

Department of Management (BBA)

Program Outcome

A comprehensive 6 semesters' Bachelor of Business Administration (BBA) UG program offers in depth knowledge of business function developing the analytical , critical, interpersonal and entrepreneurial skills of the students to manage the business challenges in an ethical manner.

Specific Program Outcomes

- 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.
- Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
- Students are competent in the uses of technology in modern organizational operations. Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
- Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.
- To apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.
- Students can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- Learners will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses.
- Learners will acquire the skills like effective communication, decision making, problem solving in day to day business affairs.

Course Outcomes

BBA Ist Semester

S.No.	Subject Code	Subjects	Subject Category (DSC,DSE,GE,SEC,AECC)	Course Outcome
1.	BBA 101	Environmental Studies	AECC-1	The objective is to familiarize the students with the growing environmental issues.
2.	BBA 102	Fundamentals of Management & Organizational Behaviour	Core	The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.
3.	BBA 103	Statistics of Business Decisions	Core	The objective of this course is to familiarize students with the applications of statistical techniques in business decision-making.
4.	BBA 104	Entrepreneurship Development	GE-1	The objective is to provide solid introduction to the entrepreneurial process of creating new businesses, role of creativity and innovation in entrepreneurial start-ups, manage family owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

BBA IInd Semester

S.No.	Subject Code	Subjects	Subject Category (DSC,DSE,GEC,SEC,AECC)	Course Outcome
1.	BBA 201	Business Communication	AECC-II	To make students familiar with the important documents of the business and ways of formal and informal communication.
2.	BBA 202	Managerial Economics	Core	This course seeks to enable the student to grasp the major economic problems in India and their solutions. It also seeks to provide an understanding of modern tools of economic analysis and policy framework.
3.	BBA 203	Business Accounting	Core	The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.
4.	BBA 204	Ethics & Corporate Social responsibility	GE-II	To make students well verse with corporate social responsibility of organization and business ethics.

BBA III rd Semester

S.No.	Subject Code	Subjects	Subject Category (DSC,DSE,GEC,SEC,AECC)	Course Outcome
1.	BBA 301	Macro Economics	Core	The coverage includes determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.
2.	BBA 302	Principles of Marketing	Core	This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases.
3.	BBA 303	Management Accounting	Core	To acquaint students with role of Management Accounting in planning, control and decision-making.
4.	BBA 304	India's Diversity & Business	GE- III	The objective of the paper is to understand

				the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.
5.	BBA 305	Personality Development & Communication Skills	SEC -I	The objective of the course is bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of organisational effectiveness.

S.No.	Subject Code	Subjects	Subject Category (DSC,DSE,GEC,SEC,AECC)	Course Outcome
1.	BBA 401	Business Research	Core	To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.
2.	BBA 402	Human Recourse Management	Core	The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases.
3.	BBA 403	Financial Management	Core	To acquaint students with the techniques of financial management and their applications for business decision making.
4.	BBA 404	Tax Planning	GE-IV	The objective of this course is to acquaint the students with the tax structure for individuals and corporate and also its implications for planning.
5.	BBA 405	IT Tools in Business	SEC-II	The objective of this course is to acquaint the students with Information Technology tools which includes

				various Automation individuals corporate.	Office Tools for and
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S.No.	Subject Code	Subjects	Subject Category (DSC,DSE,GEC,SEC,AECC)	Course Outcome
1.	BBA 501	Quantitative Techniques for Management	Core	To acquaint students with the construction of mathematical models for managerial decision situations and to use computer software packages to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation and interpretation.
2.	BBA 502	Legal aspects of Business	Core	To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also, to understand the applications of these laws to practical commercial situations.
3.	BBA 503	Investment banking & Financial Services	DSE I (Finance)	The objective of this paper is to know the different aspects of Investment banking, mergers and acquisition and the detailed SEBI guidelines on issue management.
4.	BBA 503	HRD: Systems & Strategies	DSE III (Human Recourse)	The course gives an overview of the need for HRD and HRD practices which can develop and improve an Organization's systems and strategies leading to an optimal HRD climate.
5.	BBA 504	Investment Analysis & Portfolio management	DSE I (Finance)	The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of

				maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system.
6.	BBA 504	Training & Management Development	DSE III (Human Resource)	To familiarize the students with the concept and practice of training and development in the modern organizational setting.

S.No.	Subject Code	Subjects	Subject Category (DSC,DSE,GEC,SEC,AECC)	Course Outcome
1.	BBA 601	Business Policy & Strategy	Core	To equip students with the necessary inside into designing strategies for an organisation and linking the organisations strategies with the changing environment. The course will focus on Indian cases, approaches and experiences.
2.	BBA 602	Financial Institutions & Markets	Core	The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment
3.	BBA 603	Project Appraisal & Analysis	DSE I (Finance)	To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives. This course intends to involve students to apply appraisal techniques for evaluating live projects.
4.	BBA 603	Performance & Compensation Management	DSE III (Human Resource)	To familiarize students about concepts of performance and compensation

				management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance.
5.	BBA 604	Project Report	DSEI (Finance)/ DSE-III(HRM)	The objective is to give the students the practical hand on experience.