

## **BACHELOR OF BUSINESS ADMINISTRATION**

Name of the Program: BBA- Sem - I (CBCS 2018)

Year: 2018 - 21

Semester: I

Program Outcomes:

Upon Graduation, students will be able to:

- Exhibit understanding of broad business concepts and principles.
- To identify and define problems and opportunities.
- Demonstrate the ability to identify a business problem, identify its key components, analyze and assess the salient issues, set appropriate criteria for decision making and draw appropriate conclusions and implications for proposed solutions.
- Demonstrate use of appropriate techniques to effectively manage business challenges.
- Capable of recognizing and resolving ethical issues.
- Effectively communicate business issues, management concepts, plans and decisions.

Course Wise Outcomes:

<b>Course Code</b>	<b>Name of the Course</b>	<b>Course Outcomes</b>
101	<b>Business English – Communication</b>	<ul style="list-style-type: none"><li>• Understand how to converse in business situations</li><li>• Write effective e-mails, Letters</li><li>• Write formal and informal Reports</li></ul>
102	<b>Business Organization &amp; Systems</b>	<ul style="list-style-type: none"><li>• Understand the basic concepts in commerce, trade and industry. The student will be exposed to modern business world.</li><li>• Understand modern business practices, forms, procedures and functioning of various business organizations.</li></ul>
103	<b>Micro Economics</b>	<ul style="list-style-type: none"><li>• Students will be able to use economic reasoning to problems of business.</li></ul>

104	<b>Business Accounting</b>	<ul style="list-style-type: none"> <li>• Students will understand the importance and utility of Financial Accounting</li> <li>• Students will understand the accounting process from entering the business transactions to journal to preparation of Final Accounts of a sole proprietor.</li> </ul>
105	<b>Foundation of Mathematics &amp; Statistics</b>	<ul style="list-style-type: none"> <li>• Students will be able to solve problems in Mathematics using appropriate concepts</li> <li>• Students will be able to effectively apply the statistical tools for business applications</li> </ul>
106	<b>Career &amp; Life Skills</b>	<ul style="list-style-type: none"> <li>• Students will be able to understand self-potential and ways to enhance capabilities.</li> </ul>

Name of the Program: BBA- Sem - II (CBCS 2018)

Semester: II

Course Wise Outcomes:

<b>Course Code</b>	<b>Name of the Course</b>	<b>Course Outcomes</b>
201	<b>Environment Studies</b>	<ul style="list-style-type: none"> <li>• Learners will be able to understand the different aspects of environments, the threats posed by human activities and the solutions for the same.</li> </ul>
202	<b>Principles of Management</b>	<ul style="list-style-type: none"> <li>• Learners will be able to integrate management principles into management practices.</li> <li>• Assess managerial practices and choices relative to ethical principles and standards.</li> <li>• Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.</li> <li>• Determine the most effective action to take in specific situations</li> </ul>

203	<b>Macro Economics</b>	<ul style="list-style-type: none"> <li>• The learner will get acquainted with the principles of Macroeconomics, determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates.</li> </ul>
204	<b>Management Accounting</b>	<ul style="list-style-type: none"> <li>• Students will be able to understand basic cost concepts, element of cost &amp; Preparation of Cost Sheet.</li> <li>• Have practical applications of important Methods &amp; Techniques of costing.</li> <li>• Understand the application of concept of management and cost audit.</li> </ul>
205	<b>Business Statistics</b>	<ul style="list-style-type: none"> <li>• Students will be able to solve problems in Statistics using appropriate concepts</li> <li>• Students will be able to effectively apply the statistical tools for business applications</li> </ul>
206	<b>Community Work – Swachh Bharat Abhiyan</b>	<ul style="list-style-type: none"> <li>• Students will be able to understand the details about the Swachh Bharat Abhiyan and its impact on society.</li> </ul>

**Name of the program :** BBA (effective from 2014-15 )

**Year :** 2018-19

**Semester :** 111 and IV

**Program Outcomes:** The Bachelor of Business Administration (BBA) degree programme has the following objectives...

- To provide students with an in-depth knowledge of Management and Business concepts
- To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level
- To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

**Course Wise Outcomes: BBA 111**

Course	Name of the course	Course Outcomes
--------	--------------------	-----------------

