

Learning Outcomes of BBA Programme

1. Graduates will gain basic understanding about management education.
2. Graduates will be effective communicators in business and the society as well.
3. Graduates will recognize and solve problems using concepts across the disciplines and demonstrate business specific skills and competencies in Accounting, Economics, operation Management, Quantitative Analysis, Banking, Finance, Marketing, Business laws.
4. Graduates will be knowledgeable about the International business environment.
5. Graduates will develop entrepreneurial skills.
6. Graduates will specialize in the area of management like human resource, finance and marketing.
7. Graduates will be competent in preparing research/ projects.
8. Graduates will be aware of our physical environment and its relationship with commercial activities.

Course Outcome:

Sr. No.	Course/Subject	Learning Outcome
1	English	<p>The stories prescribed in the syllabus will enhance students' interest in English language.</p> <p>It will help students to develop their vocabulary.</p> <p>The Business Communication section in the syllabus will contribute to understand the importance of business manners.</p> <p>The Students will learn appropriate sentence construction through basic grammar.</p> <p>The drafting skills of the students will develop through the prescribed business correspondence section.</p>
2	Fundamentals of Business Management	<p>The syllabus will assist the students to recognize the various functions of management and its applicability in the actual business situation.</p> <p>The course will facilitate to develop vital managerial skills in students to become a successful manager.</p> <p>The course content will enable students to learn various theories of management and its applicability in different business environment.</p> <p>The study of all the functions of management will make students aware of the complexities involved in these processes and provide knowledge to cope with them effectively.</p> <p>The course will help to enhance students' decision making ability in different situation.</p>
3	Computer Applications for Business	<p>Students will get the knowledge Use technology ethically, safely, securely, and legally. Students will aware about the physical components of computers.</p> <p>Use of all the hardware devices, limitations, advantages. They can understand the use of latest hardware components. Students will get the knowledge of various applications like word, Excel, Power-point, Access. After learning these applications they can do their various assignments, projects through applications. <u>Microsoft word</u> :- Use to create official documents.</p> <p><u>Microsoft Excel</u> :- Use to create spreadsheet programs Students will get the</p>

		knowledge of Processes, Outsourcing Function, Call Centers; BPO's: Captive BPO's (GE and Dell) and Third Party BPO's (Infosys BPO, Wipro BOP, Mphasis, Daksh and EXL etc).
4	Cost Accounting	Students will gain in depth knowledge of the cost concepts, its analysis and will be able to reconcile cost and financial accounts. Students will be introduced with various costing methods such as process/job costing, operating costing and marginal costing and will be able to demonstrate its application.
5	Principles of Marketing Management	Students will be able to :- Understand the dynamics of marketing in business and how to relate the core marketing concepts to the business and decide its orientation towards market place. Equip students with knowledge that help them perform product planning and product management. Demonstrate the ability to plan strategies for product pricing, distribution and promotion. To communicate unique marketing mixes and selling propositions for specific products. To connect with the current as well as emerging avenues in marketing channel choices.
6	Financial & Management Accounting	Students will Show proficiency in basic accounting concepts, conventions and understanding of financial reporting and book keeping system. Understand and prepare financial statements of Joint Stock Company. Students will acquire the basic knowledge required for application of tools for decision making such as BEP and budgetary control.
7	Micro-Economic Fundamentals	Students will be able to under the concept of Micro economics and identify the factors affects affecting it. The students will the equipped with the concept of demand and Law of demand with its exceptions. The students will be enabled with the importance of Elasticity of demand in pricing a product. The concept of production function will help the students to understand the input output relationship. The students will be able to understand the various cost related concept in short and long run. The students will be able to understand the pricing of a product in various market structures like Perfect Competition, Monopoly Monopolistic competition and Oligopoly.
8	English	Through the prescribed text, the students will get an opportunity to become familiar with the various traits required to become successful in personal as well as professional life. The syllabus will develop the drafting proficiency of the students. The grammar section will boost up students' confidence in writing correct spellings of the words and develop their word power. The students will be able to spot the grammatical errors through

