

Bachelor of Business Administration

BBA

Programme Outcome

On successful completion of Bachelor of Business Administration programme, students will be able to:

PO1: Critical thinking skills: Identify and define problems, isolate key components to arrive at solutions.

PO2: Analytical thinking skills: Analyze and comprehend the applicability of management principles to solve complex business problems.

PO3: Communication skills: Demonstrate ability to conceptualize a complex business issue in to coherent written statement and oral presentation.

PO4: Crisis management skills: Recognize a crisis situation and apply cross functional knowledge to effectively manage business challenges.

PO5: Leadership skills: Demonstrate ability to lead by example.

PO6: Entrepreneurship skills: Display the skills to create and manage innovation and develop high growth potential business entities.

PO7: Technological skills: Competence to use technology in business operations.

Programme Specific Outcome

On successful completion of Bachelor of Business Administration programme, students will be able to:

PSO 1: ACCOUNTS AND FINANCE

- PSO1.1: Exhibit understanding of accounting concepts, tools and techniques influencing business organizations.
- PSO1.2: Acquire basic knowledge of Mathematics and Statistics for finding solutions to business problems.
- PSO1.3: Understand the provisions of the Company's Act and Corporate Accounts.
- PSO1.4: Analyze the various concepts and elements of cost.
- PSO1.5: Understand the law and practice of banking.
- PSO1.6: Analyze various types of securities and understand portfolio management strategies.
- PSO1.7: Analyze and interpret financial statements with a view to prepare management reports for decision-making.
- PSO1.8: Analyze the legal framework for computation of individual income tax.
- PSO1.9: Analyze financial statements for arriving at appropriate business decisions.
- PSO1.10: Understand the conceptual framework of Stock Markets and Commodity Markets, functionalities in these markets and their mode of trading.

PSO 2: HUMAN RESOURCES

- PSO2.1: Acquire knowledge of the basic concepts and principles of management.
- PSO2.2: Identify the various aspects of business organization and its environment.
- PSO2.3: Develop both oral and written communication skills relating to organizational and business issues.
- PSO2.4: Understand the issues in organizational behaviour, dynamics of groups and organizational conflicts.
- PSO2.5: Understand the concepts of marketing and human resource management.
- PSO2.6: Become aware of ethical business practices and values and their relevance in the current context.
- PSO2.7: Recognize the relevance and importance of Employee Welfare and Social Security.
- PSO2.8: Understand the need for Organizational Change, Management Development and OD interventions in the current business context.

PSO 3: ENTREPRENEURSHIP

PSO3.1: Exhibit understanding of various regulations affecting business.

PSO3.2: Understand the basic concepts of entrepreneurship and the steps involved in starting a business venture.

PSO3.3: Become aware of the process of research, the tools and techniques of research and generation of reports.

PSO3.4: Understand international business practices and electronic modes of commercial operations.

PSO3.5: Develop strategic thinking to resolve complex business issues.

PSO3.6: Understand the concepts of production and operations management of an industrial undertaking.

PSO 4: MARKETING

PSO4.1: Understand the concept of marketing and its applications and the recent trends in Marketing.

PSO4.2: Distinguish different services and exhibit requisite skills to manage services.

Course Outcome

On Successful completion of BBA, students will be able to:

Semester I

1.3 MANAGEMENT PROCESS

- CO 1: Understand basic concepts of management, evolution of management theory, functional areas, principles and also imbibe concepts of management from ancient Indian wisdom and ethos.
- CO 2: Comprehend planning concepts, types and decision making and also to know the concept of corporate planning.
- CO 3: Understand and analyze the relevance of organisation structure and its formation. They will also be able to grasp concepts of authority and responsibility, and also staffing.
- CO 4: The learners will be able to importance of directing and collaborate better in teams.
- CO 5: The students will be able to control system in the organisations.

1.4 FUNDAMENTALS OF ACCOUNTING

- CO 1: Understand the basis of accounting, its objectives, functions and the most important concepts and conventions based on which the entire accounting works on.
- CO 2: Analyse the entire step by step process of accounting from single entry to double entry, journal, ledger, balancing of accounts and the trial balance.
- CO 3: Draft the important subsidiary books and work out practical problems on all subsidiary books including cash books. To analyse the concepts and steps in preparation of Bank Reconciliation Statement.

CO 4: Analyse and understand the steps in preparation of Profit & Loss Account and Balance Sheet in Vertical form.

CO 5: Understand the concepts of IFRS, HR Accounting and Environmental Accounting.

1.5 BUSINESS ENVIRONMENT

CO 1: Understand what is business and types of business activities and also the different types of industry, trade and aids to trade.

