preparing resume.
2	Identify common errors people make during interview.	Describe the meaning and types of interview and critique the performance of a few simulated interviews.
3	Decide which critical abilities will be assessed during the group discussion.	Develop skills for participating effectively in a Group Discussion without committing any error.
4	Use the necessary components required to prepare for a career in an identified occupation.	Explore desired career opportunities in the employment market in consideration of an individual SWOT analysis.
5	Explain the methods for getting ready for different kinds of presentations.	Prepare effective presentations considering the important strategies.
6	To overcome the fear of being judged as team member/employee.	Build trust as a leader with employees to create a Collaborative Team.
7	Develop listening as a team skill.	Use effective listening skills as team leader and team member for proper functioning of the team.
8	Describe group and individual brainstorming techniques for idea generation.	Generate, share and maximize new ideas with the concept of brainstorming.
9	Determine the function of cultural and social graces in a company.	Use social and cultural etiquettes in an organisation for better team work.
10	Understand the need for effective internal communication..	Actively use and operate online team communication tools.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Develop a planned approach towards career and life.
2. Gain ability to match skills and interests with a chosen career path.
3. Develop interview skills and professional etiquette.



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B.B.A

SEMESTER: THREE
COURSE CODE: SEC 2

SUBJECT: BASIC QUALITY MANAGEMENT (A)

Course Objective:

1. This course is aimed at orienting the students towards the importance of quality as a management tool.
2. Towards understanding the principles and practices of total quality management
3. Introducing the various tools and techniques used in the measurement of quality
4. Understanding the importance of six sigma as a quality tool
5. Sensitizing the participants to the importance of quality in services sector

Unit	Unit Objective	Program Outcomes
1	To Outline the different instruments and methods for gauging quality, total quality management concepts.	Know about the evolution and importance of quality management techniques.
2	To teach Tools and techniques which can be used in quality measures and making the participants aware of the value of quality in the services industry.	Understand different tools and techniques and the application of total quality management in various service organizations.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Students get to know about the evolution and importance of quality management.
2. Helps the students get aware of various tools used for quality management in the organizations.
3. Students will be able to know about the quantitative and qualitative techniques used to measure the effectiveness of quality management tools.
4. Students will be able to use the six sigma applications for quality check.
5. Students can understand the use of total quality management in various service organizations.



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B.B.A

SEMESTER: THREE
COURSE CODE: SEC2

SUBJECT: ADVANCED COMPUTER SKILLS (B)

Course Objective:

1. To provide basic understanding on Data and its importance in understanding information.
2. To equip the students with different types of data analysis techniques.
3. To empower the student with Data Analysis techniques with advanced Excel.

Unit	Unit Objective	Program Outcomes
1	To provide students with advanced Excel data analysis techniques.	Equip with different types of data analysis techniques.
2	To impart a fundamental grasp of data and its significance for information interpretation.	Have the knowledge of Data Analysis techniques and attain proficiency in MS-Excel.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Student will have knowledge of Data Analysis techniques.
2. Attain proficiency in MS-Excel.
3. Develop skills in application of MS Access.



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B.B.A

SEMESTER: THREE

SUBJECT: HUMAN RESOURCE MANAGEMENT

COURSE CODE: DSC 301

Course Objective:

1. To equip the students with the basic concepts of Human Resource Management concepts.
2. To impart knowledge on the development of Human Resources in the organization.
3. To provide insights on the concepts of Industrial Relations.
4. To study different methods of performance appraisal.
5. To understand organizational climate and culture.

Unit	Unit Objective	Program Outcomes
1	To equip with the basic concepts of Human Resource Management concepts and Globalisation.	Learn the ideas behind HRM, its functions, the distinctions between TM and HRM, and the part globalization plays in HR policy.
2	To analyse about HRP alignments Recruitment and Selection process.	Understand the concepts of HRP, Job analysis, Job Description, Job Enlargement, Job Enrichment, and Recruitment and Selection, Induction.
3	To provide insights on the concepts of Training and Development.	Comprehend the ideas of career planning, employee training, training and development, and training assessment.
4	To Develop knowledge of industrial and labour laws and their applicability.	Learn the concepts in detail concepts of industrial relations, industrial disputes to overcome the disputes, barriers of disputes, collective bargaining methods and standing orders.
5	Demonstrate understanding of different appraisal methods.	Know about performance appraisal principles, procedures, and categories; as well as organizational climate and culture, their impacts, and QWL

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Understand theories and practices in the field of Human Resources Management.
2. Identify different methods of developing Human Resources.
3. Develop knowledge of industrial laws.
4. Demonstrate understanding of different appraisal methods.
5. Understand organizational culture and climate and its implications for HRM.



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B.B.A

SEMESTER: THREE

SUBJECT: INTRODUCTION TO INFORMATION TECHNOLOGY

COURSE CODE: DSC 302

Course Objective:

1. The Objective of this course is to familiarize management students to basics of IT, its applications and importance to present day management and organization.
2. The focus of the subject is on introducing skills relating to IT basics, computer applications, programming, interactive medias, Internet basics etc.

Unit	Unit Objective	Program Outcomes
1	To introduce fundamentals of information technology, as well as its applications and significance to modern management.	Familiarize on basics of IT, its applications and importance to present day management and organization.
2	To explain the concepts related to information systems and its organisational application.	Understanding information hierarchy and its sources and application in an organisation.
3	Multimedia concepts, formats and its application.	Understanding multimedia formats, application in to business.
4	To make them aware about different internet security issues.	Understanding internet and its working and analysing the different internet security issues.
5	To teach Ms. Excel and Accesses application and tools..	Understanding Ms.Excel and Ms.Access applications in day to day business operations.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Demonstrate that they can use a personal computer or mobile device for accessing the internet and use basic computer applications such as e-mail, PowerPoint, Excel and common webpage creation tools.
2. 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.
3. Demonstrate that they can use digital technology in research, analysis, and critical inquiry.
4. Demonstrate that they can evaluate and explain the on-going changes in digital technology and their impacts on society.



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B.B.A

SEMESTER: THREE
COURSE CODE: DSC 303

SUBJECT: FINANCIAL MANAGEMENT

Course Objective:

1. To learn about the scope and goal of financial management.
2. To familiarize the student with the concepts of long term and short-term investment decisions.
3. To understand the sources of capital.
4. To learn about receivables and inventory management

Unit	Unit Objective	Program Outcomes
1	To Recognise the purpose, nature and implications of Financial management.	Learn about the scope and goal of financial management.
2	To examine initiatives for risk and viability financially.	Learn to apply project appraisal methods to cash flow.
3	To evaluate sources of business funding and their importance.	Students can understand the determinants of capital structure.
4	To evaluate the effects of cash Budgets and working capital.	Students can calculate Working capital requirements and prepare cash Budgets.
5	To examine role of receivables management and inventory control.	Learn to calculate Receivables management and inventory controls.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. To apply project appraisal methods to cash flows.
2. To understand the determinants of capital structure.
3. To learn about dividend practices of companies.
4. To calculate working capital requirements of firms.



