

## BBA Program Outcome

**Critical Thinking Skills:** Students are able to define, Analyse and Devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information.

To provide adequate basic understanding about management education among the students. To prepare

**PROGRAMME 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, isolate 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 the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems. • 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 both in oral and written form using appropriate supportive technologies. • Develop various real time applications using latest technologies and programming languages. • Possess strong foundation for their higher studies. • Blend analytical, logical and managerial skills with the technical aspects to resolve real world issues. • Become employable in various IT companies and government jobs.

**PROGRAMME SPECIFIC OUTCOMES:** BBA programme has been designed to prepare graduates for attaining the following specific outcomes: • **Critical Thinking Skills:** Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data. • **Communication Skills:** Students are able to conceptualize a complex issue into a coherent written statement and oral presentation. • **Technology Skills:** Students are competent in the uses of technology in modern organizational operations. • **Entrepreneurship and Innovation:** Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities. • **Business Knowledge:** Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

## **BBA – Ist Semester**

### **Paper – I : English**

CO - I: enable the students of Management to speak and write a fair degree of grammatical correctness.

CO -II: Understand the concept of Tense, Modals and Verb Structures. Detailed Study about Clauses.

CO–III: A brief Account of Simple, Compound and Complex sentence.

CO –IV: Study the significance of Reported Speech and Voice

CO –V: Know about Composition, Paragraph writing, Essay and Letter writing.

### **Paper – II : Computer Applications**

CO -I: Study the significance of Computer System, Computer Hardware and Software.

CO - II: Understand the concept of Computer Organization

CO – III: Detailed study of E-Commerce

CO –IV : Study the concept of Mobile Commerce

CO -V: A brief account of Network Infrastructure and E-payment

### **Paper –III: Business Mathematics**

CO – I: A Brief Account of Matrices and Determinants.

CO - II: Study the concept of Commission, Discount, Profit and Loss.

CO – III: Study the significance of Simultaneous Equations, Theory of Indices and logarithms..

CO – IV: Understand the concept of Average, Ratio and Proportions, percentages.

CO – V : Detailed study of Simple Interest and Compound Interest.

### **Paper – IV: Principles of Management**

CO – I: Detailed Study of Concept of Management, Management thoughts of Fayol, Taylor, Elton Mayo and Functions of Management

CO –II: Study the significance of Planning, Objective, Strategies, Policies; Management by Objectives.

CO–III: Detailed Study of Organizing, Departmentation and Forms of organization structure

CO –IV: Study the significance of Decision Making.

CO – V: A Brief study of Controlling and Budgeting.

### **Paper – V: Financial Accounting**

CO - I: Understand the concept of Accounting

CO - II: Study the significance of Capital and Revenue and to study the concept of Journal, Ledger, Trial Balance, and Cash Book

CO - III : Understand the significance of Bank Reconciliation Statement, Rectification of Errors, Tally, Cloud Computing

CO - IV : Detailed study of Final Accounts, Trading Account & Profit and Loss Account, Balance Sheet

CO - V: A brief account of Depreciation, Hire Purchase and Installment System.

## **BBA - IInd Semester**

### **Paper – I: Hindi**

### **Paper – II: Business Economics**

CO – I :Understand the concept of Elasticity of Demand:

CO - II: A brief study of Production function.

CO - III– Study the significance of Perfect competition, Monopoly, Price Discrimination

CO - IV: Study the concept of Monopolistic Competition, Product Differentiation, Oligopoly

CO - V: Study the concept of Rent Profit and Interest

### **Paper III : Business Statistics**

CO - I : Understand the concept of Statistics, Processing and Presentation of Data.

CO - II : Detailed study of Mean Median, Mode, and Geometric Mean.

CO - III : Detailed study of Standard Deviation and Skewness.

CO - IV : A brief study of Correlation Analysis.

CO - V : Study the significance of Index Number and Time Series Analysis.

### **Paper – IV : Cost Accounting**

CO - I : Understand the concept of Cost Accounting

CO - II : Study the significance of Elements of Cost – Material, Labour and Overheads, and Functional Classification of Cost- Direct and Indirect Cost

CO - III : A brief account on Accounting of Material, Labour and Overheads Cost

CO - IV : Study the importance of Unit Costing, Contract Costing, Process Costing

CO - V : Explain the study of Standard Costing and Budgetary Control

### **Paper – V: Environmental Studies**

CO - I : Familiarize with the multidisciplinary environmental issues and to develop public awareness for it.