CO 2: Comprehend the different forms of business practices in India and their advantages and disadvantages.

CO 3: Learning about different types of companies and formation of a joint stock company.

CO 4: Analyze the effects and dimensions of business environments and to know the concept of LPG.

CO 5: Understand the impact of every law of government and policy that affects the business.

1.6 SOFT SKILLS FOR BUSINESS

CO 1: Understand organizational communication, different body languages and communication used in cross cultural organizations and business etiquettes.

CO 2: Make effective speeches, presentations with the use of technology.

CO 3: The learners will be able to know types of interviews and also equip skills of preparing and attending the interviews.

CO 4: Conduct meetings, draft agendas and minutes of the meeting. They also learn etiquettes of conducting and also attending meetings.

CO 5: Draft and reply to various business letters and communicate effectively.

Semester II

2.3 FINANCIAL ACCOUNTING

CO 1: Understand the theoretical aspects and preparation of branch accounts.

- CO 2: Understand how fire insurance is claimed and steps in computation of fire insurance claim.
- CO 3: Understanding the concepts in hire purchasing system and installment purchasing system of machineries which is helpful in corporate working.
- CO 4: Understand royalty and the different types of calculation of royalty and practically work out the problems.
- CO 5: Analyse and understand the process of conversion of partnership firm into limited company through sale.

2.4 ORGANISATIONAL BEHAVIOUR

- CO 1: Introduction to concepts of organizational behavior.
- CO 2: Comprehend the concept of personality and its determinants and also learn skills of handling interpersonal conflicts. The learners are able to identify their personality traits and types.
- CO 3: Understand self-perception and attitude formation which is essential for personal growth in the organisation. Students also learn about leadership styles, motivation theories.
- CO 4: Relates to the importance of learning and theories of behaviour modification which will lead to making them better organizational people.
- CO 5: Learn the dynamics of groups, increases team spirit and cohesiveness and to relate to the concepts of power and politics and acquire skills of solving conflicts.

2.5 QUANTITATIVE METHODS FOR BUSINESS

- CO 1: Understanding the concepts of simple and compound interest and annuities. Practical application of these concepts. Learning methods of solving linear equations in one variable and two variables and quadratic equations and their practical application.
- CO 2: Understand the basic objectives and terminologies relating to Statistics. Learning about tabulation and constructing statistical tables.
- CO 3: Learning how to calculate the arithmetic mean, median and mode for different types of data; also learning how to find the median and mode graphically.
- CO 4: Learning how to compare two statistical series by using various measures of Dispersion.
- CO 5: Learning about the meaning and uses of Index Numbers. Determination of Fisher's Price Index number and the Consumer Price Index number and a discussion of their practical relevance.

2.6 MARKETING MANAGEMENT

CO 1: Relates to the concepts of market, marketing and marketing environment.

CO 2: Understand the concepts of elements of marketing mix, branding, packaging and distribution.

CO 3: Understand the STP and concepts of consumer behaviour.

CO 4: Analyze the need and importance of market research.

CO 5: The students will be able to know the various modern concepts of marketing.

Semester III

3.2 PRODUCTION AND OPERATIONS MANAGEMENT

CO 1: The students will be able to understand the importance of production management and implications of management techniques in production.

CO 2: The learners will be able to recognize the relevance of location, layout and significance of physical facilities in a factory.

CO 3: Realize the implication and significance of effective material handling techniques, managerial purchase procedure and various uses of different types of equipments.

CO 4: The learners will be able to apprehend the implication and relevance of production planning and control in enhancing quality in production process.

CO 5: Understand the maintenance techniques and procedures and also learn effective waste management in a factory.

3.3 HUMAN RESOURCE MANAGEMENT

CO 1: Provide a general understanding on integrated perspective on role of HRM in modern business. Develop ability to plan human resources and implement techniques of job design, Draft HR planning, Design Job Description and Job Specifications and to apply techniques of Job Design.

- CO 2: Develop competency to recruit select and interview job candidates, gain understanding on training using various methods of Training.
- CO 3: Understand performance appraisal and its methods, basic concepts on compensation and fringe benefits.
- CO 4: Understanding of job evaluation, wage fixation and wage administration in the organization.
- CO 5: Develop understanding of right sizing of work force, management of grievances, and employee counselling.

3.4 FINANCIAL MANAGEMENT

- CO 1: Understand the various aspects of Financial Management and financial planning for making sound financial decisions.
- CO 2: Understand the various aspects and need for time value of money.
- CO 3: Analyse the financing decisions - cost of capital, capital structure, leverages under various methods
- CO 4: Analyse the investment decisions under various methods and to acquire knowledge of working capital, and working capital management.
- CO 5: Understand the concepts and the provisions under Company's Act in relation to dividends.

