

Course Outcome

BBA I SEMESTER

BBA 101 Management Process & Organizational Behavior

Course outcome: After completion of this course students will be able to:

- Apply the fundamental knowledge and exposure to concepts theories and practices in the field of Management.
- Understand the work techniques of Organizations to ensure success and timely completion of tasks.
- Understand the importance of motivation in building a strong and competitive Business Organization.
- Understand the importance of Leaders and Leadership in the context of Business Organizations.
- Understand the different Determinants of Individual Behavior and how these can be used for the benefit of the Organization

BBA 103 Business Mathematics

Course outcome: After completion of this course students will be able to:

- Apply the knowledge of Mathematics (Algebra, Matrices, Calculus, Optimization) in solving business problems.
- Demonstrate mathematical skills required in mathematically intensive areas in Commerce such as Finance and Economics.
- Understand the important role Mathematics plays in all facets of the business world.
- Understand the use of equations, formulae, and mathematical expressions and relationships in a variety of contexts.
- Demonstrate critical thinking, modelling, and problem-solving skills in a variety of contexts.

BBA 109 Financial Accounting & Analysis

Course outcome: After completion of this course students will be able to:

- Develop an understanding of nature and importance of Financial Accounting.
- Develop an understanding of various concepts of Accounting and their day to day use.
- Gain an insight on Accounting Policies, Principles and Standards so, as to assure the consistency and transparency in Accounting.
- Develop and understand the nature and purpose of Financial Statements in relationship to decision making.
- Develop the ability to use the fundamental Accounting Equation to analyze the effect of business transactions on an organization's accounting records and Financial Statements.

BBA 107 Business Economics

Course outcome: After completion of this course students will be able to:

- Understand the basic elements of Business Economics aspects, nature and decision making.
- Understand Pricing policy under Perfect Competition Monopoly, Monopolistic Competition, Oligopoly and Pricing Objectives and Methods for production to minimize the cost and maximum the profit.
- Demonstrate an understanding of how markets work to allocate resources and the optimal individual decision-making that underlies market outcomes.
- Identify various market structures and discuss their implications for resource allocation.
- Explain the advantages and potential shortcomings of markets, discuss the conditions under which markets do and do not work well, and describe the role of public policy intervention in cases where markets fail to perform optimally.

BBA 109 Computer Applications

Course outcome: After completion of this course students will be able to:

- Understand the basics of Computers and their components
- Use Word Processor, Power Point and Excel efficiently
- Describe the usage of Computers and why Computers are essential components in business and society.

- Organize and work with Files and Folders.
- Describe various types of Networks, Network Standards and Communication Software.

BBA II SEMESTER

BBA 102 Cost Accounting

Course outcome: After completion of this course students will be able to:

- Get an understanding of the basic Cost Accounting Concepts and their applications in managerial decision making.
- Get familiarized with various costs and the effective utilization of the resources to reduce cost. This will be beneficial for them with they get hired for a job of an accountant.
- Define and apply Cost Accounting concepts.
- Identify Cost-Volume-Profit relationships and solve CVP functions.
- Identify and apply Job Costing and allocation of Overhead.

BBA 104 Quantitative Techniques

Course outcome: After completion of this course students will be able to:

- Get familiarized with the basic concept and tools in Statistics and Operations Research.
- Assist the students in resolving complex problems and serve as a valuable guide for decision making.
- Learn applications of Statistics in day to day life as well as in business.
- To develop students in Operations Research areas which will enable them to understand business problems and apply techniques and skills to solve them.
- To orient and train students in structuring, analyzing and understanding techniques for solving Operations Research problems

BBA 106 E-Commerce

Course outcome: After completion of this course students will be able to:

- Understand concept of Ecommerce and its types.

- Be familiarized with technologies for Ecommerce.
- Gain a comprehensive understanding of the E-Commerce landscape, current and emerging business models, and the technology and infrastructure underpinnings of the business
- Learn how innovative use of the E-Commerce can help in developing competitive advantage and will also develop an understanding on how internet can help business grow.
- Knowledge would be imparted on the importance of security, privacy, and ethical issues related to E-Commerce.

BBA 110 Business Communication

Course outcome: After completion of this course students will be able to:

- Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.
- Learn to balance confidence with humility.
- Assert strengthened personal character and further, an enhanced ethical sense.
- Use persuasive and professional language in speech and writing in a better manner.
- Utilise constructive negotiation and conflict management skills.

BBA 112 Business Environment

Course outcome: After completion of this course students will be able to:

- Familiarize with the nature of Business Environment and its components.
- Able to demonstrate and develop conceptual framework of Business Environment and generate interest in business.
- Outline how an entity operates in a Business Environment.
- Analyse the key decisions that the firms make in relation to the choice of markets and entry strategies.
- Apply an understanding of the different modes of engagement with markets and explore the interconnectedness between these and the economic, legal, governmental, political, regulatory, cultural and other environments in which expanding companies operate

BBA III SEMESTER

BBA 201 Business Laws

Course outcome: After completion of this course students will be able to:

- Understand the concept of Law; will throw light on the formation of Indian Contract Act and essentials of a Valid Contract.
- Understand the concept, Essential Elements, importance of adequacy of consideration and to identify the persons who are not competent to enter into Contracts.
- Understand the concept of Conditions and Warranties under the Sale of Goods Act.
- Identify the type of Act which is applicable in different business situations.
- Understand about the nature of the Company, its Characteristics and various types of Company.