CO - II :Study the significance of Ecosystems

CO - III :Brief study of Bio-diversity and its conservation

CO - IV : Detailed study of Environmental pollution and Disaster management

CO - V: Familiarize the effects of Social issues and environment and to study Environment Protection Act

## **BBA – IIIrd Semester**

### **Paper – I : Managerial Economics**

CO - I: Familiarize the concept and theory in decision making of firm and its application in managerial function

CO - II : Detailed study of Business Cycles and National Income

CO - III: Understand the concept of Objectives of Business Firms and Profit

CO - IV: Detailed study of Capital Budgeting and Investment decisions under Risk and Uncertainty.

CO - V : Study the concept of Cost of Capital

### **Paper – II : Business Communication**

CO - I : Develop effective business Communication skills

CO - II : Brief study of Corporate Communication  
CO - III : Detailed study of Barriers and Improvement in Communication  
CO - IV: Understand the concept of Report Writing, Business Letters, Official Letters  
CO - V: Detailed study of Presentation Skills, Interviewing Skills and Writing resume and letter of application.

### **Paper - III : Business Laws**

CO – I : Provide the basic knowledge of provisions of Companies Act, 2013  
CO - II : Detailed study of Negotiable Instruments Act, 1881 and Partnership Act, 1932.  
CO - III : Detailed study of Contract Act  
CO – IV: Detailed study of Consumer Protection Act, 1986 and its provisions  
CO - V : Brief study of Sale of Goods Act

### **Paper - IV: Business Environment**

CO - I : Acquainting with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.  
CO - II: Brief study of Economic trends (over view): Income; Savings and Investment; Structures of Indian Industry-Public and Private sector. Trade (Foreign) - Balance of Payments  
CO - III : Study the significance of Problems of Growth, Unemployment, Poverty, Regional imbalances, Social injustice, inflation, Parallel economy. Industrial sickness and the current Five Year Plan  
CO - IV : Detailed study of Monetary and Fiscal Policy; industrial Policy. Industrial Licensing, Privatization, Liberalization, Globalization, Digital Initiatives: e-Governance.  
CO - V : Study the significance of International Trading Environment, Trends of World Trade and the Problems of Developing Countries and International Economic Grouping: GATT, WTO, World Bank, IMF, UNCTAD.

### **Paper – V : Management Information System**

CO - I: Brief study of Management Information System.  
CO - II : Study the significance of Structure of MIS  
CO - III : Familiarize the Process of MIS Development  
CO - IV : Detailed study of Implementation, Evaluating and Maintenance of MIS  
CO - V : Explain the concept of Information system particularly Finance Information System, Marketing Information, System and Human Resources Information System

### **BBA – IVth Semester**

#### **Paper – I : Organizational Behaviour**

CO - I : Familiarize with basic concepts and behavioral process in an organization to enable him to develop and adopt effective strategies.  
CO - II : Study the significance of Needs, Motivation, Perception, Learning & Personality.  
CO - III: Detailed study of Leadership and Supervision  
CO - IV : Brief Study of Organizational Change and Conflict Resolution Management.  
CO - V : Explain the concept of Organizational Development.

#### **Paper – II : Marketing Management**

CO - I : Familiarize the modern Marketing Concepts, tools and techniques to develop their skills required for the performance of marketing functions.

CO - II : Detailed study of marketing system and environment, consumer behavior, Consumer market and industrial Market, Market Segmentation, Marketing Mix, Product Mix, Branding and Packaging Decisions, Promotion mix.

CO - III: Study the significance of Pricing Decisions, Pricing Strategies, and Product Promotion

CO - IV : Explain the concept of Channels of Distribution, marketing Channels And Agency.

CO - V : Brief Study of Marketing Research and Marketing Information System.

### **Paper - III: Human Resource Management**

CO - I : Acquire and Develop decision making skills in relation to managing people in organizations..

CO - II : Study the significance of Human Resource Management, Human Resource Planning, Job analysis and Job description, Recruitment and Selection Process.

CO - III : Detailed study of Employee Training and Development, Performance evaluation and Job evaluation.

CO - IV : Brief Study of Compensation and Reward Systems, Industrial Disputes, Trade Unions and Participative Management.

CO - V : Explain the concept of Human Resource Information System, Human Resource Development, Collective Bargaining.

### **Paper – IV : Financial Management**

CO - I : Familiarize with basic concepts and the various accounting techniques in financial decision making and control.

CO - II : Study the importance of Finance Functions, Financial Management and Fund Flow Statement, Cash Flow Statements.

CO - III: Detailed Study of Ratio Analysis

CO - IV : Study the significance of Working capital Management.

CO - V : Explain the concept of Capital Budgeting

### **Paper – V : Production Management**

CO - I : Impart the knowledge of basic concepts, techniques, and methods of Production Management.

CO - II : Detailed study of Production Management, Production Planning and Control, Production System, Plant Layout and Plant Location.

