

DEPARTMENT OF BBA
U.G.

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme Code: B

Programme Name: B.B.A

Program Outcomes

1. Understand to Business management.
2. Develop Entrepreneurship skills
3. Develop critical and Analytical thinking abilities
4. Develop Interpersonal Skill.
5. Develop critical and Analytical Thinking Abilities.
6. Create awareness about the Ethical and Sustainable. Businesses practices and demonstrate sensitivity to social ethical and sustainability issues.
7. Provide Global perspectives.

Program Specific Outcomes

On completion of B.B.A. the students would be able to

1. Acquire conceptual clearing of various functional areas such as production, marketing, finance etc.,
2. Ability to analyze various functional issues affecting the business organization
3. Analyse and interpretate the data which is used in Decision Making
4. Demonstrate ability to evolve strategies for organizational benefits
5. Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts
6. Demonstrate Effectively Oral and Written Communication
7. Demonstrate Ability to work in Groups
8. Demonstrate understanding of social cues and contexts in social interaction
9. Develop Ethical Practices and imbibe Values for Better Corporate Governance
10. Understand ethical challenges and choice in business setting
11. Analyze Global Environment and its impact on Business
12. Understand the ecosystem of start up in the country
13. Demonstrate the ability to create business plans

Course Outcomes

Semester-I

Subject Code: 211B1

Course Name: BUSINESS COMMUNICATION

Upon completion of the course, the students will be able to

1. Understand the principles of letter writing and structure of Business Letter.
2. Understand different strategies to adopt while communicating with different personalities with different goals.
3. Understand communication process and barriers to communication.

Subject Code: 21B11

Course Name: PRINCIPLES OF ACCOUNTING

Upon completion of the course, the students will be able to

1. Show proficiency in basic accounting concepts, conventions and understanding of the accounting process.
2. Understand the process and preparation of financial statements and to apply principles in preparation of accounting records.
3. Prepare financial statements in accordance with generally accepted Accounting Principles (GAAP).

Subject Code: 21B11

Course Name: PRINCIPLES OF MANAGEMENT

Upon completion of the course, the students will be able to

1. Develop familiarity with the functions of Management.
2. Acquire themselves with the latest development in the field of Management
3. Understand realistic and practical applications of management concepts.

Subject Code: 21AB11

Course Name: BUSINESS ECONOMICS

Upon completion of the course, the students will be able to

1. Apply their knowledge in risky business situation and take right decision.
2. Learn how firms analyze market demand and the internal costs, how firms interact in different market structures and make price, output decision

3. Apply the concepts of price, cross and income elasticity.

Subject Code: 21SEB1P

Course Name: ACCOUNTING PACKAGING I - PRACTICAL

Upon completion of the course, the students will be able to

1. Develop the application of computer knowledge in Accounting System.
2. Get hold of adequate knowledge in Computerized Inventory.
3. Familiarise the view of various Accounting Reports.

Subject Code: 21NMB1

Course Name: PERSONALITY DEVELOPMENT

Upon completion of the course, the students will be able to

1. Become self-confident by mastering inter-personal skills, teammanagement skills, and leadership skills.
2. Develop all-round personalities with a mature outlook to function effectively in different circumstances.
3. Develop broad career plans, evaluate the employment market, and identify the organisations.

Semester - II

Subject Code: 211B2

Course Name: INDIVIDUAL DEVELOPMENT

Upon completion of the course, the students will be able to

1. Develop and exhibit the accurate sense of self.
2. Develop and nurture a deep understanding of personal motivation
3. Understand and practice personal and professional responsibility.

Subject Code: 21B21

Course Name: COST ACCOUNTING

Upon completion of the course, the students will be able to

1. Analyze implications of cost in managerial decisions.
2. Understand various methods and techniques of cost management.
3. Acquaint with functions of store keeping.

Subject Code: 21B22

Course Name: ENVIRONMENT OF BUSINESS

Upon completion of the course, the students will be able to

1. Identify and evaluate the complexities of business environment and their impact on the business.
2. Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.
3. Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.

Subject Code: 21AB21

Course Name: BANKING LAW AND PRACTICE

Upon completion of the course, the students will be able to

1. Demonstrate a comprehension of the principles of banking law and its relationship to banks and customers.
2. Engage in critical analysis of the practice of banking law from a range of perspectives.
3. Organise information as it relates to the regulation of banking services and the issues to which that information gives rise.

Subject Code: 21SEB2P

Course Name: ACCOUNTING PACKAGE II- PRACTICAL

Upon completion of the course, the students will be able to

1. Work with well-known accounting software i.e. Tally.
2. Create their own company and familiar with accounting voucher entries.
3. Provide an in-depth knowledge on the concepts and practice of management accounting and generate require reports for managerial decision making.