Code		
J010215	Organizational Behavior.	<ul style="list-style-type: none"> <li>• To Understand the role of individual, group and organizational processes on individual behavior in a work setting</li> <li>• To develop an insight on how concepts of organizational behavior are utilized by management practitioners and organizations</li> </ul>
J010216	Principles of Marketing.	<ul style="list-style-type: none"> <li>• To enhance basic knowledge of marketing into practice</li> <li>• To develop marketing skills among the students by knowing applications through case studies / case lets</li> </ul>
J010217	Basics Of Financial Management	<ul style="list-style-type: none"> <li>• Conceptual Orientation as a ground for understanding what are application areas of financial management</li> <li>• A broad overview of applications to develop the comprehension and insight into application Knowledge of retail life situations through assignments</li> </ul>
J010218	Management Information Systems.	<ul style="list-style-type: none"> <li>• To introduce the various information systems and functional domains required in the organizations</li> <li>• To acquaint the student with role of IT in Management Information systems</li> <li>• To train the students in current trends in Managements Information systems</li> </ul>
	Business Statistics – II.	<ul style="list-style-type: none"> <li>• To orient the students towards quantitative techniques involved in</li> </ul>

J010219		business and understanding the statistical interpretation of business data.
J010220	Road Safety and Management	<ul style="list-style-type: none"> <li>The vehicle population in India is growing at an exponential rate. This phenomenon is bringing in its wake a host of health related, environmental, safety and behavioral problems in the society. The problem is compounded due to absence of effective means of mass transportation system in most big cities in India. All European Nations and the United States of America considered this factor while rebuilding their cities after the devastation brought about by World War II. They laid an elaborate underground rail network to provide a safe, pollution free and efficient means of transportation. United States went a step forward by constructing a massive network of modern eight lane Interstate Highways connecting important cities and locations in the entire country. Be it that may be, the real issue is to manage the manageable in so far as India is concerned. Introduction of this course at Undergraduate level is an attempt to inculcate road sense, discipline and social consciousness and prevent a large number of preventable accidents and save precious lives.</li> </ul>
J010221	Basics of Taxation (Open Course)	<ul style="list-style-type: none"> <li>Students will be given the opportunity to learn practical aspects of taxation.</li> </ul>

**Course Wise Outcomes: BBA 1V**

<b>Course Code</b>	<b>Name of the course</b>	<b>Course Outcomes</b>
J010222	Business Laws.	<ul style="list-style-type: none"> <li>• To gain knowledge of those branches of those branches of law relating to business transactions, certain corporate bodies &amp; related matters &amp; their application to practical commercial situations.</li> </ul>
J010223	International Business.	<ul style="list-style-type: none"> <li>• To acquaint the student with emerging issues in international business</li> <li>• To study the impact of international environment on foreign market operations of a firm</li> </ul>
J010224	Research Methodology.	<ul style="list-style-type: none"> <li>• This course aims to train the students about the basics of research for business applications.</li> <li>• The objective is to equip the students with the necessary skills on carrying out preliminary research study.</li> </ul>
J010325	Human Resource Management	<ul style="list-style-type: none"> <li>• To familiarize the students with different aspect of Human Resource Management in an organization</li> <li>• To familiarize the students with the strategies involved in HRM</li> </ul>
J010326	Entrepreneurship Development	<ul style="list-style-type: none"> <li>• To develop an understanding of entrepreneurship concepts</li> <li>• To provide sufficient knowledge for students aspiring to be entrepreneurs</li> <li>• To provide ways and means to start up an enterprise</li> </ul>
J010327	Industrial Exposure	<ul style="list-style-type: none"> <li>• To enhance the awareness of the students towards the study and use of Trade and Industry directories, business websites add published data &amp;</li> </ul>

		<p>information relating to trade, commerce &amp; industry.</p> <ul style="list-style-type: none"> <li>To enable the students to gain knowledge and understanding of a business system and activities involved therein and acquire experience by seeking association or intervention in the system</li> </ul> <p>The Co-ordinator will prescribe, guide, monitor and evaluate the activities of the students.</p>
J010328	Intellectual Property Rights (Open Course)	<ul style="list-style-type: none"> <li>The objective of this course is to acquaint the students with basics of intellectual property rights with special reference to Indian law and practice.</li> </ul>

