

PO PSO CO
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)- 3 Years

Programme Objectives

After the completion of this program students will be able to:

P01. Business Knowledge: Explore different functional aspects of business world, recognize different opportunities of business and apply the knowledge of business concepts and functions in an integrated manner to solve business problems.

P02. Business transactions: Analyze contracts and define the business transactions as valid contracts.

P03. Sale and agreement: Develop the idea of sale, distinguish sale and agreement to sell and can explain conditions and warranties.

P04. Business Techniques and Strategies: Demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

P05. Project management and finance: Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

P06. Entrepreneurship and Innovation: Create and manage innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment and also to benefit industry by providing them with suitable trained person.

P07. Environment and sustainability: Understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

P08. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

P09. Critical Thinking Skills: Define, analyze, and devise solutions for structured and unstructured business, problems of law and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

P010. Communication Skills: Conceptualize a complex issue into a coherent written statement and oral presentation in English.

PO11. Business Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PO12. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

Program Specific Outcome (PSO):

PSO1: Acquire and represent analytical skills within a range of disciplines of Management, business, accounting, economics, finance and marketing.

PSO2: Adapt of business practices based on the opportunities and challenges of a growing business environment.

PSO3: Develop the proficiency with the ability to connect in critical thinking by analysis & interpretation of the situations, cases & construct/generate the feasible solutions to solve problems and implement and use decision making skills in business decisions.

PSO4: Apply the knowledge of academics in Industry and get experienced to represent the relevancy of conceptual knowledge of gained in academic in to real profession world through Internship module.

COURSE OUTCOME (CO):

SN	Course Code	Course Name	Course Outcome
1.	99001900	Environmental Studies	<ol style="list-style-type: none"> 1. To understand theoretical & Practical aspect of environment studies. About various conservation strategies and problems with environment. 2. To understand the importance of Environmental education and ecosystem & acquire the knowledge about environmental pollution sources, effects and control measures of environmental pollution. 3. To understand basic Environmental Concepts, causes of Environment degradation 4. To understand Sustainability and role of business & the importance Innovations in business- an environmental Perspective
2.	11007400	Financial Accounting	<ol style="list-style-type: none"> 1. To understanding of the basic concepts of accounting and financial statements. 2. To Able to apply the principles and concepts of accounting in preparing the financial statements. 3. To understand the execution of the accounting process- Recording-Classifying and Summarizing. 4. To understand the use of accounting software.

3.	11007500	Principles of Management	<ol style="list-style-type: none"> 1. To understand Nature of Management 2. To understand the Planning and Decision Making 3. To understand Organizing 4. To understand Directing, Leadership, Co-ordination and Controlling
4.	11007600	Principles of Microeconomics	<ol style="list-style-type: none"> 1. To analyze and apply the theory and practice of Economics. 2. To develop an understanding of a businessman need to locate various factors affecting demand of his product and plan marketing & business strategies accordingly. 3. To develop an understanding of the practical application of law of demand Students develop an understanding of the various concepts and its applications Students should understand the analytics of supply and demand and its various uses 4. To evaluate the market supply related aspects and create the plan accordingly, identify the different categories of market & understand the concept of monopolistic competition and oligopoly.
5.	11007700	Computer Applications	<ol style="list-style-type: none"> 1. To recite the computer characteristics and generation of computer 2. To understand utility aspects of computers in today's environment. 3. To understand differentiate categorize the memory of computer its utility in the performance & functioning of system. 4. To identify the need of the various types of systems.
6.	11007800	Computer Applications Lab	<ol style="list-style-type: none"> 1. To make familiar with MS Office & its application. 2. To make familiarized with basics of Excel. 3. To make learn about application of formatting and editing tools to enhance worksheets.

7.	11003500	Ability and Skill Enhancement-I	<ol style="list-style-type: none"> 1. To understand the effective usage of Grammar in day to day life and 2. To apply the improved fluency and confidence while speaking English. 3. To understand communication process and barriers to communication 4. To understand the use a proper communication in desired manner.
8.	99002800	Workshops and Seminars	<ol style="list-style-type: none"> 1. To understand that how to generate self-motivation, personal responsibility among students & make them able to judge when to speak and how much to say, speak clearly and audibly in a manner appropriate to the subject, 2. To identify & ask appropriate questions, use evidence to support claims, respond to a range of questions, take part in meaningful discussion to reach a shared understanding, speak with or without notes, show depth of understanding 3. To develop an Understanding of an environment that helps to build healthy professional relationships and support professional networks. 4. To identify about how to reach across diverse disciplines to apply theories, methods and knowledge & developing persuasive speech, present information in a compelling, well-structured, and logical manner.