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IV SEMESTER



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B.B.A

SEMESTER – FOUR
COURSE CODE: ELS 4

SUBJECT: ENGLISH

COURSE OBJECTIVE:

1. The program outcome is to enable students to learn core concepts of English in detail with hands-on experience in English.
2. Ability to be comfortable while speaking or reading English.
3. Ability to sharpen skills through reading and listening to acquire good exposure to language and literature. .

Unit	Unit Objective	Program Outcomes
1	<p>Ozymandias(Poem):</p> <p>One of the key lessons of Ozymandias is the importance of strong foundation. The “two vast and trunkless legs of stone” that stand in the desert represent the foundation upon which Ozymandias built his empire.</p> <p>The Lottery Ticket(Prose):</p> <p>The lesson's theme is that one should not blindly follow traditions simply because they are traditional.</p>	<p>To analyse the theme of power in Ozymandias. To understand the age, Kingship .</p> <p>The message of the poem could be considered to be a remainder that power will not last forever.</p> <p>The theme of the lesson is, it is best for people to be content with what they have and not to start dreaming of things that will be much better than what they have.</p>
2	<p>My Last Duchess(Poem):</p> <p>The predominant theme of My Last Duchess” is the speaker's obsession with control. The Duke exhibits an arrogance routed in an audacious sense of male superiority. He is Stuck on himself – full of narcissism and misogyny.</p> <p>The Doll's House(Prose)</p> <p>Understand the influence of Ibsen's work , the themes of family, society and morality in the 19th century, Norway.</p>	<p>In “My Last DuChess” is the Duke of Ferrara uses his power to control his subjects, and kills his wife because of the way she acts around other men. From beginning to end displays the corrupt power of the domestic tyrant , his arrogance, jealousy and the ruthlessness.</p> <p>A Doll's House explores the ways that societal expectations restrict individuals, especially woman.</p>
3	<p>Hope is the thing with feathers(Poetry):</p> <p>“Hope” has been helpful in times of difficulty and</p>	<p>Emily Dickinson has successfully rendered an abstract subject ie, he has</p>

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never ask anything in return. Packing(Prose): Packing teaches Students how packing can indeed be a tiring task if not done properly.	personified Hope. Packing when done with friends can become a little messy and time consuming, it has a own charm and fun.
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COURSE OUTCOMES:

Upon successful completion of course, a student will be able to

1. To promote career dexterity in the students.
2. To provide Students a platform to understand interrelatedness between life and literature.
3. To help Students in the development of critical and analytical thinking through literacy.

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B.B.A

SEMESTER: FOUR
COURSE CODE: SL 4

SUBJECT: SECOND LANGUAGE (SANSKRIT)

Course Objective:

1. To teach Chitrapata dharshanam and Vivekandhavijayam.
2. To Equip Vishruthacharitham and Dhrvopakyanam
3. To Impart Krudhantha rupani and Samskrutha sambhashana Abhyasam

Unit	Unit Objective	Program Outcomes
1	Chitrapata dharshanam and Vivekandhavijayam.	Enable to understand the greatness of Swami Vivekananda and Sanskrit Drama
2	Vishruthacharitham and Dhrvopakyanam	Know about Age is not barrier to achieve aim- importance of commitment. Greatness of Prose in Sanskrit.
3	Krudhantha rupani and Samskrutha sambhashana Abhyasam	Applicability of Sanskrit grammar and Sentence Formation in Sanskrit language.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Facilitate comprehension of the magnificence of Swami Vivekananda and Sanskrit drama
2. Realizing that age is not a barrier to achieving goals- commitment is essential.
3. Use Prose in Sanskrit Language.
4. Applicability of Sanskrit grammar and Sentence Formation in Sanskrit language.



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B.B.A.

SEMESTER: FOUR SUBJECT: SECOND LANGUAGE (HINDI)
COURSE CODE: SL 4

Course Objective:

1. To make the student appreciate the importance of translation.
2. To strengthen Hindi Grammar and improve quality of language by means of Hindi Grammar.
3. Strengths the quality of Hindi language of students by mean of Grammar

Unit	Unit Objective	Program Outcomes
1	History of poet and their poems.	To understand moral values.
2	To lean Hindi literature and history	To make the student understand the History of Hindi literature.
3	To improve the letter writing skills of the student.	Students will be able to develop their writing skill in different letters.

Course outcome:

Upon successful completion of the course, a student will be able to understand,

1. To improve the letter writing skills of the student.
2. To highlight the salient features of modern Hindi poetry.
3. To improve the reading and writing skills of the student by different stories.



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B.B.A

SEMESTER: FOUR SUBJECT: LEADERSHIP AND MANAGEMENT SKILLS (A)
COURSE CODE: SEC 3

Course Objective:		
1. To develop critical thinking, managerial abilities and organisation skills in students		
2. To equip the students to take effective decisions by coordinating the teams		
3. To enhance the capabilities of being team members and manage networks		
Unit	Unit Objective	Program Outcomes
1	To develop essential skills to influence and motivate others	Inculcate emotional and social intelligence and integrative thinking for effective leadership
2	To create and maintain an effective and motivated team to work for the society	Demonstrate a set of practical skills such as time management, self-management, handling conflicts, team leadership, etc.
3	To Nurture a creative and entrepreneurial mind-set	Understand the basics of entrepreneurship and develop business plans
4	To describe emotional intelligence, social intelligence and integrative thinking for effective leadership	Apply the design thinking approach for leadership
5	To Inculcate ethics and moral values for developing a balanced personality	Appreciate the importance of ethical principles in professional and social contexts
Course Outcomes:		
Upon Successful completion of course, a student will be able to		
1. Student will understand and use the process of effective decision making		
2. Develop self-awareness and self-management skills		
3. Demonstrate effective interpersonal competence		



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B.B.A

SEMESTER: FOUR
COURSE CODE:SEC 3

SUBJECT: UNIVERSAL HUMAN VALUES (B)

Course Objective:

1. To help students understand the importance of values in individual, social, career, and national life.
2. To motivate students to learn from lives of great and successful people who followed and practised human values and achieved self-actualization.
3. To convey the message of Universal Human Values and encourage students to practice the Universal Human Values for a developing a better society

Unit	Unit Objective	Program Outcomes
1	To develop integral life skills with values and describing about forms of love for self, parents, family, friend, spouse community, nation, humanity and other beings, both for living and non-living	Realize their potential as human beings and conduct themselves properly Practicing compassion and love of the world.
2	To narratives and Anecdotes from about truth history.	Analyse the universal truth as value, truth as fact, truth as sincerity, and honesty among others.
3	To educate Ahimsa as non-violence and non-killing.	Student will be able to understand about the need of Love, compassion, empathy sympathy for others as pre-requisites for non-violence.
4	To teach Righteousness and dharma, Righteousness and Propriety.	Student will be able to understand about dharma and practicing righteousness.
5	Making student understand about peace and its need and relation with harmony.	Student will be able to understand about the benefits of practicing peace.
6	To remembered people in history for participated in social service.	Student will be able to understand about what they gain if the practice service and what they loose if they don't practice service.
7	To make them learn Self-restrain and Ways of overcoming greed.	Student will be able to understand Renunciation and sacrifice, Self-restrain and Ways of overcoming greed.