3.5 CORPORATE ACCOUNTING

- CO 1: Analyse and understand the statutory Provisions regarding preparation of Company Final Accounts as per Section 219 (1) (b) (IV) and form 23AB.
- CO 2: Analyse the financial statements under various techniques like comparative statements, common size statements and trend percentages and to know the concepts in reporting to management.
- CO 3: Understand the steps involved in valuation of Goodwill and Shares under various methods
- CO 4: Analyse and understand the steps in preparation of Consolidated Balance Sheet as per AS 21
- CO 5: Familiarize the objectives, process and components of financial reporting.

3.6 COMPANY FORMATION AND ADMINISTRATION

- CO 1: Understand the provisions relevant to Formation of a Company and concepts of Promotion of Company, Memorandum of Association, Articles of Association, Prospectus and CSR initiatives.
- CO 2: Understand the concepts about the Share Capital and Debentures and SEBI Guidelines towards Listing of Shares.

CO 3: Comprehend about the company meeting and its types.

CO 4: Understand the Appointment, Rights, Duties, Liabilities, Qualification and Removal of Company Secretary and Director.

CO 5: Understand the modes of winding up, powers and duties of liquidator and Auditor.

3.7 BUSINESS LAWS

CO 1: Understand the complete meaning and scope of business law and its importance for smooth working of business and also the sources of Indian law.

CO 2: Learn Contract Act and Indian Sale of Goods Act in detail this helps in business working in practical.

CO 3: Understand the process and their right to information under Right to Information Act, 2005.

CO 4: Analyze how business is not possible without competition and to understand what is healthy competition under the Competition Act 2002 and to know the Consumer Protection Act, 1986.

CO 5: Comprehend the FEMA 1999 and IT Act 2000 to understand how foreign business transactions work and their laws and to know the process of obtaining patent.

Semester IV

4.2 ENTREPRENEURSHIP DEVELOPMENT

CO 1: Understand what is entrepreneurship, entrepreneur and enterprise and also the qualities, pros and cons of being an entrepreneur.

CO 2: Learning how creativity and innovation is the crust of being an entrepreneur.

CO 3: Ability to understand the entire process of starting a new venture and the clearances required.

CO 4: Acquire knowledge to make a complete business plan and also the common issues in it.

CO 5: Understand how to get funding for their new start-ups and role played by Government institutions which support the same.

4.3 SERVICES MANAGEMENT

CO 1: Understand the concepts of services and relationship management and its classification.

CO 2: Analyse the 7P's of Services Marketing in detail and to study about GAP Model.

CO 3: Analyse the Tourism industry and Hospitality Services and to know the marketing mix of tourism.

CO 4: Comprehend the Types of Insurance and General Insurance. To know the Educational Services - Marketing mix - recent trends (e-learning, MOOC).

CO 5: Understand the Hospital Industry and the risk involved in Healthcare Services. To analyse the ITES, Job opportunities in ITES and process of outsourcing.

4.4 COST ACCOUNTING

CO 1: Know the concepts and elements of cost and to know the steps in preparation of Cost Sheet.

CO 2: Understand the techniques of Inventory Control and methods of Pricing Material Issues.

CO 3: Acquire knowledge about Labour turnover and methods of Labour Remuneration and incentive systems.

CO 4: Understand the concepts of overheads, procedure for accounting and control of overheads and apportionment of overheads under various methods and to analyse the Machine Hour Rate.

CO 5: Analyse and understand the concepts in Job costing, Batch costing, Process costing, Contract costing and problems in each of the concepts.

4.5 BUSINESS ETHICS AND CORPORATE GOVERNANCE

CO 1: Understand the significance of ethics in organizations and will acquire moral and ethical awareness.

CO 2: Imbibe personal values and ethics in their lives. It helps in creating a value system.

CO 3: Understand various ethical practices followed in different managerial areas of management.

CO 4: Understand organizational cultures, and socialization in diverse workforces.

CO5: Understanding the various compliance protocols followed in corporate governance world-wide.

4.6 BANKING REGULATIONS & OPERATIONS

CO 1: Understand the role and functions of commercial banks and monetary policy.

CO 2: Twig the relationship between banker and customer, types of customer and account holders.

CO 3: Understand the negotiable instruments, kinds of negotiable instruments, cheque, types of cheque and crossing, endorsement and kinds of endorsement.

- CO 4: Comprehend paying banker, statutory protection to the paying banker, dishonor of cheque, collecting banker, duties and responsibilities of collecting banker.
- CO 5: Familiarize the principles of bank lending, different kinds of borrowing facilities granted by banks.