9.	99002700	Human Values & Social Service / NCC/NSS	<ol style="list-style-type: none"> 1. To understand of Human Nature 2. To understand the Group Behaviour at organizational level & correlate of Organizational Culture and Motivation at workplace 3. To understand the organisational Change, Creativity and Development and Work Stress Student will be able to assess their own human values and social context of problems. 4. To understand the multiple ethical human values interest at stake in a real world situation & gain the knowledge of human values in non-classroom activities.
10.	11009500	Principles of Macro Economics	<ol style="list-style-type: none"> 1. To understand the basic knowledge of Macro Economics & get awareness of Fiscal Policy 2. Awareness of Money Inflation Monetary Policy & Open Economy 3. To explain the meaning, nature and scope of macro economics & to understand the concept of money and its different approaches to be used in economic aspects. 4. To identify & evaluate the causes of inflation and deflation and plan accordingly to overcome the challenges related to it.

11.	11009600	Cost Accounting	<ol style="list-style-type: none"> 1. To understand and analyze the cost accounting objectives, methods and techniques. 2. To understand the principles and procedure of cost accounting and to apply them to different practical situations 3. To enumerate & recite the basic cost concepts, allocation and control of various costs and methods of costing. 4. To acquaint with various methods involved in cost ascertainment, cost accounting and book keeping systems.
12.	11002700	Business Mathematics and Statistics	<ol style="list-style-type: none"> 1. To understand Elementary Financial Mathematics 2. To understand Matrices and Determinants 3. To Understand Derivatives and Applications of Derivatives 4. To Understand Numerical Analysis & have wider knowledge of mathematics with more emphasis on business applications.
13.	11011500	Organizational Behavior	<ol style="list-style-type: none"> 1. To understand the approaches and Models relating to Organizational Behavior. 2. To recite how to control the conflicts, change, time & stress management. & understand how to control effectively the human behavior.

			<p>3. To understand the importance of attitude, values, beliefs, assumptions and Motivation & to make aware about dynamic nature of groups. They will learn the behavior of individuals in organisation and the changing Environment of Organisation.</p> <p>4. To understand Organizational behavior, the social organization and the diverse environment alongside with the management of groups and teams.</p>
13.	11011600	Marketing Management	<p>1.To develop basic understanding of concepts in the marketing with respect to historical development of the subject & Make familiar with The Fundamental concepts and vocabulary or practices from business perspective in the Organization.</p> <p>3.To understand of The Marketing environment to help students to compare various opportunities available in various sectors & recite with Various concepts related to market Research and its utility.</p> <p>4. To understand Important issues Related to success in consumer buying behavioral process vis a vis organizational buying behaviour process & understand mechanism of developing a new product, Market Segmentation etc.</p>

14.	99002200	Business Communication	<p>1.To explain historical background and the development of communication; Importance and role of communication in everyday life.</p> <p>2.To understand Mechanics behind the communication process, difficulties experienced in communication. Different types of communication, impedance due to extraneous factors called “barriers”</p> <p>3.To understand different types of communication, impedance due to extraneous factors called “barriers”.</p> <p>4.To understand Important non-verbal parameters in communication. So to make communication effective and attractive.</p>
15.	11003600	Ability and Skill Enhancement-II	<p>1. Knowledge of Verbal & Non verbal communication skills</p> <p>2. Improvement in terms of pronunciation & presentation.</p>

16.	11012100	Business Environment	<ol style="list-style-type: none"> 1. To identify & understand the latest developments in business Environment. 2. To understand Political and Legal environment, Social and Cultural Environment, Technological environment and Competitive Environment 3. To understand International Environment To make aware and capable to evaluate the complexities of business environment and their impact on business. 4. Analyze the relationship between Government and business and understand the Political, Economic, legal and social policies of the country. Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.
17.	11004900	Business Law	<ol style="list-style-type: none"> 1. To understand about the frame work of Indian Business Laws & the legal aspects of business. 2. Acquainted the with case law studies related to Business Laws, labor laws 3. Able to identify and define the concept of business law, its application and source. 4. To give knowledge regarding rights and liabilities of a person while doing any contract under Indian Contract Act, Rights of customers and seller under Sale of Goods Act, different provisions. Negotiable instruments Act and Partnership Act

18.	11005001	Banking Theory and Practices	<ol style="list-style-type: none"> 1. To understand banking rules, regulations and various laws that govern banking sector. 2. To understand different kinds of financial services available in Indian financial institutions. 3. To Understand & recite the role of RBI in the Indian financial system. 4. To recite understand the importance and role of RBI, how RBI contributes to stabilize market economy, various provisions regarding Non Performing Assets.
19.	11012200	Human Values, Business and Managerial Ethics	<ol style="list-style-type: none"> 1.To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country & recite the applicability of ethics in functional areas like marketing, finance and human resource management 2. To understand the emerging need and growing importance of good governance by organizations. 3. To understand about ethical issues related to business and good governance necessary for long term survival of business. 4. To apply & integrate contemporary Ethics in business context & to analyze and apply in Business Practices.

20.	11005200	Financial Management	<ol style="list-style-type: none"> 1. To read the knowledge about conceptual framework of financial management. & able to use theoretical information to determine the financial plan and capital structure of the business. 2. To apply & calculate weighted average, Cost of Capital. 3. To Understand the various techniques used in capital budgeting decisions. & also understand the importance of Financial Management, alternative sources of business finance, working capital techniques. 4. To Understand the factors influencing cost of capital and calculating cost, take decision on capital structure and evaluation of financial viability of investments.
21.	11005300	Human Resource Management	<ol style="list-style-type: none"> 1. Give an in depth in sight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject. 2. Understand the human resource principles, theories, role behaviors and skill sets. & get knowledge about methods of Performance Appraisal. 3. To identify training related needs and apply to methods accordingly. 4. To analyze the different components of Remuneration & different types of employee benefits and services.