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Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Student will understand and appreciate human values .
2. Student will be able to do self- exploration, Self-evaluation and achieve self-development.
3. Apply professional ethics in their future profession & contribute for making a value based society.



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B.B.A

SEMESTER: FOUR

SUBJECT: STARTUP OPPORTUNITY AND FEASIBILITY (A)

COURSE CODE: SEC 4

Course Objective:

1. It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.
2. To learn about identifying business opportunities.
3. To learn about market and technical feasibility for business.

Unit	Unit Objective	Program Outcomes
1	To become knowledgeable in spotting business prospects	Identify opportunities for starting business
2	To learn about the market and a company's technological viability	Built a competitive advantage with strategic management processes.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. To identify opportunities for starting business.
2. To be able to write a business plan.
3. To take decision regarding form of business ownership.
4. To conduct feasibility study.



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B.B.A

SEMESTER: FOUR
COURSE CODE: SEC 4

SUBJECT: BUSINESS POLICY AND STRATEGY (B)

Course Objective:		
1. To acquaint the students with understanding the business environment and design strategies to meet challenges.		
2. Learn about the role of Macro economic factors that affect Business Policy		
3. To focus on designing plans and policies.		
Unit	Unit Objective	Program Outcomes
1	To concentrate on creating strategies and guidelines.	Understanding the business environment and design strategies to meet challenges.
2	To familiarize students with the corporate environment and teach them how to create solutions for obstacles.	Analyse the dynamics of strategy formulation and implementation.
Course Outcomes:		
Upon Successful completion of course, a student will be able to		
1. Critically analyse the internal and external environments in which businesses operate and assess their significance for strategic planning.		
2. Apply understanding for the theories, concepts and tools that support strategic management in organizations.		
3. Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level. Enhanced ability to identify strategic issues and design appropriate courses of action.		

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B.B.A

SEMESTER: FOUR
COURSE CODE: DSC 401

SUBJECT: BUSINESS LAW AND ETHICS

Course Objective:

1. To develop knowledge of the legal principles and environment in which a consumer and business operates.
2. To appreciate the relevance of business law to individuals and businesses.
3. To study the role of law in an economic, political and social context.
4. To understand various negotiable instruments.
5. To study consumer protection laws in India.
6. To learn about ethical considerations of business.

Unit	Unit Objective	Program Outcomes
1	To learn concepts of Indian contract act 1986.	Determine the basic legal precepts that underpin contracts.
2	To recognize the importance of business law for both people and companies.	Recognize the effects of the Companies Act on both employers and employees.
3	To research the function of company law in social, political, and economic contexts.	Recognize the legal responsibilities that companies have to their clients.
4	To comprehend different tools that are applicable to consumer protection act.	Understanding of consumer protection rights and laws related to consumers.
5	To get knowledgeable about business ethics.	Informed on the principles of corporate ethics.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Identify the fundamental legal principles behind contractual agreements.
2. Understand companies act and its implications for employers and employees.
3. Understand legal obligations of businesses towards customers.
4. Demonstrate knowledge of negotiable instruments.
5. Understand consumer protection laws and their implications.



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B.B.A

SEMESTER: FOUR
COURSE CODE: DSC 402

SUBJECT: MARKETING RESEARCH

Course Objective:

1. The basic framework of Research Process.
2. Various Research designs and Techniques.
3. Various Sources of Information and their identification for literature review and Data collection .
4. Some basic Concepts of Research and its Methodologies.

Unit	Unit Objective	Program Outcomes
1	To teach the fundamental structure of the research process	To know the basic framework of Research Process
2	To educate diverse Research Designs and Methodologies	Analysis of various Sources of Information and their identification for literature review and Data collection
3	To make them learn different Information Sources and How to Identify Them for Data Collection and Literature Reviews	Identifying the overall Process of designing a Research study from its inception to its Report
4	To give a overview of Fundamental Research Concepts and Methodologies	Understanding variables and being able to recognize intermediary, dependent, and independent variables
5	To familiarize with good practices in conducting a Qualitative Interview and observation	Gaining knowledge of appropriate techniques for performing observation and qualitative interviews

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Apply a range of Quantitative and/or Qualitative Research Techniques to business and Management problems / issues
2. Necessary critical thinking skills in order to evaluate different Research Approaches utilized in the service industries
3. Identify the overall Process of designing a Research study from its inception to its Report.
4. Define the Meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
5. Acquire familiarization with good practices in conducting a Qualitative Interview and observation



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B.B.A

SEMESTER: FOUR
COURSE CODE: DSC 403

SUBJECT: MANAGEMENT SCIENCE

Course Objective:

1. To give an overview of different Optimization Techniques useful for problem solving and decision making.
2. To introduce OR techniques such as Linear Programming Problem.
3. To analyse the managerial applications of Assignment problems and Transportation problems.
4. To study capacity planning and sequencing of operations

Unit	Unit Objective	Program Outcomes
1	To provide a summary of the various optimization techniques that are helpful in making decisions and addressing problems.	Give an overview of Manufacturing processes.
2	To research operation sequencing and capacity planning.	Analyse the methods of factory location and sequence of operations.
3	To examine how assignment and transportation difficulties are applied in management.	Formulating strategies for optimal use of various resources within the organizations.
4	To present OR strategies like the Linear Programming Problem.	Understanding on the fundamental concepts of linear programming and operational research.
5	To teach them about transportation problems.	Understanding the managerial applications of transportation problems.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Helps in formulating real life situations in organizations in Quantitative form.
2. Helps in formulating strategies for optimal use of various resources within the organizations.
3. Enables the students to understand the managerial applications of transportation problems.
4. Students get understanding on the concepts of network fundamentals and resource analysis and allocations.



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V SEMESTER



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B.B.A

SEMESTER: FIVE
COURSE CODE: ELS 5

SUBJECT: ENGLISH

COURSE OBJECTIVE:

1. To help students Learn the importance of English in today's world
2. Students can learn and use English correctly.
3. Students can write reviews and technical reports which are important in business communication.
4. To make students aware of the current issues happening around them.

Unit	Unit-Objective	Program Outcome
1	To Learn the importance of English, learn Indianism and to learn framing questions.	Students can speak correct English and they can frame questions and question tags on their own.
2	To make students aware of gender sensitization, to learn word analogy and learn grammar.	Students are aware of gender roles and can do word analogy easily and write without making grammatical mistakes.
3	To teach students how they can write book and film review, to teach technical vocabularies and use conditionals effectively.	Students can write film and book review, use technical vocabulary and conditionals effectively.