BBA 203 Marketing Management

Course outcome: After completion of this course students will be able to:

- Identify the foundation terms and concepts that are commonly used in Marketing.
- Learn to identify the essential Elements for effective Marketing practice.
- Give complete relationship between Marketing and other Management functions.
- Understand the Nature, Scope and basic Marketing Concepts and Strategies.
- Use Marketing information and research to develop Marketing strategies.

BBA 205 Business Ethics & CSR

Course outcome: After completion of this course students will be able to:

- Understand the importance of Values and Ethics in Business.
- Develop a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.
- Demonstrate the application of professional value and judgment through an ethical framework that is in the best interests of society and the profession, in compliance with relevant professional codes, laws and regulations.

- Apply relevant knowledge, skills and exercise professional judgment in carrying out the role of the Accountant relating to Governance, Internal Control, Compliance and the management of risk within an Organization, in the context of an overall ethical framework.
- Define Governance and explain its function in the effective Management and control of organizations and of the resources for which they are accountable.

BBA 207 Management Accounting

Course outcome: After completion of this course students will be able to:

- Develop an understanding of different types of Accounting i.e. Management, Cost and Financial Accounting.
- Create and apply Standards and Budgets for Planning and Controlling purposes.
- Analyze and Interpret the Financial data in order to help Management to take decisions, make Policies, Strategies and control the Organization effectively.
- Develop knowledge and understanding of how to prepare and process basic Cost and Quantitative information.
- Support management in Planning and decision-making in a variety of Business contexts.

BBA 209 Indian Economy

Course outcome: After completion of this course students will be able to:

- Develop an understanding of problems and solutions in Indian Economy.
- Interpret Monetary and Fiscal Policies.
- Explain Balance of Payments & the Global Markets
- Explain the problems of Poverty, Unemployment and Inflation in India.
- Outline the importance of Agriculture and Industry in India.

BBA 211 Environmental Science

Course outcome: After completion of this course students will be able to:

- Develop an understanding of various intricacies of Environment Science
- Create capability to identify core issues of Environment Science and application
- Develop an understanding of social issues and policies involved in Environment Science.

- Sensitize students to environmental issues.
- Mobilize them to adopt environment conservation strategies and management professionals.

BBA IV SEMESTER

BBA 202 Human Resource Management

Course outcome: After completion of this course students will be able to:

- Learn the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
- Develop the knowledge, skills and concepts needed to resolve actual Human Resource Management Problems or issues.
- Evaluate the procedures and practices used for Recruiting and Selecting suitable employees.
- Assess Training requirements and design a successful orientation and training program.
- Explain the responsibilities of Management, HRM Specialists, Managers, and Employees in managing the employment relationship in a Unionized or a Non-Unionized Environment.

BBA 204 Financial Management

Course outcome: After completion of this course students will be able to:

- Build an understanding of Concepts, vital Tools and Techniques applicable for Financial decision-making by a Business Firm.
- As procurement of Funds is an important activity and decision as well in a Corporate. The students would become aware about the types of sources of finance with their benefits and limitations.
- Get familiarize with the concept of Time Value of Money and the various Valuation Concepts associated with it.
- Comprehend the concept of Capital Structure, significance of Capital Structure, Capital Structure Theories.
- Appraise different Capital Budgeting Methods and their Applications.

BBA 206 Research Methodology

Course outcome: After completion of this course students will be able to:

- Understand the process of Marketing Research and its different processes.
- Identify Sources of Information, understand different Research Methods, apply selected Research Methods.
- Learn to analyze and interpret both Qualitative and Quantitative data.
- Adequate knowledge on various kinds of Research, Objectives of doing Research, Research Process, Research Designs and Sampling, Measurement & Scaling Techniques, Data Analysis-and Hypothesis Testing Procedures, and Report Writing.
- Develop Data Analytics Skills which would make them to carry out meaningful interpretation of the data sets. Such skills would help them to solve any Business or Research Problem.

BBA 210 Information Systems Management

Course outcome: After completion of this course students will be able to:

- Understand the concepts of Planning Web Site.
- Create Web Site with FrontPage.
- Develop an understanding of the global E-Business Concepts and the collaborations that are taking place.
- Have knowledge about its Infrastructure & Emerging Technologies.
- Analyze Global Issues and Challenges faced by Organizations.

BBA 214 Managerial Skills Development

Course outcome: After completion of this course students will be able to:

- Understand the Concept, Nature and Characteristics of Business Communication, how it is important for Business Organizations and what are its roles in Business Organizations.
- Understand that an effective Business Communication Process enables an Organization to move towards goal fulfillment.

- Understand various Ethical and Legal issues involved in Business Communication and train them on how to communicate ethically.
- Use Persuasive and Professional language in speech and writing in a better manner.
- To demonstrate advanced Interpersonal Communication, Business Etiquette and Relationship Building Skills.
- Communicate effectively across Cultures and to a wide range of different Business Audiences (Managers, Clients, Customers, Colleagues).

