

# **BACHELOR OF BUSINESS ADMINISTRATION**

## **PROGRAMME OUTCOMES**

PO1. To provide the students with the basic understanding about management education.

PO2. To prepare student to exploit opportunities being newly created in the management profession.

PO3. To focus on the holistic development of the students with conceptual clarity, analytical ability, critical thinking and communication skills.

PO4. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.

PO5. To train the students to be competent entry level management professionals

PO6. To impart basic and operational knowledge on all functional areas of management.

PO7. To inculcate entrepreneurial skills among the management graduates to turn to successful entrepreneurs.

PO8. To promotes ethical and value-based leadership ability.

PO9. To equip students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems

## **COURSE OUTCOMES**

### **SEMESTER – 1**

#### **BBA1B01 MANAGEMENT THEORY AND PRACTICES**

CO1. Describe the different schools of management thought.

CO2. Apply the concepts of planning, organizing, staffing and controlling for effective management.

CO3. Showcase ethical and socially responsible behaviour in Management.

CO4. Aware and pursue the modern management practices in business.

#### **BBA1C01 MANAGERIAL ECONOMICS**

CO1. Acquire knowledge regarding relevant economic concepts applicable in managerial decisions.

CO2. Design strategies, including costing, pricing, product differentiation and market environment according to the nature of products and the structures of the markets.

CO3. Make optimal business decisions by integrating the concepts of economics.

C04. Understand the business cycles and make forecasts on the basis of prevailing conditions.

## **SEMESTER – 2**

### **BBA2B02 FINANCIAL ACCOUNTING**

C01. Discuss and apply fundamental accounting concepts, principles and conventions.

C02. Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business.

C03. Record accounting transactions in respect of hire purchase and installment system and branches.

C04. Understand the accounting process for the issue of shares and debentures in a company.

### **BBA2B03 MARKETING MANAGEMENT**

C01. Describe the concept of marketing and its importance in the modern world.

C02. Determine the factors that influence consumer buying behaviour.

C03. Apply the tools and strategies that help in product positioning

C04. Develop effective pricing and marketing strategies.

C05. Identify the best distribution channel according to the nature of business.

## **SEMESTER – 3**

### **BBA3A11 – BASIC NUMERICAL METHODS**

C01. Solve numerical equations for the value of unknowns.

C02. Gain understanding of matrices and progressions.

C03. Compute simple and compound interest and also have understanding of financial mathematics.

C04. Understand the concept of descriptive statistics and their applications.

### **BBA3A12- PROFESSIONAL BUSINESS SKILLS**

C01. Acquire the various soft skills required for professional.

C02. Describe the nuances of professional communication and business data analysis.

C03. Know the different dimensions of e- learning.

C04. Gain insights about cyber laws.

C05. Understand the evolving concept of digital markets and digital marketing.

#### **BBA3B04 - CORPORATE ACCOUNTING**

C01. Understand and apply fundamental Ind ASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets.

C02. Prepare annual financial statements for companies and compute accounting ratios.

C03. Record transactions in respect of redemption of preference shares and debentures.

#### **BBA3B05 FINANCIAL MANAGEMENT**

C01. Understand various basic concepts of finance.

C02. Develop skills for effective Financial, Investment and Dividend decision making.

C03. Evaluate projects and select the most suitable project after analysing various aspects.

#### **BBA3C02 - BUSINESS REGULATIONS**

C01. Analyse statutory provisions and the core concepts in business laws.

C02. Analyse legal issues arising in day-to-day business operations prevalent in India.

C03. Identify unfair trade practices and gain insights about the consumer redressal mechanism in the country.

C04. Discuss possible solutions to issues in organisations in the frame work of business laws.

C05. Understand the provisions of RTI Act.

#### **SEMESTER - 4**

#### **BBA4A13 - ENTREPRENEURSHIP DEVELOPMENT**

C01. Get deep understanding about the concept of entrepreneurship.

C02. Identify and develop the entrepreneurial talents in them.

C03. Generate innovative business ideas in the emerging industrial scenario.

C04. Look for appropriate guidance and assistance available for setting up of business.

#### **BBA4A14 – BANKING AND INSURANCE**

C01. Acquire knowledge about basics of Banking and Insurance.

C02. Understand modern trends in banking.

C03. Know the various payment modes including digital and electronic mechanisms.

C04. Prepare life insurance proposal and know the procedure for claiming insurance amount.

#### **BBA4B06 COST AND MANAGEMENT ACCOUNTING**

C01. Recognize and apply appropriate theories, principles and concepts relevant to cost accounting.

C02. Exercise appropriate judgment in selecting and presenting information using various methods relevant to cost accounting.