Name of the program : BBA V &VI

Year : 2014-2015

Semester : V &VI

**Course Wise Outcomes: BBA V**

Course Code	Name of the course	Course Outcomes
J010329	Services Management	The intent of the service management is to provide students with an understanding of the analysis, decision making and implementation issues of managing the operational aspects of a service.
J010330	Introduction to operation Research	The objective of the course is to familiarized the students with the tools& techniques of Operation Research
J0103M31	Customer Relationship management	<p>To enable the students to build a sound theoretical and practical aspects of Relationship Management.</p> <p>To understand the significance of Customer Relationship Management in changing business scenario</p>
J0103M32	Sales and Distribution	To acquaint the students with modern sales management strategies and practices in today's

	Management	<p>changing business scenario.</p> <p>To enhance student's knowledge pertaining to current trends in Distribution Management Practices</p>
J0103HR 31	Employee Relationship Management	The objective is to familiarize students with the importance of employee relations and various provisions made by the organizations to promote employee relations.
J0103HR32	Labour Legislation	To acquaint the students with the legal formalities and prerequisites of functioning of industries, the treatment to be mandatorily meted out to workmen, the jurisprudence of labour and the history of Trade unionization.
J0103F31	Elements of financial services	<ul style="list-style-type: none"> <li>• To brief the students about development in the financial services.</li> <li>• To provide a judicious mixture of theory and business practices of the contemporary Indian financial services sector.</li> <li>• To expose the students to the emerging matured and sophisticated financial system.</li> </ul>
J0103F32	Introduction to management control systems	<ul style="list-style-type: none"> <li>• To provide conceptual orientation for understanding the applications of Management Control Systems.</li> <li>• To give a broad overview of methods of management control and its incorporation into control systems.</li> </ul>
J0103IB31	International marketing	<ul style="list-style-type: none"> <li>• To enable an understanding of what marketing is and how it operates in the international context.</li> <li>• To understand international markets and international issues.</li> </ul>

J0103IB32	Export-import procedure documentation	To give the conceptual clarity about polices and procedure and to provide the guidelines for applicability of these concepts in Export – Import business.
<b>course wise outcomes: BBA VI</b>		
J010336	Project Management	To understand the framework for preparing and evaluating project proposals and to learn the tools and techniques of Project Management.
J010337	Business Policy and Strategic Management	<p>The course makes an attempt to learn and understand the concept of strategy formulation and business policies for effective business functioning in an environment of change.</p> <p>It aims to study the identification of opportunities and threads in environment critical internal appraisal of resources within an organization, so as to develop corporate and business strategies</p>
J0103M38	Marketing Communication & Advertising	<p>To enhance students knowledge pertaining to marketing communication &amp;</p> <p>Advertising trends in today’s corporate world.</p>
J0103HR38	Training and Development	To know the various training techniques and develop proficiency in identifying, conducting and evaluating training for optimizing individual learning.
J0103HR39	Performance Appraisal Systems	To understand the design and implementation of performance appraisal systems in the organization.
J0103F38	Elements of Corporate	<ul style="list-style-type: none"> <li>To orient the students regarding Corporate</li> </ul>

	Finance	<p>Finance.</p> <ul style="list-style-type: none"> <li>• To enable the students to understand the basic concepts of Corporate Finance</li> <li>• To provide the guideline for applicability of these concepts.</li> </ul>
J0103F39	International Finance & Financial Risk Management	The objective of the Course is to explain the basic concepts of the International Finance and to Understand Concept of Risk Management
J0103IB38	Basics of international finance.	<ul style="list-style-type: none"> <li>• To understand the basics of finance function and environment for international business.</li> </ul> <p>To find out financial challenges faced by businesses in increasingly globalizing economies</p>
J0103IB39	Fundamentals of international economics	<ul style="list-style-type: none"> <li>• To understand economics of international business.</li> <li>• To enable analysis of problems of global economics and formulate strategies for the same</li> </ul>
J010340	Business Ethics	This course exposes the student to the issues of values and ethics in management so that decision making and decision execution are undertaken in a human manner, as this will add to the flexibility and dynamism of the corporate culture. The course will take the student from managerial ethics to corporate governance and then to organizational excellence and business sustainability
J010341	Disaster Management	To orient the students about the basis of nature, causes and other issues of disaster and its management at elementary level.
J010342	Current trends in management	To orient the students about latest developments in management at elementary level

