

# Department of Business Administration

## Program Outcomes

- BBA program enables a student to understand the total operations of a business.
- A student can pursue a career in companies as Operations Manager, Sales Manager, HR manager, and many other posts.
- Students get in depth understanding of business administration.
- A BBA program is the foundation for further studies like MBA, M.com, MFA
- It gives practical knowledge of corporate business activities.
- It improves business related decision making.
- It improves COMMUNICATION SKILLS.
- It provides knowledge of Marketing Strategies.
- With corporate and factory visits, it increases understanding for various cycles of business.
- It provides leadership skills.
- It provides internship with corporates and businesses leading to good job opportunities.
- It improves entrepreneurial skills.
- It teaches how to develop a business idea into reality.
- Develops the overall personality of the individual
- The course gives thorough knowledge of business from Idea generation to product sales
- A diverse career choice where one can either become a teacher, manager, accountant or a hard core product or service marketer

## Program Specific Outcomes.

The college provides two electives in the final year of the BBA program i.e, MARKETING and HUMAN RESOURCE

### **BBA –marketing outcome:**

- Marketing involves both creative and technical sides
- This field teaches the student to organize all available resources for the benefit of the institution
- The program allows a candidate to develop his communication, leadership and entrepreneurship skills
- Gives a clear-cut idea of the global trade and commerce scenario which is important for any career
- Marketing offers diverse career option in all kinds of industries.
- Students develop the mentality of facing hard world realities and chaotic working challenges
- The program gives in depth knowledge of business, its environment, its stake holders.

## **BBA –HR outcome:**

- This elective introduces the students to the human world of management
- Program teaches about staffing, training & development, retention, employee welfare etc
- Students learn to study the organizational behavior and learn strategies to enhance to HR efficiency
- Students with this elective can take up profession like teachers, HR managers, consultants, payroll managers, administrators, project managers in service rendering institutions.

## **Course Outcomes**

### **1<sup>st</sup> semester BBA:**

#### **1. FUNDAMENTALS OF ACCOUNTING**

Recognize and understand ethical issues related to the accounting profession. Prepare statements in accordance with GAAP, Employ critical thinking skills to analyze data.

#### **2. BUSINESS ORGANISATION AND ENVIRONMENT**

Students are taught elementary concepts of Business organizations , various forms of Business organizations and the interaction between the external environment and Business organizations.

#### **3. QMB-1**

Conceptual Learning of the subject is achieved.

Learners acquire analytical skills.

Knowledge development in terms of mathematical skills will be enhanced

#### **4. MANAGEMENT PROCESS**

Students get introduction to the world of management and learn the functions of management in detail such as planning. organising, staffing, directing AND controlling

#### **5. INDIAN CONSTITUTION**

This subject teaches the preamble of the constitution, and gives an in depth in the constitution laws. Students learn the value and importance of a legal system in the country

### **2<sup>ND</sup> SEMSTER BBA:**

#### **1. FINANCIAL ACCOUNTING**

Students learn how to prepare financial accounts, study income statements, balance sheets and cash flows. The students learn to measure business activities.

#### **2. QUANTITATIVE METTHODS FOR BUSINESS-2**

Learner acquire critical thinking and analytical skills. Management graduates understand the world a little bit better through numbers and other quantitative information. Helps Learners to acquire knowledge of the economy in-depth. Statistical Knowledge helps learners to use proper methods to collect data, employ the correct analyses and effectively present the results.

### **3. ORGANIZATIONAL BEHAVIOUR**

The subjects allows students to learn the discipline of psychology and its implications and use in business, they learn about personality, attitude, behavior modification and learning

### **4. PRODUCTION AND OPERATION MANAGEMENT**

Understanding the concepts of Production and operations management of Industrial undertaking and benefits of automation. Imparts knowledge to identify the elements of operations management and various transformation processes to enhance productivity and competitiveness

### **5. EVS**

Knowing the Environmental policies and practices related to global warming, Ozone layer depletion, acid rain, and its impact on agriculture. Knowledge in disaster management, Environmental ethics, and Environmental Movements

## **3<sup>RD</sup> SEMESTER BBA:**

1. **SOFT SKILLS FOR BUSINESS** -students learn to write reports, acquire leadership skills and communicate effectively, improve listening skills

### **2. CORPORATE ACCOUNTING**

They learn the statutory provisions in preparation of company final accounts as per the revised schedule VI of the company's act. They will be able to Study the concepts Tools and techniques used to prepare financial statement and analysing, interpretation of financial statement. They acquire the knowledge of preparing consolidated balance sheet of holding and subsidiary company, legal process of acquiring majority shares.

### **3. HUMAN RESOURCE MANAGEMENT**

It enables understanding and Effectively managing the key human resource functions within organizations and also to Examine current issues, trends, practices, and processes in Human Resource Management.

### **4. BUSINESS ETHICS**

this subjects teaches the inclusion of ethics in business, personal ethics and ethics in management. values like humility, selfless service, karma yoga, and happiness

## **5. BUSINESS REGULATIONS**

the subject teaches about contracts, breach of contracts, agreements and offers. consumer protections act, FERA & FEMA. Rights of the buyers and sellers.

