

Name of the Course	Bachelor of Business Administration (BBA)
PROGRAMME OUTCOME	<ul style="list-style-type: none"> <li>• To familiarize students with the current business practices</li> <li>• To aware students about the ethical practices to be followed in business</li> <li>• To equip students with the skill of preparing accounts for various types of business organizations</li> <li>• To aware students about accounting standards</li> <li>• To familiarise students about statutes concerning Business organisations • To acquire skills for managing human resource</li> <li>• To generate innovative business ideas in emerging industrial scenario</li> <li>• To understand the process of business management and its functions</li> <li>• To familiarise students with current management practices</li> <li>• To enable students to understand micro and macroeconomic concepts relating to business</li> <li>• To understand students the application of economic principles in business management</li> <li>• To equip students with the skills of preparing financial statements for various types of organisations</li> <li>• To aware students about corporate accounting methods and financial reporting standards</li> </ul>

	<ul style="list-style-type: none"> <li>• To familiarise students with the statues concerning business organisations</li> <li>• To enable students to get a conceptual knowledge about corporate accounting</li> <li>• To familiarise students about the concept of cost</li> <li>• To aware students about the concept of corporate governance</li> <li>• To enable students the concept and relevance of management</li> <li>• To develop basic skills in conducting research and case studies</li> <li>• To impart basic knowledge about Income Tax, 1961 and GST Act 2016</li> <li>• To provide knowledge about auditing principles and practices of corporate governance</li> </ul>
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SEMESTER	COURSE CODE	COURSE NAME	COURSE CREDIT	OUTCOMES
1	BBA1B01	MANAGEMENT THEORY AND PRACTICES	4	<ul style="list-style-type: none"> <li>• Discuss different schools of management thought</li> <li>• Understand apply the concepts of planning, organizing, staffing and controlling for effective management</li> <li>• Aware and apply the ethically and socially responsible behaviour in Management</li> <li>• Aware and pursue the</li> </ul>

				modern management practices in business
1	BBA1C01	MANAGERIAL ECONOMICS	4	<ul style="list-style-type: none"> <li>• Acquire knowledge regarding relevant economic concepts applicable in managerial decisions</li> <li>• Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets</li> <li>• Make optimal business decisions by integrating the concepts of economics</li> </ul>
2	BBA2B02	FINANCIAL ACCOUNTING	4	<ul style="list-style-type: none"> <li>• Discuss and apply fundamental accounting concepts, principles and conventions</li> <li>• Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business</li> <li>• Record accounting transactions in respect of hire purchase and instalment system and branches</li> </ul>
2	BBA2B03	MARKETING MANAGEMENT	4	<ul style="list-style-type: none"> <li>• Understand and develop insights and</li> </ul>

				<p>knowledge base of various concepts that driving marketing strategies.</p> <ul style="list-style-type: none"> <li>• Develop skills in organizing for effective marketing and in implementing the market planning process</li> </ul>
3	BBA3A11	BASIC NUMERICAL METHODS	4	<ul style="list-style-type: none"> <li>• The students will be able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.</li> </ul>
3	BBA3A12	PROFESSIONAL BUSINESS SKILLS	4	<ul style="list-style-type: none"> <li>• To update and expand basic Informatics skills of the students.</li> <li>• To equip the students to effectively utilize the digital knowledge resources for their study</li> </ul>
3	BBA3BO4	- CORPORATE ACCOUNTING	4	<ul style="list-style-type: none"> <li>• Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets</li> <li>• Prepare annual financial statements for companies and compute accounting ratios.</li> <li>• Record accounting transactions in respect of redemption of preference shares and debentures</li> </ul>
3	BBA3B05	FINANCIAL	4	<ul style="list-style-type: none"> <li>• Understand and</li> </ul>