BBA V SEMESTER

BBA 301 Values & Ethics in Business

Course outcome: After completion of this course students will be able to:

- Understand the importance of Values and Ethics in Business.
- Learn a background to Ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current Challenges of the information professions.
- Examine the Steps for measurement and reporting with reference to guidelines like the lobal reporting initiative.
- Consider the material issues in reporting Sustainability and CSR.
- Analyze the role and implementation of Ethics, Human Rights, Governance, Employee Engagement, Community Investment, Stakeholder Engagement, Environmental Responsibility, Diversity and Inclusion Strategies etc.

BBA 303 Sales Management

Course outcome: After completion of this course students will be able to:

- Develop an understanding of Nature and Importance of Sales Management in an Industry.
- Develop an understanding of various Concepts of Sales Management and its Marketing Implications.
- Gain an insight on important Models of Sales Management.
- Make Sales Decisions in the context of General Management.
- Analyze an organization's activities to develop and implement a Sales Strategy.

BBA 305 Production & Operations Management

Course outcome: After completion of this course students will be able to:

- Understand the Concept and Process of Significance of studying Production and Operations Management.
- Understand the Concept and Procedure of Production Planning and Control in Production and Operations Management.
- Understand essence of Operations Management and how to Leverage it for Competitive Advantage.
- Understand all elements of Supply Chain in Operations Management and how efficiently it can be customized.
- Understand the Concept of Lean Management and apply it to Products and Services an organization render.

BBA 307 Management Information System

Course outcome: After completion of this course students will be able to:

- Understand concepts and role of MIS in Business Organization.
- Able to make Decision of Appropriate Information Technology for proper MIS.
- Develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business.
- Learn to use Information Technology to gain competitive advantage in business.
- Record the current issues of Information Technology and relate those issues to the firm.

BBA 309 Financial Management

Course outcome: After completion of this course students will be able to:

- Build an understanding of concepts, vital Tools and Techniques applicable for financial decision-making by a business firm.
- Become aware about the types of Sources of Finance with their benefits and limitations.
- Familiarize with the Concept of Time Value of Money and the various Valuation Concepts associated with it.

- Comprehend the Concept of Capital Structure, significance of Capital Structure, Capital Structure Theories.
- Examine the Working Capital needs and financing of the firm.

BBA VI SEMESTER

BBA 302 Business Policy & Strategy

Course outcome: After completion of this course students will be able to:

- Understand the Nature, Scope and dimensions of Business Policy and Strategy Management Process.
- Get exposure to various perspectives and concepts in the field of Strategic Management and enable the students to understand the principles of strategy formulation, implementation and control in organizations.
- Identify and recognise the various levels at which strategic decision making happens in an organization.
- Discuss and define the factors that shape the SWOT analysis of a Firm and develop an environment appraisal that will lead to formulation of strategic plans.
- Analyze the suitability of Strategies that Firms have developed in the real world scenerio to achieve valuable outcomes.

BBA 304 Project Planning & Evaluation

Course Outcome: After completion of this course students will be able to

- Provide basic knowledge about Project Management including Concept, Nature of Project Planning and Evaluation.
- Provide knowledge about determinants and development of Projected Cash Flow Statement and Projected Balance Sheet
- Provide knowledge about Risk and Uncertainty Analysis.
- Define Project and Project Management as empirical phenomena and a field of Research.
- Define, interpret and exemplify the challenges in Project Management both in regard to the outcomes of projects and of the projects itself (process).

BBA 306 Entrepreneurship Development

Course outcome: After completion of this course students will be able to

- Have knowledge about the Emergence of Entrepreneurial Class and various Theories of Entrepreneurship.
- Be in position to know about the various aspects related to analysing Venture Capital Sources, Raising Funds along-with legal formalities and documentation thereof.
- Have knowledge about Entrepreneurial Behaviour and various EDPs.
- Understand about the Roles of Entrepreneurs towards Economic Growth, Employment Opportunities, Social stability, Balanced Industrial Development and earning Forex and find themselves prepared to set up and manage own small units.
- Understand concept of Entrepreneurship and the Process of entrepreneurial action.

BBA 308 International Business Management

Course outcome :After completion of this course students will be able to:

- Understand the concept of International Business, its origin and the Drivers to International Business
- Understand how to achieve and sustain International Competitive Advantage through different sources.
- Understand the concept of Globalization and Technology and their impact upon the International Business.
- Develop an understanding of Nature and Importance of International Business.
- Understand the Strategic Management process involving understanding of different Corporate Level Strategies and Strategic Business Unit Level Strategies that are used for achieving global Competitive Advantage.

BBA 312 Environmental Science

Course outcome : After completion of this course students will be able to:

- Develop an understanding of various intricacies of Environment Science
- Develop capability to identify core issues of Environment Science and Application

- Develop an understanding of social issues and policies involved in Environment Science
- Mobilize them to adopt Environment Conservation Strategies and Management Professionals.
- Create Environmental Consciousness among students.