

## **Program Outcomes of BBA**

1. The undergraduates will be able to apply business management concepts and theories in business application.
2. The undergraduates will be effective professional communicators.
3. The undergraduates shall develop organizational skills and learn to organize events. They will learn to work in teams.
4. The undergraduates will develop problem solving skills and a competitive spirit being and working together in teams.
5. The undergraduates learn management skills and then can venture into their own businesses.
6. The undergraduates will get exposure of various domains / specializations / fields and later they can select any field.
7. The undergraduates will learn various new innovative and creative ideas and implement these in their business and daily routine.
8. The undergraduates are able to develop confidence of self education, team work and the ability for lifelong learning.
9. The undergraduates can venture into being entrepreneurs.

## **Course Objectives and Outcomes**

BBA Semester I  
Subject- – English

Course Objectives:

1. To introduce the basic concepts of grammar..
2. To understand importance of business manners.

Course Outcomes:

1. At the end of the course the student shall be able to use correct grammar.
2. The student can write different types of letters, applications, emails, resume, orders etc..

Subject- Fundamentals of Business Management

Course Objectives:

1. To teach the students the practical perspectives of Business Management
2. To explain the relevance of various theories and concepts in management field

Course Outcomes:

1. At the end of the course the students will develop a better understanding on functioning of business

organizations and workplace dynamics

2. The students will understand the ethical issues of business management

Subject- Computer Applications in Business

Course Objectives:

1. To provide the basic understanding of IT.
2. To discuss the latest trends and technology of IT.

Course Outcomes:

1. Better understanding of current trends in IT.
2. The course will provide the knowledge of few languages such as HTML, JAVA script.

Subject – Cost Accounting

Course Objectives:

1. To understand the basic concepts of costs.
2. To understand basic application of cost accounting in business.

Course Outcomes:

1. At the end of the course the student will understand concepts of costs.
2. The student will be able to apply costing techniques in different types of industries..

BBA Semester II

Subject- Principle of Marketing Management

Course Objectives:

1. To introduce the core concept and modern concepts of marketing management
2. To study various elements of marketing mix : product, price , place and promotion

Course Outcomes:

1. At the end of the course the student will understand core concepts like need, want, demand, value, cost satisfaction and modern concepts like e-business
2. The student will understand nature, process and importance of marketing plan

Subject- Financial and Management Accounting

Course Objectives:

1. To introduce the concept of basic principles of financial and management accounting.
2. To discuss and elaborate key issues in Financial Accounting of a business concern including Book Keeping, Journal Entries, Trial Balance and Preparation of Financial.

Course Outcomes:

1. At the end of the course the student will able to understand basics of financial accounting and applicability in daily life.
2. The student will get insight to Preparation of financial statements and able to read published financial statements of companies.

Subject- Micro Economic Fundamental

Course Objectives:

1. To introduce the concepts of economics and demand & supply.
2. To make students familiar with concepts like production function and cost theory.

Course Outcomes:

1. Students will come to know about basics of economics and its practical applications like market equilibrium.
2. Students will understand important concepts for business decisions such as optimum production level.

Subject- English II

Course Objectives:

1. To introduce the basic concepts of grammar.
2. To understand the nuances of business correspondence.

Course Outcomes:

1. At the end of the course the student shall be able to use correct grammar.
2. The student can write different types of letters, applications, emails, resume, orders etc.

BBA Semester III

Subject- Principles of Financial Management

Course Objectives:

1. To introduce the concept of basic principles of financial management and discuss the objectives and key finance functions.
2. To discuss various sources for long term and short term financing needs.

Course Outcomes:

1. At the end of the course the student will able to understand basics of financial management and sources of finance.
2. The student will get insight to cost related to raising finance from various sources and overall weighted average cost of capital.

Subject- Basic Statistical Techniques

Course Objectives:

1. To introduce the basic concepts and techniques of statistics.
2. To introduce statistical averages and dispersion.

Course Outcomes:

1. At the end of the course the student shall understand importance and uses of statistics in business.
2. At the end of the course the student shall be able to understand and calculate various statistical averages and dispersions.

Subject- Evolution of Business and Commercial Geography

Course Objectives:

1. To introduce major events of World History to the Students..
2. To introduce the concept of commercial geography.

Course Outcomes:

1. At the end of the course the student will understand the impact of major events of world history on Business and Economy.
2. The student will get an overview of commercial geography.

Subject- Environmental Management

Course Objectives:

1. To introduce the concept of environment management.
2. To impart knowledge on various types of pollution present in environment.

Course Outcomes:

1. Students will understand the importance of various aspects of environment.
2. Students will become aware of various contemporary issues related to the environment.

BBA Semester IV

Subject- Principal of HRM

Course Objectives:

1. To introduce the concept of Human Resource Management & Personnel Management.
2. To introduce the core activities of Human Resource department.

Course Outcomes:

1. At the end of the course the student will understand the concept of HRM and core functions of HR.
2. The student can understand the core functions of HR, and how does these affect the organization.