Subject Code: 21NMB2

Course Name: BODY LANGUAGE

Upon completion of the course, the students will be able to

1. Learn about the Characteristics of Body Language.
2. Know the various gestures in Body Language.
3. Acquaint themselves with applications of body language in business

Semester - III

Subject Code: 17B31

Course Name: BUSINESS STATISTICS

Upon completion of the course, the students will be able to

1. Familiarize with classification, tabulation and graphical representation of statistical data.
2. Able to solve the industrial problems by using analytical skills.
3. Understand how the research works to be done in future.

Subject Code: 17B32

Course Name: ORGANISATIONAL BEHAVIOUR

Upon completion of the course, the students will be able to

1. Analyse the behaviour of individuals and group in organisations in terms of organisational behaviour theories, models and concepts.
2. Demonstrate a critical understanding of organisational behaviour theories and current empirical research associated with the topics covered in this course.
3. Compare and contrast different types, roles and styles of managers across organisations.

Subject Code: 17B33

Course Name: COMPUTER APPLICATION IN BUSINESS

Upon completion of the course, the students will be able to

1. Know about the database in Excel- Graphs and Charts
2. Familiarise with creating, saving and executing HTML document.
3. Understand editing, saving a power point presentation.

Subject Code: 17B3P

Course Name: COMPUTER APPLICATION IN BUSINESS – PRACTICAL

Upon completion of the course, the students will be able to

1. Acquire practical knowledge about MS Office.
2. Be familiar with computer concepts and Office automation tools.
3. Perform practical training on using Internet based applications.

Subject Code: 17B34

Course Name: MARKETING MANAGEMENT

Upon completion of the course, the students will be able

1. To identify the role and significance of various elements of marketing mix.
2. To evaluate the role and relevance of marketing organization in current marketing conditions.
3. Understand the marketing concepts in global environment and its relevance.

Subject Code: 17AB31

Course Name: COMPANY ORGANIZATION

Upon completion of the course, the students will be able to

1. Know about the legal aspects of business.
2. Perceive the Articles of Association and Memorandum of Association.
3. Become more confident in formation of company.

Subject Code: 17SEB31

Course Name: STRESS MANAGEMENT

Upon completion of the course, the students will be able to

1. Maintain a stress awareness log include identification of causes, symptoms and analysis of effects.
2. Gather information on current stress management techniques and evaluate personal relevance.
3. Practice specific techniques, track effectiveness and revise to meet personal preference.

Semester - IV

Subject Code: 17B41

Course Name: BUSINESS MATHEMATICS

Upon completion of the course, the students will be able to

1. Apply the knowledge in mathematics (algebra, matrices, calculus) in solving business problems
2. Analyse and demonstrate mathematical skills required in mathematically intensive areas in Economics and business.
3. Integrate concept in international business concepts with functioning of global trade.

Subject Code: 17B42

Course Name: MATERIALS MANAGEMENT

Upon completion of the course, the students will be able to

1. Understand how the materials are managed in production.
2. Sensitised the students on the materials management functions.
3. Realise the importance of materials both product and service.

Subject Code: 17B43

Course Name: ENTREPRENEURIAL DEVELOPMENT

Upon completion of the course, the students will be able to

1. Become aware of entrepreneurship opportunities available in the society for the entrepreneur.
2. Acquaint them with the challenges faced by the entrepreneur.
3. Develop the motivation to enhance entrepreneurial competency.

Subject Code: 17B44

Course Name: CUSTOMER RELATIONSHIP MANAGEMENT

Upon completion of the course, the students will be able to

1. Critically analyse an organisation's relational strategies with stakeholder groups that affect how well it meets customer needs.
2. Formulate and assess strategic, operational and tactical CRM decisions.
3. Plan and conduct an investigation on an aspect of CRM, and communicate findings in an appropriate format.

Subject Code: 17AB41

Course Name: DISASTER MANAGEMENT

Upon completion of the course, the students will be able to

1. Make out the fundamentals of disaster assessment and environmental impact assessment.
2. Comprehend the various institutional agencies for disaster management.
3. Facilitate disaster preparedness, monitoring risks and emergency management.

Subject Code: 17SEB41
Course Name: COUNSELLING

Upon completion of the course, the students will be able to

1. Understand the various stages of counselling.
2. Solve the problems in the real life situations.
3. Develop counselling skills.