CO - III : Brief Study of Aggregate Planning, Capacity Planning, Material Requirement Planning, Just in Time Manufacturing (JIT).

CO - IV : Study the importance of Quality Control, Inspection and Statistical Quality Control,

CO - V : Detailed Study of Work study.

## **BBA – Vth Semester**

### **Paper – I : Marketing Research**

CO - I : Enable the process, tools and techniques of Marketing Research and Marketing Information System.

CO - II: Study the significance of Marketing Research Management, Research Design.

CO - III : Brief Study of Marketing Research Process:

CO - IV : Detailed study of Data Processing, Analysis of Data, Testing Hypothesis, Experimental design, Interpretation and Report Writing.

CO - V : Study the importance of Application of Marketing Research, Sales Analysis and Forecasting, Advertising Research, Product Research, Identifying Market Segments

### **Paper – II : Quantitative Techniques**

CO - I : Understanding the various quantitative techniques in Business studies.

CO - II : Study the concept of Variables and Elements of Calculus

CO - III : Detailed study of Probability

CO - IV : Brief Study of Sampling and Sampling Distribute (T-test, Z-test, f-test, Chi-square test).

CO - V : Detailed Study of Linear Programming

### **Paper – III: Sales and Advertisement Management**

CO - I : Acquaint with management of a firms sales operations as well also with the theory and practice of Advertising.

CO - II : Explain the objectives of Sales Management and Theories of Selling. Brief study of Sales Force Management

CO - III: Detailed Study of Advertising Management

CO - IV : Explain the Steps in preparation of advertisement

CO - V : Study the significance of Advertising appeals and advertising effectiveness

### **Paper – IV : Investment Management**

CO - I : Understand various issues in security Analysis and Portfolio Management

CO - II : Study the concept of Investment Management, New Issue Market and Secondary Market operations

CO - III : Brief Study of Valuation of securities i.e., Bonds and Shares

CO - IV : Detailed study of Fundamental Analysis and Technical Analysis

CO - V : Brief Study of Portfolio Analysis, Sharpe Index and Markowitz Theory

### **Paper – V : Material Management**

CO - I : Acquainting with the importance and Various techniques of Material Management.

CO - II : Explain the importance Scope, Importance and Functions of Material Management, Objectives of Material Management, Manpower planning, Materials Planning, Capacity Requirements Planning.

CO - III : Study the significance of Inventory Management-

CO - IV : Brief study of Cost Reduction Techniques- Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control and Inspection, ISO 9000 series, Material Information System.

CO – V : Detailed study of Future of Material Management and Capital Investment Decisions,

## **BBA – VIth Semester**

### **Paper – I : Business Policy and Strategy**

CO - I : : Formulate and strengthen the effective strategies of day to day business.

CO - II : Study the significance of Business Policy, Mission and objectives, strategic Intent Analysis of external and internal environment, SWOT Analysis.

CO - III : Detailed Study of Strategy Implementation;

CO - IV : Detailed Study of Strategy formulation;

CO - V : Brief Study of Evaluation of Strategy and Content

### **Paper – II: Entrepreneurship and Small Business Management**

CO - I : Provide Exposure to the entrepreneurial culture and industrial growth so as to prepare to set up and manage their own small units.

CO - II : Explain the concept of Entrepreneur; Emergence of Entrepreneurial Class and Theories of Entrepreneurship; Study the significance of Promotion of Venture;

CO - III : Study the difference between Innovation and Entrepreneur

CO - IV : Detailed Study of Entrepreneurial Development Programs (EDP),

CO – V: Brief Study of Small Scale Industries:

### **Paper - III: Business Taxation**

CO - I : Impart knowledge about the concepts, provisions and justification of Income Tax and Wealth Tax in India. Study the significance of Law relating to Income tax:

CO - II : Detailed Study of income from salary, income from house property,

CO - III : Brief Study of Residence and tax liability

CO - IV : Study the importance of Concept of tax planning, Tax avoidance and tax evasions.

CO - V : Familiarize the Computation of total income of individuals, computation of tax liability of individuals, recovery and refund of tax, appeal and revision.

### **Paper – IV: Business Ethics**

CO1 : Study the concept of Objective of Business Attitudes, Beliefs and value Principal of Business Ethics.

CO2 : Brief Study of Social Responsibilities of Business concept,.

CO3 : Detailed Study of Ethics in Managing Ethical Theories,

CO4 : Explain the importance of Social Audit

CO5 : Study the importance of Social Responsibilities of Indian Businessmen/Managers- Towards Shareholders, Consumers, Government, Community, Etc. Cases

### **Paper – V : Project Viva Voce:**

CO – 1: Acquaint the students with the importance of making project Report