## **6. CORPORATE ENVIRONMENT**

The course aims at covering various provisions and case studies related to Incorporation of various types of companies. The doctrine of constructive notice, doctrine of indoor management, various rules regarding managerial personnel, Management & control of companies

## **7. BANKING REGULATIONS AND OPERATIONS.**

Students learn the working and nature of all financial institutions, how they create credit, give loans and other financial services to the business. The students study the roles of paying and collecting banker. And trends of banking system

## **8. SCIENCE & SOCIETY**

The students learn about discoveries and inventions, socio-economic sphere, environmental issues and remedies and deployment of technologies in betterment of the society

### **4<sup>TH</sup> SEMSTER BBA:**

#### **1. BUSINESS RESEARCH METHODS**

Graduates develop critical thinking and analytic skills. Learners would have understanding on various kinds of research, objective of doing research, various kinds of data used in research as well as measurement and scaling.

#### **2. MARKETING MANAGERMENTS**

On successful completion of the course, students will be able to have an in depth understanding of the marketing planning process Develop and implement integrated marketing strategies for Products.

Students should be able to learn model building process used for solving marketing problems. To choose various analytical techniques for improving marketing decisions

#### **3. FINANCIAL MANAGEMENT**

Students learn time value for money and calculation of EPS,ARR,IRR. The students learn the need of having financial management in the business.

#### **4. BUSINESS REGULATIONS**

Learners acquire knowledge on global business scenario, people involved in the business activities and its impact on various business. Learners understand the various facets of business and concerned legal aspects that enabled smooth functioning of various Business. Students will demonstrate understanding of Legal Environment of Business .

## **5. COST ACCOUNTING**

Describe the cost concepts, cost behaviours and cost accounting techniques that are applied to manufacturing and service businesses. Determine the cost and analyse the profitability of products and services through cost sheets. Apply the various techniques to solve complex problems and aid the management in making rational decisions..

## **6. PERSONALITY DEVELOPMENT-**

Knowledge on personality Development plays an essential role in improving one's communication skills Personality Development Knowledge on Interpersonal skills and its impact on the personal growth and professional growth

## **5<sup>TH</sup> SEMESTER BBA:**

### **1. ENTREPRENEURIAL MANAGEMENT**

The study of Entrepreneurship provides the budding entrepreneurs with the skills and knowledge to come up with business ideas and develop their own ventures.

### **2. COMPUTER APPLICATIONS IN BUSINESS**

students learn about different types of information system, how the businesses depend on IT, they learn about databases and Microsoft office.

### **3. MANAGEMENT ACCOUNTING**

Integrates the study of management principles and practices with the study of human behaviour with in organizations. Nurtures the analytical and critical thinking abilities for decision making.

### **4. INVESTMENT MANAGEMENT**

Students learn about the higher level concepts of investment policies.  
To yield knowledge of the functional aspects of investment, securities, speculation business.

### **5. CONSUMER BEHAVIOUR**

Students are taught about the relevance of consumer behaviour theories and concepts to marketing decisions. Students are also taught to analyse the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.

### **6. ADVERTISING AND MEDIA MANAGEMENT**

Students learn about major advertising strategies, SWOT –analysis, GAP –analysis, 3c –analysis, advertising process. Campaign planning and pricing strategies.

### **7. STRATEGIC HRM**

the students are taught about different strategies used at various levels of hr, implementation and follow up

### **8. EMPLOYEES WELFARE AND SECURITY**

the students learn about elements in welfare of the employees, performance appraisal.

## **9. CULTURAL DIVERSITY & SOCIETY**

An understanding of why some students are naturally creative, but also how everyone can develop their creative skills. The opportunity to apply the methods and tools to generate ideas for improving areas of their own work.

## **6<sup>TH</sup> SEMESTER BBA:**

### **1. INTERNATIONAL BUSINESS**

The subject allows the students to learn the evolution of international business. Business plan, FOREX, international standards, imports export trade, EXIM policy.

### **2. E-BUSINESS**

Enable students to be aware of various strategies involved in selling marketing, categories, applications and methodologies of payment, business operations involved in current market.

### **3. INCOME TAX**

After conclusion of study the students will be able to:

Define the procedure of direct tax assessment.

Able to file IT return on individual basis.

Able to compute total income and define tax complications and structure..

### **4. STRATEGIC MANAGEMENT**

the subject teaches the strategic planning process, situation analysis, strategies importance and need for business,

### **5. RETAIL MANAGEMENT**

Understand the impact of retailing on economy. Analyse the retail marketing strategies. Gain knowledge about the marketing mix to UNDERSTAND retail industry

### **6. BRAND MANAGEMENT**

On successful completion of this module, the learner will be able to:

Demonstrate knowledge of the nature and processes of branding and brand management.

Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas.

### **7. ORG CHANGE AND DEVELOPMENT**

Enable and help the students to understand need for Organizational Change and Development. Knowledge on need and components of creativity and innovation helps in the overall development of person as well as organization

## **8. COMPENSATION MANAGEMENT**

This subjects gives the insight on the compensation variable in employment, it gives knowledge on various scales of compensation, calculation of salaries.

## **9. CULTURAL DIVERSITY AND INNOVATION**

Making to understand the importance of Creativity as a valuable skill, Understanding the contributions of creativity of some renowned personalities. This enhances the sensitivity to creativity and innovation.