COURSE OUTCOMES:

Upon successful completion of course, a student will be able to

1. Become aware of gender sensitization; they can write reviews and can write technical reports and frame questions.



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B.B.A

SEMESTER: FIVE
COURSE CODE: SL 5

SUBJECT: SECOND LANGUAGE (SANSKRIT)

COURSE OBJECTIVE:

To promote Vedic knowledge, Sanskrit grammar, knowing about ancient scientist's and improve moral values of the students

Unit	Unit-Objective	Program Outcome
1	Learn about Madhuropadeshaha & alankaras	Understand moral values(change from negative attitude to positive attitude) Knowing about Sanskrit alankaras.
2	Learn about Shishyanushasanam & Bhramashakithi gariyasi	Understand how to live in society with human values. Knowing about power of God
3	Learn about Sanskrita sambhashanam & mahakavi shastrakara vibhagaha	Students Understand about Sanskrit sentence formation and knowing about ancient scientist's.

COURSE OUTCOMES:

Upon successful completion of course, a student will be able to

1. Know the culture of India
2. Know the great ness of Sanskrit language
3. Know about the importance of ancient scientist's



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B.B.A.

SEMESTER: FIFTH
COURSE CODE: SL 5

SUBJECT: SECOND LANGUAGE (HINDI)

COURSE OBJECTIVE:

1. To know about Rajya Basha ,Rasra Basha difference and Basha Ka Mahatavu.
2. To know about different types of Literature.
3. To know about how to communicate with people.

Unit	Unit-Objective	Program Outcome
1	Learn about different types of Basha.	Understand different types of Basha like Rajya Basha, Rastra Basha, Prayojanmulak Hindi.
2	Learn about Hindi Literature and different types of literature.	Understand about Natak,Kavitha,Kahani.
3	Learn about Sanskrita sambhashanam & mahakavi shastrakara vibhagaha	Students Understand about Jansanchka Madhyam

COURSE OUTCOMES:

Upon successful completion of course, a student will be able to

1. Know about Rajya Basha, Rastra Basha differences and Basha Mahathav
2. Know the different types of literature.
3. Know about how to communicate with people

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B.B.A

SEMESTER: FIVE
COURSE CODE: GE 501

SUBJECT: MOBILE COMMERCE

Course Objective:		
1. To acquaint the students with the Mobile Commerce concepts and environment and customer value.		
2. To learn about the developments in wireless technology		
3. To understand the M-Commerce applications		
Unit	Unit Objective	Program Outcomes
1	To familiarize the students with the principles of mobile commerce	Learn the fundamental principles of e-business and e-commerce
2	To teach customers worth and the environment in light of mobile commerce.	An overview about Mobile Commerce concepts and environment and customer value
3	To become knowledgeable about the advances in wireless technology	Enable about the developments in wireless technology
4	To educate about the resources and services that virtual e-commerce companies employ.	Develop an understanding of the tools and services used by virtual e-commerce sites.
5	To comprehend the uses of M-Commerce	Awareness of the developments in M-Commerce Applications and technology
Course Outcomes:		
Upon Successful completion of course, a student will be able to		
1. Learn the fundamental principles of e-business and e-commerce.		
2. Understand the impact of information and communication technologies on business.		
3. Develop an understanding of the tools and services used by virtual e-commerce sites.		
4. Awareness of the developments in M-Commerce Applications and technology		

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B.B.A

SEMESTER: FIVE SUBJECT: ENTREPRENEURSHIP DEVELOPMENT (A)
COURSE CODE: DSE501

Course Objective:

1. To make the students learn the importance of Entrepreneurship
2. To motivate the students towards Entrepreneurship
3. To make them learn about entrepreneurial environment
4. To provide information about financial resources
5. To impart training to raise and establish enterprises

Unit	Unit Objective	Program Outcomes
1	To instil in the students the value of entrepreneurship	Enable the cues, importance and motives of Entrepreneurship
2	To inspire Students to pursue entrepreneurship	Learn more about types of Enterprises and growth
3	To teach them about the atmosphere of entrepreneurship (MSMEs)	Enhancing the opportunities for entrepreneurial growth in MSMEs
4	To offer details regarding financial resources	Equipped with the information about financial resources from different financial institutions
5	To provide instruction in order to grow and create businesses through venture capital	Understanding and comprehend on venture capital fund

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. A student learns the cues and motives of Entrepreneurship.
2. Students can learn more about types of Enterprises and growth.
3. Knowledge of entrepreneurship prepares the entrepreneurial bent of mind.
4. Problems and perspectives of the entrepreneurship can be understood.
5. It is also possible to students understand and comprehend on venture capital fund.



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B.B.A

SEMESTER: FIVE

SUBJECT: BUSINESS ANALYTICS (B)

COURSE CODE: DSE 501

Course Objective:

1. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
2. To become familiar with the processes needed to develop, report, and analyse business data.
3. To learn how to use and apply Excel and Excel add-ins to solve business problems

Unit	Unit Objective	Program Outcomes
1	To learn how business analytics is used by managers to define, address, and facilitate managerial decision-making in the context of business problems.	Understand the Business Analytics in practice.
2	Gaining knowledge of the procedures required to create, compile, and examine corporate data, Data visualisation and their interpretations.	Understand concepts of Descriptive Analytics And visualization techniques.
3	To give overview about Predictive analytics in data mining and techniques used for predictive analysis.	Learn about Approaches and classifications in Data Mining.
4	To teach about Prescriptive analytics and concepts of Linear and non-linear methods.	Enable to know about Linear and Non Linear Programming optimization.
5	Gaining knowledge on how to address business challenges with Excel and Excel add-ins. Creation of variables, different vectors and inbuilt functions.	Writing, Managing and Manipulating data in R.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. To understand the Business Analytics in practice.
2. To understand concepts of Descriptive Analytics.
3. To learn about Data mining for business.
4. To understand concepts of Prescriptive Analytics.
5. To learn about the R environment.



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B.B.A

SEMESTER: FIVE

SUBJECT: FINANCIAL MARKETS AND SERVICES (F)

COURSE CODE: DSE 502

Course Objective:

1. The main objective of this course is to understand Indian financial system. It also enables Understanding financial markets and various Indian financial institutions.
2. To acquire basic understanding about financial markets .
3. To learn about the financial services available in India.

