

COURSE OUTCOMES

BBA - N101

Business Organisation

By the end of the course, students will be able to:

- Understand the basic concept & activities of business.
- Differentiate among different forms of business organisations.
- Analyze and evaluate the factors that should be considered while designing a plant layout and deciding the plant location.
- Correlate the knowledge with the actual working of business in real world.
- List out different sources of financing a business.

BBA - N102

Business Mathematics

After successful completion of this course students will be able to:

- Develop proficiency in the application to solve business math problems.
- Understand the important role math plays in all facets of the business world
- Connect acquired knowledge and skills with practical problems in economic practice.
- Differentiate between different types of sets and matrices
- Calculate percentage, ratio, proportion, averages, simple interest and compound interest etc.

BBA - N103

Principles of Economics

At the completion of this course, students will be able to:

- Comprehend the basic concepts and terminologies associated with economics along with its relevance in business management.
- Describe law of demand, elasticity of demand, consumer equilibrium and evaluate as well as analyze these concepts.
- Know the meaning as well as different laws of production function along with producer's equilibrium and to explain them with the help of examples.
- Comprehend different dimensions of market structures as well as understanding the complexity of different theories of factor pricing.
- Draw demand and supply curves on the basis of given data.

COURSE OUTCOMES

BBA - N104

Book Keeping and Basic Accounting

By the end of the course, students will be able to:

- Understand the meaning, concept, process and utility of book-keeping and accounting;
- Describe the accounting concepts and conventions;
- Do the the recording and accounting treatment of transactions in various books of account;
- Record and interpret the information contained in basic financial statements;
- Differentiate between book keeping and accounting.
- Prepare final account along with adjustment entries.
- Prepare bank reconciliation statements.

BBA - N105

Business Laws

By the end of the course, students will be able to:

- Understand the legal principles behind contractual agreements.
- Identify and discuss the legal implications of business decisions.
- Explain basic principles of law that apply basic legal knowledge to business transaction.
- Acquire problem solving skills and to be able to develop a suitable operational framework.
- Describe current law, rules and regulations related to setting business disputes.

BBA - N106

Fundamentals of Management

Upon successful completion of this course, students will be able to:

- Understand the fundamental concepts of management
- Differentiate between different functions of management.
- Describe the management processes, functions, theories and practices.
- Analyze and relate a variety of issues managers face in real business situations.
- Apply fundamental concepts of management to real life management situations.

BBA - N107

Business Ethics

Upon successful completion of the requirements for this course, students will be able to:

- Define, explain and illustrate the theoretical foundations of business ethics;
- Re-examine their knowledge of business and economic concepts from an ethical perspective;
- Explain and illustrate the importance, for business and the community, of ethical conduct;
- Recognise and resolve ethical issues in business;
- Reflect on and critically examine their own values and the importance of the ethical dimension in in business and workplace decision making; and,

COURSE OUTCOMES

BBA - N201

Business Environment

At the completion of this course, students will be able to:

- Describe different dimensions of business environment as well as economic systems prevailing in different parts of the world.
- Have a deep insight of industrial policy as well as landmark LPG policy and its implications in highly dynamic business environment.
- Comprehend role of different governmental policies in regulation and development of business.
- Have a general understanding of international business environment as well as trends prevailing in world trade.
- Differentiate between various socio economic systems.

BBA - N202

Business Communication

At the completion of this course, students will be able to:

- Get a clear understanding of the concept of business communication to become better professionals in the future.
- Develop better communication skills that would make them outsmart their competitors in their corporate lives.
- Learn to use and write various types of letters, resumes and office correspondence that would prove quintessential in their corporate careers.
- Implement their communication skills at an international forum with confidence and ease.

BBA - N203

Indian Economy

At the completion of this course, students are expected to be able to :

- Understand the various aspects of India's economy, develop a perspective on the different problems, approaches to economic planning and development in India and how different factors have affected this process.
- List out the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.
- Grasp the importance of planning undertaken by the government of India, have knowledge of the various objectives, failures and achievements of the plans, they would understand the prospects of the development of Indian agriculture during the planning period and analyze the progress, changing nature of agricultural sector and its contribution to the economy as a whole.
- Not only be aware of the economy as a whole, but also be able to understand the role of financial institutions in helping the unfunded and the role of small scale industries in promoting entrepreneurship in the country.
- Do critical evaluation of the current five year plan.