		MANAGEMENT		<p>develop insights and knowledge base of various concepts of finance</p> <ul style="list-style-type: none"> <li>• Develop skills for effective Financial, Investment and Dividend decisions making</li> </ul>
3	BBA3CO2	BUSINESS REGULATIONS	4	<ul style="list-style-type: none"> <li>• Analyse statutory provisions and the core concepts in business laws</li> <li>• Analyze legal issues arising in day-to-day business operations prevalent in India</li> <li>• Discuss possible solutions to issues in organisations in the frame work of business laws</li> </ul>
4	BBA4A13	ENTREPRENEURSHIP DEVELOPMENT	4	<ul style="list-style-type: none"> <li>• To familiarize the students with the concept of entrepreneurship.</li> <li>• • To identify and develop the entrepreneurial talents of the students</li> <li>• To generate innovative business ideas in the emerging industrial scenario</li> </ul>
4	BBA4A14	BANKING AND INSURANCE	4	<ul style="list-style-type: none"> <li>• To enable the students to acquire knowledge about basics of Banking and Insurance.</li> <li>• To familiarize the students with the modern trends in</li> </ul>

				banking.
4	BBA4B06	COST AND MANAGEMENT ACCOUNTING	4	<ul style="list-style-type: none"> <li>• Understand cost and management accounting concepts and its application for decision making.</li> <li>• Aware as to cost consciousness and the various methods and techniques of costing</li> </ul>
4	BBA4C03	CORPORATE REGULATIONS	4	<ul style="list-style-type: none"> <li>• Understand the features and different types of companies</li> <li>• Aware as to the formation of companies and also as to different documents of companies</li> <li>• Understand the share capital and other relevant provisions of the same</li> <li>• Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI</li> <li>• Understand the provisions of conducting meetings and also the winding up procedure of companies.</li> </ul>
4	BBA4C04	QUANTITATIVE TECHNIQUES FOR BUSINESS	4	<ul style="list-style-type: none"> <li>• Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.</li> <li>• Develop skills for</li> </ul>

				effectively analyze and apply Quantitative Techniques in decision making
5	BBA5B07	HUMAN RESOURCES MANAGEMENT	4	<ul style="list-style-type: none"> <li>• Develop insights on various concepts and Functions of Human Resource Management</li> <li>• Learn the latest trends in Human Resource Management</li> </ul>
5	BBA5 B08	BUSINESS RESEARCH METHODS	4	<ul style="list-style-type: none"> <li>• Understand and develop insights and knowledge base of various concepts in Research.</li> <li>• Develop skills for conducting business research</li> </ul>
5	BBA5B09	OPERATIONS MANAGEMENT	4	<ul style="list-style-type: none"> <li>• Understand the different concepts of operation Management.</li> <li>• Acquire the knowledge to make plans at the operational level of an industry</li> </ul>
5	BBA5B10	INCOME TAX	4	<ul style="list-style-type: none"> <li>• students will be able to understand the latest provisions of Income Tax Act Law and enable to compute different heads of income as well as total income and tax liability.</li> </ul>
5	BBA5B11	FINANCIAL MARKETS AND	4	<ul style="list-style-type: none"> <li>• The course helps to understand different</li> </ul>

		INSTITUTIONS		aspects and components of financial Institutions and financial markets. This will enable the students to take rational decisions on financial market and institutions.
5	BBA5D01	E- COMMERCE	4	<ul style="list-style-type: none"> <li>the students will be able to Understand the practice of Ecommerce, e-payment and also the security issues.</li> </ul>
6	BBA6B12	ORGANISATIONAL BEHAVIOR	4	<ul style="list-style-type: none"> <li>Understand the different concepts of Organisational Behaviour</li> <li>Analyse individual and group behaviour</li> <li>Understand and deal with organisational change, development and stress</li> </ul>
6	BBA6B13	MANAGEMENT SCIENCE	4	<ul style="list-style-type: none"> <li>On completion of the course the students will be able to learn different OR techniques useful in managerial decisions</li> </ul>
6	BBA6B14	PROJECT MANAGEMENT	4	<ul style="list-style-type: none"> <li>Understand the different concepts of managing a project</li> <li>Analyse the viability of a project.</li> </ul>
6	BBA6B15	FINANCIAL SERVICES	4	<ul style="list-style-type: none"> <li>students will be able to aware of various financial services available in Indian financial system</li> </ul>
6	BBA6B16	INVESTMENT	4	<ul style="list-style-type: none"> <li>students will be able</li> </ul>



		MANAGEMENT		to aware of various investment opportunities from an investor's perspective of maximizing return on investment
6	BBA6B17	Project and Viva- Voce	4	<ul style="list-style-type: none"> <li>To get a practical experience in any stream of Management including Human Resource Management, Finance, Marketing by doing a project for three weeks and submit project report and appear for viva - voce</li> </ul>