Unit	Unit Objective	Program Outcomes
1	To know about Indian financial system and various Indian financial institutions	Understanding the Indian financial system along with various Indian financial systems.
2	To get a foundational knowledge of financial markets	Understanding financial markets i.e.. Primary and Secondary market and different Indian financial entities.
3	To become familiar with the financial services that India offers	Understand the concepts of Leasing, Hire purchase and Venture capital.
4	To educate Non- Fund Based Financial Services.	Learn about the categories of Merchant Banking, Factoring and Forfeiting and their functions.
5	To gain knowledge on Mutual Funds.	Comprehend the procedure of initial public offering (IPO) and mutual funds.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Understand what a financial system is and does, and the distinct functions of each component.
2. Understand some important financial instruments and the economic principles underlying their use.
3. Understand the classification of Leasing.
4. Learn about the categories of Merchant Banking and their functions.
5. Understand the process of IPO



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B.B.A

SEMESTER: FIVE

SUBJECT: BRAND MANAGEMENT (M)

COURSE CODE: DSE 502

Course Objective:

1. The concept of branding and its significance.
2. The methods of managing brands and strategies for brand management.
3. The concept of Brand extension and its pros and cons.
4. How brand personality benefit the firm.
5. How branding contributes to a company's value

Unit	Unit Objective	Program Outcomes
1	To teach the significance of the branding concept.	Knowledge on concept of branding and its significance
2	To educate the strategies and techniques for managing brands.	Enable the methods of managing brands and strategies for brand management
3	To give an idea of brand extension and its benefits and drawbacks.	Analysis of Brand extension and its pros and cons
4	To educate about Brand Personality / positioning / Re Positioning of brand personality to the company.	Formulate and justify brand development decisions for a right brand personality
5	To create awareness on value that branding adds to a company	Analyse contemporary brand related problems and develop appropriate strategies and initiatives to increase the brand equity

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Demonstrate knowledge of the nature and processes of branding which can attract customers
2. Evaluate the scope of brand management activity to deal to customers.
3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions for effective marketing mix.
4. Formulate and justify brand development decisions for a right brand image.
5. Analyse contemporary brand related problems and develop appropriate strategies and initiatives to increase the brand equity

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B.B.A

SEMESTER: FIVE

SUBJECT: ORGANIZATIONAL DEVELOPMENT (HR)

COURSE CODE: DSE 502

Course Objective:

1. To lay conceptual foundation in students to lead and manage planned change in Organization.
2. To understand Organization Development process and programs.
3. To familiarize with various interventions and techniques of Organization development.
4. To study about the OD interventions and consultation process.
5. To understand various applications of OD.

Unit	Unit Objective	Program Outcomes
1	To provide students with the intellectual groundwork necessary to oversee and direct planned organizational transformation	Gained the conceptual clarity of organizational development and its process.
2	To comprehend the programs and processes of organization development by different theories	Learn the concept of planned change in organizations through Kurt Lewin and Burke – Litwin models.
3	To become acquainted with different organization development interventions and strategies	Study about the organizational development consultation process and its structure.
4	To research the OD consultation and intervention procedure.	Familiarize on various techniques and interventions of organizational development.
5	To comprehend the several ways that OD is used	understand and able to use the various applications of organizational development.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. The students would gain the conceptual clarity of OD and its process
2. The students would learn the concept of planned change in organizations.
3. Students gets familiarized on various techniques and interventions of OD
4. Learn about the OD consultation process
5. Students will be able to use various applications of OD.



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B.B.A

SEMESTER: FIVE
COURSE CODE : DSE 503

SUBJECT: ANALYSIS OF INVESTMENT IN FINANCIAL ASSETS (F)

Course Objective:

1. The objective of the course is to provide the students with a basic view of valuation and investment in financial assets.
2. To explain the basic concepts of risk and return and various methods of analysis.
3. To explain the concept of portfolio and the various portfolio theories and evaluation methods.

Unit	Unit Objective	Program Outcomes
1	Giving the students a fundamental understanding of financial asset investment and appraisal.	Provide the basic view of valuation and investment in financial assets.
2	To elucidate the fundamental ideas of risk and return as well as different analysis techniques.	Determine the Intrinsic Value of Bonds and also finding the YTM
3	To teach the valuation of common stock	Evaluate the Intrinsic Value of Equity by applying different methods
4	To analyse the basic portfolio theories and valuation	Learn the various portfolio theories and evaluation methods.
5	To analyse the notion of a portfolio techniques for evaluation.	Apply the concept of diversification for portfolio valuation

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. To make calculations for Risk Return of Individual Stocks
2. To determine the Intrinsic Value of Bonds and also finding the YTM
3. To determine the Intrinsic Value of Equity by applying different methods
4. To apply the concept of diversification for portfolio valuation



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B.B.A

SEMESTER: FIVE

SUBJECT: RETAIL MARKETING (M)

COURSE CODE: DSE 503

Course Objective:

1. This course introduces the role of retailing and various formats and theories.
2. It focuses on distribution management.
3. It exposes the learner to important elements of retail marketing like merchandise management and store design.

Unit	Unit Objective	Program Outcomes
1	To teach the role of retailing as well as different formats and theories.	Understanding the Role, Relevance, Trends and strategies of retailers
2	To educate traditional retail formats and theories of retail development.	Enable the role of retailing and various formats and theories, compare and contrast traditional vs contemporary methods.
3	To give an overview on merchandise management	Analysis of important elements of retail marketing in merchandise management
4	To introduce the student components of retail marketing, such as store design and item management.	Understanding - significance and types of Store layout with its design
5	To educate them on distribution management	Learn the Role and functions of Channels of Distribution

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. The student understands the strategies of retailers
2. The student is made aware of the practices of merchandise management and store layout of retailers
3. Learn the Role and functions of Channels of Distribution are also clearly understood
4. To understand the retail management practices in real world



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B.B.A

SEMESTER: FIVE SUBJECT: PERFORMANCE APPRAISAL AND COUNSELLING (HR)
COURSE CODE: DSE 503

Course Objective:

1. To provide understanding of employee performance and measures to improve through HRD
2. To study the dimensions and methods of performance appraisal and its effectiveness
3. To familiarize the students with techniques of performance measurement
4. To diagnose performance measurement methods and strategies for improvement
5. To understand the role of managers in employee counselling

Unit	Unit Objective	Program Outcomes
1	To impart knowledge on worker performance and HRD-based ways to enhance it	Provide understanding of employee performance and measures
2	To research the components, procedures, and efficacy of performance evaluation	Study the dimensions and methods of performance appraisal and its effectiveness
3	To introduce students to performance measurement methods	Familiarize the students with techniques of performance measurement
4	To identify techniques for performance evaluation and ways to make improvements	Diagnose performance measurement methods and strategies for improvement
5	To comprehend the manager's role in employee counselling	Know about the various counselling methods for improving the mental health of employees

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. The students would gain the process of employee performance through HRD
2. The students would be familiarized with the dimensions of performance appraisal and its effectiveness.
3. Students gets familiarized on various techniques performance measurement
4. Learn about the performance measurement methods and improvement strategies
5. Students will be able know the about the various counselling methods for improving the mental health of employees.