Semester - V

Subject Code: 17B51
Course Name: PRODUCTION MANAGEMENT

Upon completion of the course, the students will be able to

1. Gain knowledge about managing production processes.
2. Enhance better understanding of modern production techniques.
3. Understand the quality management

Subject Code: 17B52
Course Name: MANAGEMENT ACCOUNTING

Upon completion of the course, the students will be able to

1. Critically analyse and provide recommendations to improve the operations of organisations through the application of management accounting techniques.
2. Analyse Cost- Volume- Profit- techniques to determine managerial decision.
3. Apply management accounting and the objectives in the way that demonstrates a clear understanding of ethical responsibilities.

Subject Code: 17B53
Course Name: RESEARCH METHODOLOGY

Upon completion of the course, the students will be able to

1. Grasp and use the concept of research methodology.
2. Judge the reliability and validity of experiments and perform exploratory data analysis.
3. Recognize the method of data collection and how to prepare the questionnaire.

Subject Code: 17BE5A
Course Name: SERVICES MARKETING

Upon completion of the course, the students will be able to

1. Develop an understanding services, and distinguish between products and services
2. Examine the major elements needed to improve the marketing of services
3. Identify roles of relationship marketing and customer service in adding value to the customer's perception of a service.

Subject Code: 17BI5
Course Name: INSTITUTIONAL TRAINING

Upon completion of the course, the students will be able to

1. Acquire knowledge of the current requirements of raw-materials and technologies used for production process in the industry.
2. Gain practical knowledge about various functional areas like purchasing, production, finance and marketing.
3. Apply theoretical knowledge in industrial applications.

Subject Code: 17SEB51
Course Name: SOFT SKILLS

Upon completion of the course, the students will be able to

1. Effectively communicate through verbal communication and improve the listening skills.
2. Become more effective individual through goal/target settings, self-motivation and practicing creating thinking.
3. Function effectively in multi- disciplinary and heterogeneous teams through the knowledge of team work, Inter- personal relationships, conflict management and leadership quality.

Subject Code: 174EV5
Course Name: ENVIRONMENTAL STUDIES

Upon completion of the course, the students will be able to

1. Understand the concepts and methods from ecological and physical science and their application in environmental problem solving.
2. Acquire awareness about immediate/wider surroundings through lived experience on various related to daily life.

Subject Code: 17B61

Course Name: HUMAN RESOURCE MANAGEMENT

Upon completion of the course, the students will be able to

1. Understand the role of human resource management in organisations and the factors shaping that role.
2. Understand key concepts and theories from the field of HRM.
3. Apply key course concepts to actual HRM problems in organisations.

Subject Code: 17B62

Course Name: FINANCIAL MANAGEMENT

Upon completion of the course, the students will be able to

1. Tackle common practical financial problems of business.
2. Evaluate the economic condition and relating them to financial decision in the organisation.
3. Understand how to make investment decisions.

Subject Code: 17B63

Course Name: MANAGEMENT INFORMATION SYSTEM

Upon completion of the course, the students will be able to

1. Understand the basic concepts and technologies in the field of MIS.
2. Understand the role of information systems in organisations, the strategic management processes and the implication for the management.
3. Have the knowledge of the core activities in the system development process.

Subject Code: 17B64

Course Name: BRAND MANAGEMENT

Upon completion of the course, the students will be able to

1. Demonstrate understanding of brands and brand management in context with brand equity.
2. Grasp the relation between various components of a brand and brand value.
3. Explore key components of brand positioning and how these components work together in creating brand strategy.

Subject Code: 17BE6A

Course Name: RETAIL MANAGEMENT

Upon completion of the course, the students will be able to

1. Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience.
2. Critically analyse and summarise market information to assess the retailing environment and formulate effective retail strategies.
3. Comprehend visual merchandising and its effect on store layout and design.

Subject Code: 17SEB61

Course Name: INTERVIEW TECHNIQUE

Upon completion of the course, the students will be able to

1. Perceive the various ways of gathering information by asking questions.
2. Articulate the importance of self-presentation.
3. Develop the skills needed for approaching different types of Interviews.

Subject Code: 174VE6

Course Name: VALUE EDUCATION

Upon completion of the course, the students will be able to

1. Understanding about the purpose of their life
2. Apprehend and start applying the essential steps to become good leader
3. Emerge as responsible citizens with clear conviction to practice value in their life

Subject Code: 19BC1

Course Name: HOSPITAL MANAGEMENT

Upon completion of the course, the students will be able to

1. Solve complex problems in the health – care sector by employing analytical skills.
2. Apply health – care management concepts in industry.
3. Establish a health - care organisation in line with the needs.