Subject- Money, Banking and Finance

Course Objectives:

1. To introduce the concepts of money, its importance and defects.
2. To study the role of commercial banks, central banks with emphasis on Reserve bank of India.

Course Outcomes:

1. At the end of the course the student will be able to relate the concepts of money as an economic commodity and understand its importance in economy.
2. The student will understand how Reserve banks of India influences commercial banks and in turn the economy of the nation.

Subject– Sociology/Psychology

Course Objectives:

1. To introduce the concept of Sociology and its relevance to modern era.
2. To discuss about changes in values, beliefs and environments structure of society.

Course Outcomes:

1. At the end of the course the student will be able to understand feature of industrialism, capitalism and democratic society.
2. The student will be able to learn that how changes have been taken place in social groups, sub groups and internal and external sources for such changes.

Subject- Business Legislation

Course Objectives:

1. To know basic structure of Indian legal system.
2. To understand importance of law for business.

Course Outcomes:

1. At the end of the course the student will be able to apply legal concepts while drafting a contract.
2. The student will understand the various compliances in a corporate body.

BBA Semester V

Subject- Entrepreneurship Development

Course Objectives:

1. To help student understand the concept of entrepreneurship and the role it plays in economic development.
2. To systematically impart knowledge on various considerations necessary to become an Entrepreneur.

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Course Outcomes:

1. At the end of the course the student will understand the concept of entrepreneurship.
2. The student will get to know the details of government and other institutes support mechanism.

Subject- Research Methodology

Course Objectives:

1. To introduce the concept of Research in business.
2. To give knowledge on implementation of research in commerce & management.

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Course Outcomes:

- 1 To equip students with the various tools used in research which will help in decision making.

Subject- International Business Environment

Course Objectives:.

- 1.To equip students basic and broad knowledge in international business environment, strategies and management.
- 2.To create awareness of the global business environment and its impacts on businesses.

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Course Outcomes:

1. To apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects

2.. To analyse the principle of international business and strategies adopted by firms to expand globally

Subject- Production& Operations Management

Course Objectives:

1. To introduce operations mgmt. And concepts on manufacturing.
2. To introduce production planning and control, maintenance systems, locations, layouts.

Course Outcomes:

1. At the end of the course the student shall basic conceptual knowledge of operations management.
2. The student will understand basic concepts of production planning, maintenance.

BBA Semester VI

Subject- Elective Paper I Human Resource Management

Course Objectives:

- 1.To encourage students to think critically and evaluate the nature Human Resource Management in order to develop a deeper understanding of implementing the policies to improve the organizational performance.
2. To provide an opportunity for students to engage in Human Resource related skill development .

Course Outcomes:

- 1.To Define employee performance management ,development and its role in Organisational effectiveness
- 2.To Describe the relationship between HRM and Business Strategy and its impact on company performance

Subject- Elective Paper II Advanced Human Resource Management

Course Objectives:

- 1.To encourage students to think critically and evaluate the nature Human Resource Management in order to develop a deeper understanding of implementing the policies to improve the organizational performance. It will provide an opportunity for students to engage in Human Resource related skill development .

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Course Outcomes:

- 1.To heighten the student's Awareness about Roles, Responsibilities and Skills required for HR Personnel.
- 2.To analyze the Basic Philosophy, Nature and Dynamics of Recruitment, Selection, Learning and Development in Organizations by Engaging in Critical Thinking.

Subject- Elective Paper I Marketing Management

Course Objectives:

- 1 . To learn about marketing process for different types of products and services
2. To understand the tools used by marketing managers in decision situations

Course Outcomes:

- 1.Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
- 2.Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

Subject- Elective Paper II Advanced Marketing Management

Course Objectives:

- 1.To enable the participants towards knowledge creation in the area of marketing.
- 2.To empowers the participant to think rationally and understand the marketing phenomenon's deployed by the corporate and analyses them critically.

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Course Outcomes:

1. To strengthen the skills needed to conduct original marketing research

Subject- Elective Paper I Financial Management

Course Objectives:

- 1.To evaluate projects and investments is the basic objective of the course.
- 2.The course is designed so that the students are aware various sources of finance

Course Outcomes:

- 1.To evaluate projects and investments is the basic objective of the course.
- 2.The course is designed so that the students are aware about various sources of finance

Subject- Elective Paper II Advanced Financial Management

Course Objectives:

1. To help the students to develop cognizance of the importance of Financial Management in corporate valuation

2. To enable students to describe how people analyze the corporate leverage under different conditions and understand why people value different corporates in different manner

Course Outcomes:

1. To demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure

2.To apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate

Subject- Project

Course Objectives:

1.The project report gives an account of the project proposal to ascertain the prospects of the proposed plan/activity.

2.It consists of information on economic, technical, financial, managerial and production aspects

Course Outcomes:

1.It enables the entrepreneur to know the inputs and helps them to obtain loans from banks or financial Institutions.