4.7 PROJECT MANAGEMENT

- CO 1: Familiarize with concepts on project management, process, role and responsibilities of project manager.
- CO 2: Understand project identification process, project feasibility studies, its types and components.
- CO 3: Familiarize with project planning and project completion phases.
- CO 4: Comprehending the students' knowledge in detail of project Implementation and project evaluation process.
- CO 5: Acquaint the students on various types of project financing to start a new venture.

Semester V

5.1 ENTREPRENEURSHIP DEVELOPMENT

- CO 1: Understand what is entrepreneurship, entrepreneur and enterprise and also the qualities, pros and cons of being an entrepreneur.
- CO 2: Learning how creativity and innovation is the crust of being an entrepreneur.
- CO 3: Ability to understand the entire process of starting a new venture and the clearances required.
- CO 4: Acquire knowledge to make a complete business plan and also the common issues in it.
- CO 5: Understand how to get funding for their new start-ups and role played by financial institutions which support the same.

5.2 BUSINESS RESEARCH METHODS

- CO 1: Know the significance of research, its process and types.

- CO 2: Understand the formulation of research problem, research design and formulation of hypothesis.
- CO 3: Acquire skills in construction of questionnaire and schedules, data collection using various methods of sampling.
- CO 4: The learner will be able to tabulate the collected data, analyse and interpret using simple statistical tools.
- CO 5: The students will be able to acquire skills in report writing.

5.3 INVESTMENT MANAGEMENT

- CO 1: Understanding of Investment Management, various alternative sources of investment, financial risk, different types of risks.
- CO 2: Comprehend security analysis (Fundamental Analysis- economy, industry and company) , Equity Valuation models, concepts of derivative and its types, Technical analysis – Dow's theory and Tax aspects of investment.
- CO 3: Acquaint the students on portfolio management and portfolio theories.
- CO 4: Familiarize on portfolio management strategies (Equity, derivatives), portfolio revision, and portfolio evaluation – (Treynor's Sharpe's and Jenson measures).
- CO 5: General understanding of mutual funds – features, pros and cons and recent trends in mutual funds.

5.4 MANAGEMENT ACCOUNTING

- CO 1: Understand the concepts of Management Accounting and to study the relationship between Financial Accounting, Management Accounting, and Cost Accounting.
- CO 2: Analyse the various accounting ratios involved in Preparation of Trading, Profit & Loss Account and Balance Sheet.
- CO 3: Understand the concepts of Fund, Fund Flow Statement and preparation of Statement of changes in Working Capital and Statement of Sources and Application of Funds.
- CO 4: Analyse and understand the concepts of Cash Flow Statement and steps in preparation of Cash Flow Statement according to AS-3.
- CO 5: Analyse and understand the concepts of marginal costing (Break Even Analysis) and Budgetary Control and preparation of flexible budgets.

SEMESTER VI

6.1 INTERNATIONAL TRADE AND E- BUSINESS

- CO 1: Procure knowledge on international trade, theories of international trade and modes of entry to IB.
- CO 2: Understanding of import and export trade procedure, balance of payment and Disequilibrium and measures for rectification of BOP.
- CO 3: Acquaint students of E-Business models and theoretical clarity of concepts related to electronic modes of commercial operations.
- CO 4: Familiarize on security concepts for E-business, implementing process of E-commerce security.
- CO 5: Comprehend concepts of E-Payments and types of E-payments used for digital payment.

6.2 STRATEGIC MANAGEMENT

- CO 1: Understand the concepts of policy formulation, formulation of vision and mission of organisation and relevance of strategic management.
- CO 2: Analyse the business environment, draft SWOT analysis and also acquire skills of value analysis.
- CO 3: The learner will be able to relate to strategic planning and to understand the different types of strategies.
- CO 4: Understand the implications of strategic implementations across the organisation.
- CO 5: The learner will be able to obtain strategic evaluation skills.

6.3 INCOME TAX

- CO 1: Understand the Legal Frame Work and provisions of Income Tax Act and its Important Definitions. To determine the Residential Status of an individual and problems on Incidence of Tax. To know the Exempted Incomes U/S 10.
- CO 2: Analyse the basis of charge on Income from Salary, Allowances, Perquisites, Provident Funds and computation of Income from Salary.
- CO 3: Analyse the basis of charge on Income form House Property, Determination of Annual Value and computation of Income from House Property.

CO 4: Understand the concepts of Business & Profession and to compute income from Business of Sole Proprietor.

CO 5: Understand the concepts of Income from Capital Gains and Income from Other Sources. To develop skills to compute total income of an individual assessee and deductions u/s 80 C, D and G.