COURSE OUTCOMES

BBA - N204

Principles of Accounting

By the end of the course, students should be able to:

- Understand the meaning and concept of GAAP, Indian & International Accounting Standard, Accounting for price level changes ;
- Describe the concept, accounting treatment and preparation of Specialized Accounting;
- Explain the concept, accounting treatment and preparation of Partnership Accounting;
- Do the accounting treatment for Specialized Accounting and Partnership Firm.
- Differentiate between Indian and International accounting standards.

BBA - N205

Organisation Behaviour

At the completion of this course, students will be able to:

- Develop understanding of models, concept of Organizational behaviour, and impact of global and cultural diversity on Organizational behaviour
- Explain basic individual behaviour and related issues of motivation, communication, leadership, group dynamics, power and organizational change and development.
- Analyse the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behaviour focusing on management of conflicts in organisations.
- Assess the potential effects of organizational level factors such as culture and change on organizational behaviour

BBA - N206

Business Statistics

After Successful Completion of this course students will be able to

- Understand key concepts of statistics and its application in business
- Perform classification, Tabulation, Graphical Representation , Analysis and Interpretation of Statistical Data
- Compute and interpret various statistical measures.
- Independently calculate and interpret Correlation Coefficient
- Understand and interpret simple linear regression analysis and use it in business decision making.
- Construct Index Numbers
- Extrapolate and Interpolate statistical data
- Present time series in an informative way, both graphically and with summary statistics;
- Perform Business Forecasting using least square method and Trend Analysis

COURSE OUTCOMES

BBA - N301

Advertising Management

After successful completion of this course students will be able to:

- Describe the nature and scope of Advertising as a discipline of marketing.
- Acquire understanding of the process of communication and the impact of the elements of the communication mix on advertising.
- Develop promotional objectives, promotional budget and media plan.
- Create advertisement copy and layouts in sync with the requirements of the target audience and the media mix available.
- Explain the methods to evaluate the effectiveness of an advertising campaign.
- Know the use of promotional tools at the different stages of the product life cycle.

BBA - N302

Indian Banking System

After completion of this course, students will be:

- Well versed with the organization and structure of banking system in India
- Able to describe the working of various apex and commercial banks functioning in India.
- Able to understand the concept of credit creation and control by the commercial banks.
- Having knowledge about various provisions and regulations governing banking sector in India.
- Able to explore the various functional dimensions of different types of banks in the Indian Banking System
- Differentiate between the working of Apex Bank, Regional Rural Bank, Co-Operative Bank & Development banks in India.

BBA - N303

Human Resource Management

At the completion of this course, students will be able to:

- Understand the theoretical and practical aspects of Human Resource Management.
- Explain the nuances of HR policies and strategies adopted by organizations to achieve both operational and strategic goals.
- Acquire a sound understanding of various government regulations and amendments under Indian Industrial Scenario.
- Critical Examine various facets of Human Resource Procurement & Mobility.
- Implement the key aspects of Human Resource Planning.

COURSE OUTCOMES

BBA - N304

Marketing Management

After Successful Completion of this course students will be able to

- Demonstrate understanding of marketing terminology and concepts
- Identify core concepts of marketing and the role of marketing in business and society.
- Demonstrate knowledge of the individual components of a marketing mix
- Describe major bases for segmenting the markets
- Define the three steps of target marketing: market segmentation, target marketing, and market positioning;
- Demonstrate the basic knowledge of Consumer Behavior and Marketing Research
- Identify the Stages in a product Life Cycle
- List and describe the steps in the new-product development (NPD) process

BBA - N305

Company Accounts

On the completion of this course, students will be able to:

- Understand the basics of Company Accounts.
- Discuss various principles involved in maintaining Company Accounts.
- Discuss the elements of Indian Companies Act 2013.
- Fundamentally & Technically maintain Company Accounts.
- Compute managerial remuneration.

