

## **BACHELOR OF BUSINESS ADMINISTRATION**

### **PROGRAM OUTCOME**

- To understand basic concepts and fundamental principles and theories about the areas of specialization.
- Gain analytical ability in the field of commerce, social sciences and its influence on the society.
- Acquire knowledge with ability to analyse literatures, its intellectual development of the individual and society.
- Create well trained professional for industry, banks to meet man-power requirement as effective management professionals and corporate world.
- Develop various leadership and communication skills which help in expressing ideas, creativity, enhance scientific application and research.
- Learn and imbibe ethical moral, social values towards cultural society.
- To make job creators rather than job seekers.

### **PROGRAM SPECIFIC OUTCOME**

- Provide adequate basic understanding about Management Education among the students
- Prepare students to exploit opportunities being newly created in the Management profession
- Develop appropriate skills in the students so as to make them competent and also to prepare them to be self employed.
- Work well in teams, including practical setting and experiential learning modules.
- Communicate business information professionally
- Foster thinking insightful to societal needs to become responsible member of the society
- Provide an environment that facilitates all-round development of the student personality

## **COURSE OUTCOME**

### **I SEMESTER**

#### **MAJOR**

##### **FINANCIAL ACCOUNTING**

- To understand money and taxes
- To understand how to work within the laws and regulations in their industry to maximise profits and minimise losses
- Can help a company to make good financial decisions

##### **PRINCIPLES OF MANAGEMENT**

- To know about the various principles in Management
- This subject will help to discuss and communicate the management evolution and how it will effect future managers
- It helps to practice the process of management's four functions – Planning, Organising, Directing , Controlling
- This will identify and evaluate the social responsibility and ethical issues involved in business situations

#### **ALLIED**

##### **MANAGERIAL ECONOMICS**

- To create awareness on the individual units and concepts in business
- To know about the Demand and Supply, profits, nature and scope of the subject
- To understand the concepts of Economics and Management in business
- Knowledge about the market structure in the economy

### **II SEMESTER**

#### **MAJOR**

##### **MANAGEMENT ACCOUNTING**

- To help to forecast the future
- Helping in make or buy decisions
- To help the management build on positive variances and management the negative ones
- To analyse the rate of return

##### **BUSINESS COMMUNICATION**

- To impart the basics of communication in business
- Knowledge about the different types of letters in business
- Awareness to write business letters through sample/model letters

## **ALLIED**

### **INTERNATIONAL TRADE**

- Provides and analysis of the economic relationship between countries covering both trade and monetary issues
- The effects of trade on welfare and the income distribution
- The effects of various barriers to trade and economic integration
- To discuss the issues of global imbalances and study about account surpluses or deficits

## **III SEMESTER**

## **MAJOR**

### **FINANCIAL MANAGEMENT**

- To acquire the skills necessary to manage a financial firm, to describe and apply financial concepts, theories and tools
- To describe the dimension of performance and risk relevant to financial firm in order to take financial measures
- To describe the impact that financial innovations, and changes in finance regulations on the structure of financial firm/ industry

### **MARKETING MANAGEMENT**

- To state the role and functions of marketing with a range of organisations
- To synthesise ideas into a marketing plan
- To analyse the marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices

### **ORGANISATIONAL BEHAVIOUR**

- The nature of organisation, reasons why they exist and organisational effectiveness
- The organisationalbehaviour, its foundations, its importance and limitations
- Study of human behaviour and attitude

### **COMPUTER APPLICATIONS IN BUSINESS**

- Understand the concepts of word processing which includes MS-Word and MS-Excel.
- Create Database, Tables, Query and Reports.
- Basic concepts of Electronic Data Interchange and its implementation.
- Internet and its Basic concepts.
- Implementation of Information System Audit.

## **ALLIED**

### **BUSINESS MATHEMATICS AND STATISTICS**

Students will be able to

- Distinguish between different types of data
- Organize, manage and present data.
- Analyze statistical data graphically using frequency distributions and cumulative frequency distributions.
- Analyze statistical data using measures of central tendency, dispersion and location.
- Appreciate the usefulness of Times Series and Index Numbers.
- Get an idea of sampling techniques.
- Understand the importance of Testing as a statistical tool.