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VI SEMESTER



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B.B.A

SEMESTER: SIX
COURSE CODE: ELS 6

SUBJECT: ENGLISH

COURSE OBJECTIVE:

1. To teach students to use English in right full manner.
2. To teach vocabulary and different types of sentences.
3. To teach how one could write CV correctly and use English without any mistakes .

Unit	Unit-Objective	Program Outcome
1	Prose is given to teach them the impacts of television and teach them how one can handle failures and imaginations. To teach them one word substitute and relative clauses also.	Student can use television and handle failure and imagination in right manner.
2	To teach student how important suggestions are. To teach them formal and informal vocabulary and learn different types of sentences.	Students understood the importance of suggestions and can use suggestions wisely.
3	To teach how to write CV and learn common errors they commit while writing.	To write CV perfectly and to listen, speak, read and write English properly.

COURSE OUTCOMES:

1. Students can listen, speak, read and write English properly with out committing any mistakes.
2. Students can write CV properly and be aware of few important things in life.



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B.B.A

SEMESTER: SIX
COURSE CODE: SL6

SUBJECT: SECOND LANGUAGE (SANSKRIT)

COURSE OBJECTIVE:

1. To promote Vedic knowledge, Sanskrit grammar, knowing about ancient scientist's and improve moral values of the students.
2. Understand patriotism and how to protect the country individually.

Unit	Unit-Objective	Program Outcome
1	Avanthu Bharatha prjaha swathranthra Bharatha prabham & alarankas.	Students understand patriotism and how to protect the country individually.
2	Dhakara katha & nachikethopakhyanam	Students understand Vedic literature.
3	Mahakavishastrakara vibhagaha & sanskrita sambhashana abhayasaha	Students Understand about Sanskrit sentence formation and knowing about ancient scientist 's.

COURSE OUTCOMES:

1. Knowing about the Four Vedas.
2. Able to form the sentence in Sanskrit.
3. Improve patriotism in the students.



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B.B.A

SEMESTER: SIX
COURSE CODE: SL6

SUBJECT: SECOND LANGUAGE (HINDI)

Course objective:

1. To promote Vedic knowledge, Sanskrit grammar, knowing about ancient scientist's and improves moral values of the students.
2. To Understand patriotism and how to protect the country individually.

Unit	Unit-Objective	Program Outcome
1	Avanthu Bharatha prjaha swathanthra Bharatha prabham & alarankas .	Students understand patriotism and how to protect the country individually.
2	Dhakara katha & nachikethopakhyanam	Students understand Vedic literature.
3	Mahakavishastrakara vibhagaha & sanskritiha sambhashana abhayasaha	Students Understand about Sanskrit sentence formation and knowing about ancient scientist 's.

COURSE OUTCOMES:

1. Knowing about the Four Vedas.
2. Able to form the sentence in Sanskrit.
3. Improve patriotism in the students.



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B.B.A

SEMESTER: SIX

SUBJECT: SUPPLY CHAIN MANAGEMENT (A)

COURSE CODE: DSE 601

Course Objective:

1. To understand the fundamental operations of supply chain and logistics management.
2. To learn about Make or Buy decision.
3. To learn about the choice of market.
4. To understand the inventory strategy.
5. To learn about the customer service strategy.

Unit	Unit Objective	Program Outcomes
1	To comprehend supply chain and logistics management's basic functions	Understand the fundamental operations of supply chain and logistics management
2	To get knowledge regarding the Make or Buy choice and procurement decisions.	Analysis of sourcing strategy on make or buy decision with choice of sources
3	To get knowledge about the distribution channels in market.	Analyse the Supply Chain Network Decisions
4	To comprehend the technique for inventory management	Gaining the knowledge of inventory strategy of business
5	To become familiar with the customer service approach and availability of distribution channels.	Analysis about various channels of distribution

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Students acquire a holistic understanding of supply chain management and the role of logistics.
2. Students will know the basic drivers of performance of SCM in effective manner
3. Understands role of global sourcing in making supply chain cost effective
4. Gain a knowledge of distribution and inventory strategy of business

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B.B.A

SEMESTER: SIX

SUBJECT: BUSINESS INTELLIGENCE AND DATA VISUALIZATION (B)

COURSE CODE : DSE 601

Course Objective:		
1. To understand the concepts of Business intelligence		
2. To understand the relevance of Data Visualization in Business		
3. To provide hands on working with Tableau software.		
4. To understand the methods of presentation, creating dashboards and animations		
Unit	Unit Objective	Program Outcomes
1	To comprehend business intelligence concepts	understand the concepts of Business intelligence
2	To comprehend the value of data visualization in the corporate world	understand the relevance of Data Visualization in Business
3	To instruct Tableau users on data visualization using user-defined fields:	Applying visualization techniques for various data analysis tasks
4	To give instruction on using Tableau software hands-on.	provide hands on working with Tableau software
5	To comprehend presentation techniques, such as building dashboards and animations	understand the methods of presentation, creating dashboards and animations
Course Outcomes:		
Upon Successful completion of course, a student will be able to		
1. Apply visualization techniques for various data analysis tasks.		
2. Presenting data through charts and maps		
3. Design information dashboard		





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B.B.A

SEMESTER: SIX
COURSE CODE: DSE 602

SUBJECT: BANKING (F)

Course Objective:		
1. To provide an overview of the structure of banking.		
2. To describe the products and services in Banking.		
3. To highlight the regulatory changes and innovations in the Banking.		
4. To prepare students for career opportunities in banking.		
Unit	Unit Objective	Program Outcomes
1	To give a general overview of the banking industry's structure, offerings, and services.	Enable the information on banking structure and services.
2	To explain RBI and types of banks Constitution and Organizational structure	Understanding the role and importance of Banking and its types
3	To educate about the different types of negotiable instruments	Enable the information about different types of negotiable instruments available.
4	To explain in detail about the cheques.	Develop an understanding about cheques- types, precautions of payment, Dishonour of cheque,
5	To educate current banking trends in detail.	Understanding the latest innovations in banking system-ATMS,E-banking, Mobile banking etc.
Course Outcomes:		
Upon Successful completion of course, a student will be able to		
1. Learn about the sources and uses of Bank funds.		
2. Understand the role and importance of Banking, its types.		
3. Understand the latest innovations in banking system.		
4. Develop an understanding about Banking Regulation.		
5. Understand the process of CRM in Banks.		



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B.B.A

SEMESTER: SIX
COURSE CODE: DSE 602

SUBJECT: BUYER BEHAVIOUR (M)

Course Objective:

1. The purpose of this course is to introduce students to buyers, buyer behaviour in the marketplace and their impact on marketing strategy.
2. Discussing the principal factors that influence buyers as individuals and decision makers with an application to the buying decision process.
3. To analyses personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
4. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour

Unit	Unit Objective	Program Outcomes
1	To familiarize students with consumers, their actions in the marketplace.	Identifying the factors which influence consumer behaviour.
2	To teach how consumer actions affect marketing strategy.	Demonstrate how knowledge of consumer behaviour can be applied to marketing
3	To examine how environmental, sociocultural, and personal factors affect consumers make decisions.	Analyses personal, socio-cultural, and environmental dimensions
4	To Discuss the evaluation of alternatives and buying decision process	Enable the students on consumer decision making and buyer attitude -
5	To give students the tools they need to develop and assess marketing plans based on the principles of consumer purchasing behaviour.	Evaluating the marketing strategies based on various learning models, information and its evaluation.