BBA - N306

Company Law

After successful completion of this course students will be able to:

- Acquire a sound understanding of the legal aspects of the laws affecting businesses.
- Apply basic legal knowledge to business transactions.
- Communicate effectively using standard business and legal terminology.
- Describe current law, rules, and regulations related to settling business disputes.
- Analyze a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.

COURSE OUTCOMES

BBA - N401

Consumer Behaviour

After successful completion of this course students will be able to:

- Know the relative importance of studying consumer behaviour as well as deep insight of different consumer models existing in current scenario.
- Gather insight on various aspects of individual determinants in the context of consumer behaviour.
- Comprehend different dimensions of consumer decision making as well as its' impact on consumer decision making.
- Imbibe different aspects of industrial buying behaviour.
- Differentiate between consumer buying behaviour and industrial buying behaviour.

BBA - N402

Financial Management

At the completion of this course, students will be able to:

- Explain the basic concepts and objectives of financial management.
- Critically examine the different theories of capital structure.
- Calculate the cost of specific source of finance.
- Describe and compare the various methods of Capital Budgeting.
- Discuss the concepts of Management of Working Capital.
- Explain the various Dividend Models and Dividend Policy.

BBA - N403

Production Management

After successful completion of this course students will be able to:

- Apply analytical models, frameworks, tools and techniques relevant to production management
- Critical evaluation of production management strategy
- Understand the core features of the operations and production management function at the operational and strategic levels, specifically the relationships between peopleprocess, technology, productivity and quality and how it contributes to the competitiveness of firms.
- Describe the concept of inventory control and quality control etc.
- Differentiate between different type of manufacturing systems.

COURSE OUTCOMES

BBA - N404

Sales Management

The students, after completion of this course, will be able to: -

- Recognize and demonstrate the significant responsibilities of sales person as a KEY individual.
- Describe and formulate strategies to effectively manage company's sales operations.
- Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.
- Illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management.
- Differentiate between different type of sales executives.

BBA - N405

Research Methodology

At the completion of this course, students will be able to:

- Understand and demonstrate knowledge of research types and research process (reading, evaluating, and developing).
- Develop an understanding of various research designs and identify various sources of information for literature review and data collection.
- Describe sampling methods, measurement scales and instruments and appropriate use of each.
- Acquire problem solving techniques and to be able to use appropriate statistical methods and test and prepare report.
- Prepare graph, charts on the basis of given data and prepare a research report.

BBA - N406

Operations Research

At the completion of this course, students will be able to:

- Understand and develop operational research models to solve any kind of business problem in real system that will create logical thinking and reasoning towards any business problem that will lead to effective managerial decisions.
- Formulate and solve mathematical models for a physical situation like production, distribution of goods etc. that will provide quantitative solutions for the situations.
- Understand and identify the resources required for project and generate a plan and work schedule.
- Perform network analysis using PERT and CPM.
- Solve Transportation and Assignment problems.

COURSE OUTCOMES

BBA - N501

Managerial Economics

After successful completion of this course, students will be able to:

- Represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve.
- Represent supply, in graphical form, including the upward slope of the supply curve and what shifts the supply curve.
- Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.
- Understand the meaning of marginal revenue and marginal cost and their relevance for firm profitability.
- Describe the major characteristics of different market structures and the implications for the behavior of the firm.
- Analyze how different degrees of competition in a market affect pricing and output.

BBA - N502

Entrepreneurship & Small Business Mgt.

Upon successful completion of this course, students will be able to:

- Define and describe the role and importance of Entrepreneurship in Indian economy.
- Understand and identify suitable Entrepreneurship Development Programmes available in India.
- Calculate and analyze the various ways of finding out the optimal cost of Transportation and Assignment.
- Illustrate various aspects of Project design, appraisal and types of plant layout.
- Describe the steps to be followed for setting up a Small Scale Industry in India and the schemes available to SSIs by the Government of India.

BBA - N503

Income Tax: Law & Practice

At the end of this subject course, the student will be able to:

- Describe meaning objective and importance of income-tax
- Understand the basic terminologies and important definitions of Income Tax Act, 1961.
- Calculate incomes under the various head of Incomes under Income Tax Act, 1961.
- Assess the total income of an individual, HUF and Firm.
- Know the procedure, types and penalties etc of Filing of Return along with Tax Planning.