C03. Acquire knowledge in the spheres of budgets and prepare budgets including cash budget.

C04. Perform CVP analysis and break even analysis.

#### **BA4C03 CORPORATE REGULATIONS**

C01. Define the basic concepts of companies Act 2013.

C02. Describe the procedure of the formation of a company.

C03. List the documents related to formation of a company.

C04. Explain the provisions of share capital and its issue.

C05. Describe the provisions for appointment, removal, disqualifications and other aspects of a director in a company.

C06. Explain the modes of acquiring membership in a company.

C07. Describe the meaning and modes of winding up in a company

#### **BBA4C04 - QUANTITATIVE TECHNIQUES FOR BUSINESS**

C01. Acquire knowledge about the meaning and utility of Quantitative Techniques.

C02. Measure changes in the variables like price, volume of sales using Index numbers and Time series Analysis.

C03. Employ the principles of linear regression and correlation, including least square method, predicting a particular value of Y for a given value of X and significance of the correlation coefficient.

C04. Use different distributions to solve simple practical problems.

## **SEMESTER - 5**

### **BBA5B07 HUMAN RESOURCES MANAGEMENT**

CO1. Develop insights on various concepts and functions of Human Resource Management.

CO2. To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Compensation Plans.

CO3. Equip themselves with the understanding of importance of HR Planning and related aspects.

CO4. Learn the latest trends in Human Resource Management.

### **BBA5 B08 BUSINESS RESEARCH METHODS**

CO1. Develop understanding of the basic framework of business research process

CO2. Develop skills for conducting business research.

CO3. Get knowledge of variables, sources of data, data collection tools, tools for analysis etc.

CO4. Apply appropriate analysis tool depending upon the nature and type of data and interpret the results.

CO5. Prepare research reports

### **BBA5B09 OPERATIONS MANAGEMENT**

CO1. Describe the different concepts of Operations Management.

CO2. Acquire the knowledge to make plans at the operational level of an industry

CO3. Describe the concepts of facilities planning, capacities planning and aggregate planning.

CO4. Describe the various tools for quality control in an organisation.

### **BBA5B10 (Elective 1) - HUMAN RESOURCES PLANNING AND DEVELOPMENT**

CO1. Describe the process of HR planning.

CO2. Develop an awareness on various concepts relating to HR planning and development.

CO3. Describe the career development process.

## **BBA5 B11 (Elective 2) INDUSTRIAL RELATIONS**

CO1. Elaborate the concept of Industrial Relations.

CO2. Illustrate the role of trade union in the industrial setup.

CO3. Outline the important causes & impact of industrial disputes.

CO4. Summarize the important provisions of Industrial Disputes Act, 1947, Factories Act, 1948, Shops and Establishments Act, 1953, ESI Act, 1948, Workmen Compensation Act, 1923, Payment of Gratuity Act, 1972, Payment of Wages Act, 1936, Minimum Wages Act, 1948 and Payment of Bonus Act, 1965.

## **ENG5D01 ENGLISH FOR COMPETITIVE EXAMINATIONS**

CO1. Identify the important skills necessary for professional development.

CO2. Develop necessary linguistics skills that are relevant in English.

CO3. Appraise important aspects necessary for language development.

CO4. Recognize the importance of getting prepared for competitive exams.

## **SEMESTER - 6**

### **BBA6B12 ORGANISATIONAL BEHAVIOR**

CO1. Analyze individual and group behaviour, and understand the implications of organizational behaviour on the process of management.

CO2. Identify different motivational theories and evaluate motivational strategies used in organizational settings.

CO3. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.

CO4. Describe organisational change, development and stress.

### **BBA6B13 MANAGEMENT SCIENCE**

CO1. Learn different OR techniques useful in managerial decisions.

CO2. Solve Linear Programming Problems.

CO3. Solve Transportation and Assignment Problems.

CO4. Identify critical path on the basis of Network Analysis.

CO5. Describe various decision making theories.

### **BBA6B 14 PROJECT MANAGEMENT**

C01. Describe the different concepts of managing a project.

C02. Analyse the viability of a project.

C03. Select the most suitable project.

C04. Prepare project reports.

### **BBA6B15 (Elective 3) PERFORMANCE MANAGEMENT**

C01. Describe the concepts and techniques of performance management.

C02. Describe the types of performance appraisal methods and processes used in organisations.

C03. Identify the bottlenecks in the implementation of performance management.

### **BBA6B16 (Elective 4) - MANAGEMENT TRAINING AND DEVELOPMENT**

C01. Describe the concepts, tools and techniques of management training and development.

C02. Explain the different types of management training.

C03. Illustrate the different models of management development.