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Identify and explain factors which influence consumer behaviour.
2. Demonstrate how knowledge of consumer behaviour can be applied to marketing.
3. Display critical thinking and problem-solving skills
4. Gain, evaluate and synthesize information and existing knowledge from a number of sources and experiences.
5. Be able to identify the dynamics of human behaviour and the basic factors that influence the consumers decision process



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B.B.A

SEMESTER: SIX SUBJECT: LEADERSHIP AND CHANGE MANAGEMENT (HR)
COURSE CODE: DSE 602

Course Objective:

1. To develop the critical thinking skills among the students
2. To manage and lead change through constructive disequilibrium.
3. To develop an understanding of change processes
4. To think critically about the obstacles to change
5. To understand the use of the process for decision making.

Unit	Unit Objective	Program Outcomes
1	To teach in detail about basic concepts of Leadership and Management.	Knowledge on leadership skills and their behaviour on organizational performance
2	To educate about different leadership styles and theories.	Analysis on different theories and styles of leadership
3	To explain need, Role and elements organisational change management.	Understanding of organisational change processes.
4	To explain in detail about influences and barriers to change by different approaches.	Able to think critically about factors and obstacles to change
5	To educate students about organisational culture and change management	Study on different organizational cultures and its change management

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Students will develop critical thinking skills.
2. Enhances Leadership and Management skills.
3. Students will develop an understanding of change processes.
4. Able to think critically about obstacles to change .
5. Able to Understand different methods and models in the process for decision making.



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B.B.A

SEMESTER: SIX
COURSE CODE: DSE 603

SUBJECT: Insurance (F)

Course Objective:

1. To provide an overview of the structure of insurance business in India.
2. To describe the products and services in Insurance
3. To highlight the regulatory changes Insurance sectors.
4. To prepare students for career opportunities in insurance
5. To describe about the life insurance and general insurance.

Unit	Unit Objective	Program Outcomes
1	To give a general outline of the Indian insurance industry's organizational structure goods and services offered by insurance	Recall the concepts pertaining to insurance sector.
2	To provide an overview of general insurance.	Illustrating the key elements of the life insurance products and services
3	To give explanation of life insurance.	Knowledge on concept of General Insurance types and procedures
4	To provide knowledge about, nomination, and policy surrender; policy documents and assignment.	Analysis on various insurance policy documentation.
5	To educate about various types of policy claims.	Facilitate the compliance required for acquiring the policy and settlement of claims

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. Understand the role and importance of insurance, its types
2. Understand the role of IRDA
3. Learn about the types of life insurance and general insurance
4. Learn about the terms in Policy documents
5. Understand the concepts of Assignment and Nomination



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I SEMESTER



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B.B.A

SEMESTER: ONE

SUBJECT: ENGLISH

COURSE CODE : ELS 1

COURSE OBJECTIVE:

1. To bring out vibrancies, color and show imagery in Indian poet's work
2. To show towering personalities and display their success stories.
3. To teach empathy towards the unfortunate in society.
4. To learn right pronunciation and grammar.

Unit	Unit Objective	Program Outcomes
1	<p>In the bazaars of Hyderabad (Sarojini Naidu) Lesson outcome: In the bazaars of Hyderabad, was a part of the Swadesi Movement, an Indian freedom Movement. The poet wanted to deliver the message that the traditional Indian Products made of Pure materials were of very high quality.</p> <p>The Eyes are not here: (Prose) The story is very interesting to read. Ruskin shows important message for all human being. We should always be alert and not to hide our weakness</p>	<p>The poem is all about the diversity and self-sufficiency of an Indian Market in British India.</p> <p>We also learn how others should not treat a handicapped person as a liability but encourage him and bring out the best in him.</p>
2	<p>"IF" (Poem) by Rudyard Kipling The poem teaches us to overcome obstacles in life. We are all equal and no one is above anyone else. Use your every minute of your time wisely. On Saying Please" (Prose) by A. G. Gardiner This prose deals with socially issues that we across in social life. It explains to us that bad behavior though not punishable is not acceptable.</p>	<p>Programme outcome of the poem "IF" : Always do what is right ,follow your dreams, Be realistic, set goals. The essay shows how using polite words and phrases like 'please' and 'thank you' can change the course of our day. Bad behavior cannot be aggressive or violent, good behavior can be welcomed</p>
3	<p>Ulysses (Poem) Ulysses: Tennyson states the need of going forward and braving the struggle of life. Seeing People off (Prose); The story tells us about how people behave at railway stations and bus stops.</p>	<p>Programme Outcome: Ulysses declares that it is disgraceful to "store and hoard" himself, sitting safely in one place just to extend his life "[f]or some three suns." The story also tells us how strangers are</p>



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		taken care off at the station by those who register with the agency in seeing them off at the station
4	On his having arrived at the age of 23 (Poem) by John Milton. Milton dissatisfaction of his young age wasted . Shyness ,My shield (Prose) Gandhiji s habit of not speaking turned out to be a blessing.His inability to speak turned out into a blessing.	Milton accomplishment in the literary field of his literary master piece 'Paradise Lost'. Shyness, My shield : Programme Outcome Gandhi could not ever speak at meetings. But this inability become a spiritual asset.
Course outcome. Upon Successful completion of course, a student will be able to 1. The students sensitivity to others problems is heightened. 2. Students learn values. 3. Students enrich vocabulary. 4. Students enjoy reading memorable stories.		



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B.B.A

SEMESTER: ONE
COURSE CODE: SL 1

SUBJECT: SECOND LANGUAGE (SANSKRIT)

Course Objective:		
1.To Teach Mudhabhishekthum varadhathvm arhasi and Himalayo nama nagadhi rajahah		
2. To impart about Dharmabhadho dhuvvarikaha and kruthagne nasthi nishkruthihi		
3.To make them learn Esha dhramaha sanathanaha and Ajantha shabdaha		
4.To Create awareness on Sandhis and samskutha Sambhashana Abhaysaha		
Unit	Unit Objective	Program Outcomes
1	Mudhabhishekthum varadhathvm arhasi and Himalayo nama nagadhi rajahah	Enable the students to know about Ramayana and Character of Sri Rama and scriptures of Great poet maha kavi Kalidhasas.
2	Dharmabhadho dhuvvarikaha and kruthagne nasthi nishkruthihi	Understand about the greatness of Roughtionous and how to help others in society
3	Esha dhramaha sanathanaha and Ajantha shabdaha	Know how to use Sanskrit literature Neethi shlokasas and grammar
4	Sandhis and samskutha Sambhashana Abhaysaha	Students able to use Grammar and sentence formation of Sanskrit language.
Course Outcomes:		
Upon Successful completion of course, a student will be able to		
1. Facilitate in learning about the Ramayana, the attributes of Sri Rama, and the writings of the renowned poet Mahakavi Kalidhasas.		
2. Recognize the virtues of Roughtionous and learn how to be a good neighbor.		
3. Understand and use Sanskrit literature Grammar and Neethi shlokasas.		
4. competent to create sentences in Sanskrit and apply grammar.		