COURSE OUTCOMES

BBA - N504

Cost and Management Accounting

On the completion of this course, students will be able to:

- Understand basics elements of cost.
- Describe various cost concepts and its impact on management decisions.
- Discuss the concepts of cost & management accounting.
- Understand methods & techniques of costing & installation of costing system.
- Analyze and evaluate informations for cost ascertainment.
- Prepare cost sheet and statement of cost.

BBA - N505

Industrial Law

At the completion of this course, students will be able to:

- Identify the mandate of Various Industrial legislations and its role in the the overall success through safeguarding congenial environment.
- Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.
- Understand the role of Legislations as a critical component of employee performance, productivity and organizational effectiveness
- Show evidence of the ability to analyze, manage and problem solving to deal with the challenges and complexities of the practice of laws
- Demonstrate knowledge of practical application of penalty imposed on employer due to Legislation

BBA - N506

Fundamentals of Computers

At the completion of this course, students will be able to:

- Attain Basic Knowledge of Computer's Hardware and Software.
- Discuss role of Computer Applications in Business.
- Understand the concept of Operating System, Assembler, and other system software.
- Apply various application software and tools in IT based business environment.
- Describe the role of Internet, Web Browsers and Search engines in Modern business Environment.
- Differentiate between different types of storage devices.

COURSE OUTCOMES

BBA - N601

International Trade

After successful completion of this course, students will be able to:

- Describe the nature and scope of International trade, International Trade theories.
- Acquire understanding of the relationship between International Trade and Economic development along with concepts of Balance of Payment, Balance of Trade.
- Explain the structure and role of International Economic Institutions and Regional Economic Groups for facilitating International trade.
- Analyze the trends of India's International Trade and the infrastructure developed for facilitating International Trade.
- Acquire understanding of India's Foreign Trade Policy.
- Compare and contrast the function and role of international economic institutions.
- Compare and contrast the function and role of Regional economic grouping.

BBA - N602

Strategic Management & Business Policy

After completing this course, the student will be able to:

- Appreciate the nature, importance, process and categorization of policy making in organisations.
- Understand the fundamentals of Organisational objectives.
- Describe the role of top management in the corporate planning process along with its importance.
- Describe how business strategy is formulated and evaluated along with the fundamental aspects of synergy.
- Differentiate between Corporate Planning, Corporate Strategy and Business Policy.

BBA - N603

Indirect Tax(GST)

After successful completion of this course, students will be able to:

- Understand the concept of GST and basic provisions towards GST registration.
- Recognize provisions related to Inter State Supply of taxable goods under GST.
- Discuss about various authorities and their power related to GST.
- Arrive at Valuation of GST using Input Tax Credit. Preparation and use of GST related documents like invoice, debit and credit notes, E-Way bill etc.
- Utilize GST portal and various provisions related to GST payment.

COURSE OUTCOMES

BBA - N604

Management Information System

At the completion of this course, students will be able to:

- Attain basic Knowledge of MIS and Role of MIS in Process of Management
- Understand the concept of Corporate and Strategic planning.
- Understand the concept Methods and Procedures of MIS in Decision making.
- Develop and implement MIS, in organization, and analyze the factors of success and failure of MIS in Organizations.
- Explain the role of Decision Support System, Artificial intelligence (AI) System and Knowledge based expert system (KBES) in Integrated MIS.
- Be prepared to work with IT based Enterprise Management System (EMS), and Enterprise Resource Planning (ERP) System.

BBA - N605

Auditing

On the completion of this course, students will be able to:

- Have an understanding of the basics of Auditing.
- Understand various concepts, procedures and techniques involved in carrying out auditing of different organisations is inculcated among students.
- Identify the recent trends in Auditing.
- Fundamentally & technically conduct tax and management audit.
- Develop the competencies and attitudes in playing role of an auditor in the corporate world

BBA - N606

Fundamental of E-Commerce

After the completion of this course, students will be able to-

1. Understand the fundamentals and importance of E-Commerce.
2. Know about the key features of Internet, Intranet and Extranet.
3. Know about Electronic Payment Systems and networking infrastructure of EDI
4. Identify and discuss security issues of E-Commerce.
5. Differtiate between internet, Intranet and extranet.