## **IV SEMESTER**

### **MAJOR**

#### **FINANCIAL SERVICES**

- To know the different types of capital markets
- To make decisions regarding various types of investments and money saving activities in our day to day life
- To know in details about the insurance and mutual funds companies

#### **HUMAN RESOURCE MANAGEMENT**

- Knowledge and skills needed to effectively managing human resources
- Integrate teamwork, leadership and motivational skills
- Methods of recruitment and selection, training and development
- Labour movement strategies and scenario

#### **BUSINESS REGULATORY FRAMEWORK**

- To protect business from legal threats with a thorough knowledge of the law of business
- To understand and manage the complexities of the law of commerce
- To understand the ethics and responsibilities of business decisions
- Business law compliments accounting, economics, finance, management and marketing with careers including corporate advisors , financial planner, risk assessment officer , management consultant, business analyst and policy advisor

#### **MANAGEMENT INFORMATION SYSTEM**

- The basic concepts of Management Information System such as structure of MIS and Decision making.
- Concepts of system which includes system characteristics, structure and competitive advantages.
- Input, output devices, classification of computers and Data Base management System.
- System Analysis, Functional Information system and marketing.
- Decision Support System, Business Process Outsourcing and its functions.

## **ALLIED**

### **OPERATIONS RESEARCH**

- Learn to formulate and solve a Linear programming problem
- Understand the use of artificial variables to solve problems
- Be introduced to the concept of logistics and various methods to find the initial solution and hence proceed to the optimum solution
- Understand the process of assigning jobs to persons so that the total time taken is a minimum
- Provide students with the basic skills needed to analyze games and the process of selecting best strategies or decisions for the players, as well as the determination of the outcome of the games
- Learn to schedule a project and complete it on time by using the CPM and PERT methods
- Understand the concept of queuing and its application in day to day life.
- To introduce the concept of decision theory and its applications.

## **V SEMESTER**

### **MAJOR**

#### **ADVERTISING MANAGEMENT AND SALES PROMOTION**

- Independent thinking on advertisement strategies
- Get Know types of advertisement
- Develop a Sales Promotion activity and able analyse it
- Knowledge about advertisement budget
- Reasoning of media selection for advertisement

#### **RESEARCH METHODOLOGY**

- To understand the basic concepts of research and its methodologies
- To identify appropriate research topics
- To organise and conduct research in an a propriate manner

#### **OPERATIONS MANAGEMENT**

- To understand the concept & objectives of production and operations
- To identify the factors governing plant location
- To assess the types of layouts and the factors governing their selection
- To explain the concepts of work study and work measurement
- To explain the concept and importance of quality
- To discuss the concept of service encounter , service processes and service delivery

#### **MATERIAL MANAGEMENT**

- Develop & ability to perform the role of material manager in an organisation
- To analyse the inventory situation and suggest improvements
- Able to practise material planning through modern material management tools
- Effective decision making and co ordinate to effect purchase at minimum cost

## **ELECTIVE**

### **ENTREPRENEURIAL DEVELOPMENT**

- Concept of Entrepreneurship
- To know about the agencies/institutions that help entrepreneurs
- Knowledge about the feasibility studies
- Preparation of business ideas/proposals/report

## **VI SEMESTER**

## **MAJOR**

### **BUSINESS ENVIRONMENT**

- Independent business thinking
- Knowledge regarding factors of business/political/economic influence on business
- Business development
- Awareness on international factors on business

### **BUSINESS TAXATION**

- To gain knowledge about the principles of Indirect tax
- To highlight the students about the Customs Duty, Excise Duty, VAT, etc
- Tax planning strategies are typically employed to help a business to achieve their financial and business goals

### **SERVICES MARKETING**

- It can inspire people to undertake new activities and set up enterprises for rendering services that are required by customers
- It gives a wide exposure by creating large job opportunities in the economic system of the firm
- It gives clear idea of how to market the services
- To identify the needs and wants of the customers.

## **ELECTIVE**

## **GROUP PROJECT AND VIVA**

### **CUSTOMER RELATIONSHIP MANAGEMENT**

- The purpose of this subject is to prepare the students to deal with the changes in global market place in the area of customer relationship management
- To equip the students with both conceptual understanding and knowledge for building and partnering relationship with customers and suppliers
- To discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business