ELECTIVE GROUPS

A FINANCE GROUP

F. N 5.5 ADVANCED FINANCIAL MANAGEMENT

CO 1: Understand the concepts of Risk Analysis and to study the Techniques of Measuring Risks through computation of Net Present Value.

CO 2: Analyse and understand the Capital Structure through various theories like Net Income Approach, Net Operating Income Approach, Traditional Approach and MM Approach.

CO 3: Understand the Irrelevance theory of dividend under MM Model, relevance theories under Walter model, Gordon Model and problems on Dividend Theories.

CO 4: Acquire knowledge on working capital management, cash management and inventory management as a vital to efficient advanced financial management. To study about Multinational Working Capital Management and its components.

CO 5: Understand the concepts in corporate valuation under DCF method, Relative Valuation Method, Net Asset Method and Value Based Management.

F. N 5.6 FINANCIAL MARKETS AND SERVICES

CO 1: Acquire theoretical clarity of basic concepts related to the structure of Indian Financial System

CO 2: Familiarize on financial markets, SEBI, its players and reforms of stock market.

CO 3: Comprehending of Non-Banking Financial intermediaries and its types.

CO 4: Acquaint the students on Concept of Mutual Funds, Evaluation of the performance of Mutual Funds – Functioning of Mutual Funds in India.

CO 5: Familiarize on various recent trends in financial services.

F.N6.5 INTERNATIONAL FINANCE

CO 1: Theoretical clarity of basic concepts related to international finance and critical evaluation of cross currency rates.

CO 2: Understand the concepts of Foreign Exchange Market, FERA and theories of Foreign Exchange Rate Determination. To know the components, Disequilibrium in BOP and methods of correction of disequilibrium.

CO 3: Analyse the International Financial Markets and its instruments, Innovation in foreign securities and International Portfolio Management.

CO 4: Analyse the foreign exchange risk - Hedging, Forward, Future, Swaps, Options for efficiency in the exchange market.

CO 5: Study about the international financial institutions like IMF, International liquidity and SDR's (Special Drawing Rights), International Bank for Reconstruction and Development (World Bank), International Development Association (IDA) and International Investment Guarantee Agency (IIGA).

F. N 6.6 STOCK, COMMODITY MARKETS AND DERIVATIVES

CO 1: Understand about stock market and its functions and also about SEBI and types of indices.

CO 2: Analyse the commodity market, its functions and working.

CO 3: Understand the complete functioning of futures and forwards contract.

CO 4: Analyse and understand the different financial derivatives and factors contributing for its growth and its functions.

CO 5: Understand the practical way for trading in stock and commodity market.

HUMAN RESOURCE GROUP

H.R 5.5 EMPLOYEE WELFARE AND SOCIAL SECURITY

CO 1: Understand the concepts, need, philosophy and principles of labour welfare. and create awareness on Historical Development of Employee Welfare in India.

CO 2: Familiarize on labour welfare in India, agencies of employer welfare and role, status and functions of welfare officer.

CO 3: Acquaint the students on Indian labour administration system.

CO 4: Familiarize on various acts relating to Industrial Legislations.

CO 5: Understand the concept and scope of social security in India and also comparative analysis of social security and measures of European Union and India.

H.R. 5.6 STRATEGIC HRM

CO 1: The learner will be able to know the relevance of SHRM.

CO 2: Know about modern organizational HR practices used in diverse work environments.

CO 3: The learner will be able to understand strategic planning process and get insights to international compensation.

CO 4: Understand about global HRM practices relating to training and handling global teams.

CO 5: The learner will be able to know the significance of emotional intelligence, acquire skills of self-assessment, self-management and be aware of empathy and sensitize to fellow workers.

H.R 6.5 ORGANISATIONAL CHANGE AND MANAGEMENT DEVELOPMENT

CO 1: Understand the dynamics of change, need for managing change, resistance to change and overcoming resistance to change.

CO 2: Comprehend the meaning of management development and techniques of management development.

CO 3: Familiarize with concepts of training evaluation and understand its impact on individuals and organisations.

CO 4: Acquaint the students on meaning of organisational development and its process.

CO 5: Understand meaning of OD, types of OD interventions and their role in organisational growth.

H.R. 6.6 COMPENSATION MANAGEMENT

CO 1: Understand how jobs are evaluated and pay grades wages are determined.

CO 2: Understand the modern trends in compensation and also the classification.

CO 3: Learning about every aspect that is considered in salary fixation and the different break ups in it.

CO 4: Understand the rewarding system and the various types in it.

CO 5: Understand the regulatory body for compensation management.