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B.B.A

SEMESTER: FIRST
COURSE CODE: SL 1

SUBJECT: SECOND LANGUAGE (HINDI)

Course Objective:

1. To understand basic life lessons, knowledge of grammar and hind in literature it can help to students to build the skills of creativity and intellectual ideas and makes them to enrich their career.

Unit	Unit Objective	Program Outcomes
1	To learn what are the qualities required for human being,	Students can understand how to be in society as a good person.
2	To understand how to control human at the time of purchasing.	Students can understand proper utilization of money.
3	To know about historical widow system	What are the problem phased by widows in social and cultural challenges.
4	To learn the concepts of Indian culture	To be aware of civilized communication, beliefs, values, etiquette, and rituals.
5	Learn Indian structure	To acknowledge Indian architectures, is rooted in the history, culture, climatical conditions and religion of India.
6	To understand caste system in Indian in olden days	To learn how low cast people will be treated in olden days and Indian culture .
7	To learn concept of understand humanity nature and helping to their parents.	To understand to how-to live-in society and how to maintain good relationship with their parents.
8	To learn story about elder aunt(thai)	To learn about how to accept people.
9	To learn a story about realization towards parents	To acknowledge towards their parents.
10	To learn story about Obedience towards peoples	To learn Obedience to their friend when problem arises how to be in society
11	Understanding about grammar.	To learn grammar part like Singler, plural, vibhakti

Course Outcomes:

Upon Successful completion of course, a student will be able to

1. To learn moral of life stories.
2. How-to live-in society as a Peron.
3. To learn how to overcome situation when problem arises.



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B.B.A

SEMESTER: ONE

SUBJECT: ENVIRONMENTAL STUDIES

COURSE CODE: AECC – 1

Course Objective: 1. To create awareness about environmental problems among people. 2. To develop attitude of concern for the environment in the students. 3. To help students to explore possible solutions of environmental problems.		
Unit	Unit Objective	Program Outcomes
1	To create awareness about environment and ecosystem.	Able to know the importance of Ecosystem, Bio Diversity and Natural Resources.
2	To develop the concern about pollution and global issues.	Can analyse the impacts of environment pollution and Global issues.
Course Outcomes: Upon Successful completion of course, a student will be able to 1. Understand the transactional character of the environmental problems and ways of addressing them, including the interaction across local and global scales. 2. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems. 3. Understand the importance of sustainable development and modern approaches that enable humans to protect the environment.		



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B.B.A

SEMESTER: ONE

SUBJECT: PRINCIPLES OF MANAGEMENT

COURSE CODE: DSC – 101

Course Objective:		
1. To enable the students to study the evolution of management.		
2. To study the functions and principles of management.		
3. To learn the application of the principles in an organization.		
4. To study the system and process of effective controlling in the organization.		
Unit	Unit Objective	Program Outcomes
1	To understand the fundamental of management concepts.	Enable the students to study the evolution of Management.
2	To know the significance of planning and decision making.	Study the planning and decision making process.
3	To know about various hierarchical systems in organisation.	Enable the students to study about line and staff relationships along with formal and informal organisations.
4	To explain in detail about the concepts of staffing, Training, Directing in management.	Learn the applications of principles of management.
5	To understand organisational control and Total quality in management.	Study the system and process of effective controlling and quality systems in the organisation.
Course Outcomes:		
Upon Successful completion of course, a student will be able to		
1. Students will be able to have clear understanding of managerial functions.		
2. Understand planning process in the organization.		
3. Learn the principles of Organizing.		
4. Understand the concept and process of Staffing.		
5. Demonstrate the ability to directing, leadership and communicate effectively.		

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B.B.A

SEMESTER: ONE

SUBJECT: BUSINESS MATHEMATICS

COURSE CODE: DSC – 102

Course Objective: 1. To learn mathematical functions 2. To learn Set theory and Differentiation 3. To learn the concept of integration and Matrix Algebra		
Unit	Unit Objective	Program Outcomes
1	To understand the concept of set theory, progressions and simple, compound interest.	Enable the students to learn about set theory, progressions and simple, compound interest.
2	To apply the concept of functions to business economics.	Enables the students to learn about functions related to business economics.
3	To apply the concept of differentiation for various economic functions.	Understand the concept of differentiation for various economic functions.
4	To know the concepts of integration for economic functions.	Familiarize the concepts of integration for various economic functions.
5	To use the knowledge of matrices applications.	Apply the knowledge of matrices and its application.
Course Outcomes: Upon Successful completion of course, a student will be able to 1. Apply mathematical concepts for business decision making 2. Solve business problems using mathematical techniques. 3. Have strong conceptual knowledge in Business Mathematics		



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S. P. Sampathy's Siva Sivani Educational Society (2906/97)
SIVA SIVANI DEGREE COLLEGE
(Affiliated to Osmania University)

B.B.A

SEMESTER: ONE SUBJECT: INTRODUCTION TO INFORMATION TECHNOLOGY
COURSE CODE: DSC – 103

Course Objective: 1. The Objective of this course is to familiarize management students to basics of IT, its applications and importance to present day management and organization. 2. The focus of the subject is on introducing skills relating to IT basics, computer applications, programming, interactive medias, Internet basics etc.		
Unit	Unit Objective	Program Outcomes
1	To introduce fundamentals of information technology, as well as its applications and significance to modern management.	Familiarize on basics of IT, its applications and importance to present day management and organization.
2	To explain the concepts related to information systems, Database systems and DBMS.	Understanding information hierarchy and its sources and application in an organisation with DBMS Concepts.
3	To teach Multimedia concepts, Audio and Video formats and its application.	Understanding multimedia formats, application in to business.
4	To make them aware about different internet security issues and various technologies used in Networking.	Understanding internet and its working and analysing the different internet security issues.
5	To make them aware about office management applications like ms. Excel and Accesses application and tools..	Understanding Ms.Excel and Ms. Access applications in day to day business operations.
Course Outcomes: Upon Successful completion of course, a student will be able to 1. Demonstrate that the student can use a personal computer or mobile device for accessing the internet and use basic computer applications such as e-mail, PowerPoint, Excel and common webpage creation tools. 2. Application of 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. 3. Use digital technology in research, analysis, and critical inquiry.		



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