		<p>learning basic grammar rules.</p> <p>The syllabus will help and create urge in students to develop their communication skills.</p>
9	Principles of Financial Management	<p>Students will be introduced with goals and functioning of business finance. Understand various sources of finance, leverage and capital structure concepts. They will be able to estimate working capital requirement of a business.</p>
10	Basic Statistical Techniques	<p>Understand the functions, scope, role and importance of statistics in business.</p> <p>Appreciate the significance and the value of the application of the principles of statistical Techniques. To understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding statistical data.</p> <p>Understand and appreciate the practical relevance of various basic statistical tools in the different fields.</p>
11	Evolution of Business & Commercial Geography	<p>Students will gain the view of business evolution internationally and how World War I & II, OPEC crises, Gulf War etc. affect the process. Understands various concepts of commercial geography followed by relationship between geography and commerce and how industries play an important role in economic development of the nation.</p>
12	Environment Management	<p>Introduce students to the various natural resources provided by the environment to us. It is an opportunity to aware and learn how industrialization and other human activities influence environment and responsible for creating pollution that badly affect life on the earth. It pays due attention towards the increasing population and poverty that burden environment. Develop students as a responsible person of the society by teaching him ethical aspects of environment and conservation of resources.</p>
13	Principles of Human Resource Management	<p>Students will get thorough knowledge of basic concepts, functions and importance of Human Resource Management.</p> <p>Syllabus will assist students to understand the role and required skills to become successful human resource manager.</p> <p>Students will learn about various processes such as recruitment, selection, training and performance appraisal involved in the H.R.M.</p> <p>The course content will enable students to understand the concepts like job design, job analysis and their techniques to implement in the organization.</p> <p>The syllabus will facilitate to understand the processes involved in Induction and Training programmes.</p>
14	Money, Banking & Finance	<p>The course offers understanding of money as a medium of exchange as well as functioning of the Indian Banking and Finance Sector. To make the students comprehend, the national income determination and monetary and fiscal policies.</p>
15	Introduction to Sociology & Psychology	<p>Will gain knowledge of sociology as the science of society and develop understanding for social structure and Social Change. They will be introduced with Psychology and Social Psychology.</p>

16	Business Legislations	Students will understand the basic provisions of The Companies Act and Contract act and the Consumer Protection Act of India after the completion of the course, Students will be able to – Understand the legal system prevailing into practice. Develop an understanding of the basic law related to business. Develop an understanding about legal formality related to business
17	Entrepreneurship Development	Understand entrepreneurship and the required skills and competencies for the entrepreneur. The students will aware of govt. support through various institutions and EDP's to set up a venture in future. The students will become more capable in self employment.
18	Principles of Operations Management	Student will be Introduced with Operations Management and able to demonstrate Production Planning and maintenance. Understand Material Management and techniques of inventory control. Will be able to know management of quality and Productivity.
19	International Business Environment	The students will be able to understand the various modes of entry into international market and various problems related to it. The subject will develop the potential in the students to analyze various Economic, Political, Cultural and Legal environments in International Business. The students can identify the pros and cons of Free trade and Protectionism. The students can also understand the impact of interest rate and foreign exchange rate on international businesses. The subject contents will enable the student to understand the basic functioning of WTO, IMF, UNCTAD, NAFTA and other regional grouping.
20	Research Methodology	This course will provide a complete theoretical knowledge and guidance that starts with meaning, definition of research, and end with report writing by covering all the steps of research in detail. It help student to conduct research activity.
21	Elective I Fundamentals of Business Finance	Will understand mathematics of finance such as compounding and discounting of cash flow. Learn and apply Capital Budgeting. Understand Dividend decision and Management of Earnings and able to know objective behind corporate restructuring
22	Elective II Advanced Financial Management	Provide an understanding of the Indian Banking & Insurance Sector. To make the students comprehend about the operations of Banking & Insurance. Understand creation, organization and classification of Mutual Funds. Will be Introduced Capital Market, its structure and functioning. Will understand the important role of SEBI in capital market dealing
	Elective I Fundamentals of Human Resource Management	To enable the students to understand the HR Management and system in organizations. To help the students focus on and analyze the issues and strategies required to select and develop manpower resources. To develop relevant skills necessary in HR related issues. To Enable the students to integrate the understanding of legal aspects of HR by way of learning related laws.
	Elective II Advanced Human Resource	Provide in-depth knowledge to students regarding HR practices for job analysis, design, evaluation and appraisal. Will help student to understand required HR records, Industry related aspects and employee related practices and policies run by the organisations

	Management	
	Elective I Fundamentals of Marketing Management	<p>Students will gain deep conceptual knowledge of Integrated Communication Mix and its role in marketing.</p> <p>Syllabus will facilitate effective understanding of the fundamental concepts in marketing management and its application.</p> <p>Students will learn about the importance of branding and advertising in the process of effective Marketing Management.</p> <p>Students will get knowledge about the sales organization, its types and importance in the marketing management.</p> <p>Students will acquire comprehensive knowledge of Service marketing, marketing mix and strategies in service marketing.</p>
	Elective II Advanced Marketing Management	<p>The sales management portion in the syllabus will impart practical knowledge in sales managements, its functions, functions of sales executives etc.</p> <p>Students will get knowledge about various distribution channels, factors affecting the choice of channels and how to manage the supply chain.</p> <p>Syllabus will also impart knowledge to students about the middlemen involved in supply chain like wholesalers and retailers.</p> <p>Students will learn how to improve the quality of service in the organization.</p> <p>The students will be able to understand the techniques of customer retention and how to enhance internal and external relationship.</p>
23	Project Work	Students will develop a practical approach towards research work and able to design, perform research activity.