22.	11003700	Ability & Skill Enhancement-III	<ol style="list-style-type: none"> 1. Learn the four basic communication skills i.e.; Listening, speaking, reading and writing. 2. To apply effective listening 3. To apply effective speaking. 4. To construct effective body of written material.
23.	11009000	Corporate Law	<ol style="list-style-type: none"> 1. To understand different laws related to Corporate Sector & explain the structure of the company from its formation to its working to its winding up provisions regarding auditor, director, their remuneration. 2. To understand the Company Act 2013 and the Depositories Act 1996. 3. To understand company contracts and become confident therein. 4. To prepare & maintain corporate contracts.

24.	11009700	Entrepreneurship	<ol style="list-style-type: none"> 1. To explain Entrepreneurship to budding managers. 2. To develop Entrepreneurs with to take the responsibility of full line of management function of a company with special reference to SME sector, start-ups and Entrepreneurship along with government subsidies available to them. 3. To understand the role of entrepreneurship in the economic development. 4. To Analyze the problems for women entrepreneur and recent trends in women entrepreneurship & to prepare feasibility report for the new business enterprise or project. Develop of new & innovative business idea through the environmental study.
25.	11009100	Management Accounting	<ol style="list-style-type: none"> 1. To understand the basic management accounting concepts and their applications in managerial decision making. 2. To examine & compare the cost for make or buy product, shut down or continue business or alternative decisions by buying cost volume profit analysis technique.

			<p>3. To understand the preparation of budget to control the cost of specific to overall objects of business organisation & Gain the knowledge about the difference between cost accounting, financial accounting and Management accounting</p> <p>4. To analyze financial statement concepts and calculations of ratio analysis & balance sheet ratio. & understand the various techniques used in working capital management.</p>
26.	11009200	Production and Operation Management	<p>1. To understand the basic management decisions with respect to production and quality management.</p> <p>2. To understand the designing aspect of production systems</p> <p>3. To acquaint with Planning, Scheduling and Control of Production and Operations Management functions in both manufacturing and Services.</p> <p>4. To understand about the principles, practices and areas of application in shop floor management. & also understand the resource utilization of an organisation.</p>

27.	11009300	Research Methods in Business Management	<ol style="list-style-type: none"> 1. To adapt the analytical abilities and research skills among the students. & give hands on experience and learning in Business Research. 2. To apply research design, sample design and sampling methods. 3. To apply appropriate methods for data collection for research work. 4. To understand the implementation of statistical tools for data analysis and interpretation & also understand the analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.
28.	11009400	Management Information System	<ol style="list-style-type: none"> 1. To understand the Information Systems to be used in Business. 2. To understand design, development and security of Management Information System & its utility. 3. To understand the basic ethical and Social issues in using information system; 4. To Implement Decision Support System in organizational decision.
29.	11003700	Ability and Skill Enhancement-IV	<ol style="list-style-type: none"> 1. Development & improvement in leadership and organizing skills. 2. To understand the techniques of taking the appropriate and responsible decisions. 3. To train for effective interview skills.

30.	11012400	Family Business Management	<ol style="list-style-type: none"> 1. To describe about Family Business, its meaning and Importance in India. 2. To identify the contribution of Family Business in Indian Economy & its importance. 3. To understand about how to address concerns in business, governance and relational dynamics in family firms. 4. To decide how to maintain the business & family relations during ups & down of the business.
31.	11012500	International Business Management	<ol style="list-style-type: none"> 1. To Understand the scope of international business creating awareness about International finance decisions and impact on operations. 2. To understand basics of WTO from the perspective of a business manager. 3. To understand the International Business Environment and theories related to it. 4. To analyze & inform the Modes of Entry in international market, Marketing mix, Factors affecting Decisions for International Business & to define the Finance aspects of International Business, Capital Movement, Risk in international operations, International investment, Financing for foreign trade.

32.	11003900	Ability and Skill Enhancement-V	<ol style="list-style-type: none"> 1. To extend the self confident by individuals. 2. To understand the importance leadership and organizing skills. 3. To analyze realistic perspective of work related to skills and interviews. 4. To implement realistic perspective of work related to skills and interviews.
33.Open Elective	11019400	Goods & Service Tax (GST)	<ol style="list-style-type: none"> 1. To Understand with a working knowledge of principles and provisions of GST, 2. To understand the relevance of GST in present Indian Tax Scenario and its 3. To identify contribution for economic development. 4. To acquainted with filling of various forms and returns.

	11014400	Rural Marketing	<ol style="list-style-type: none"> 1. To understand Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same. 2. To understand contribution to the emerging challenges in the upcoming economic scenario. 3. To Analyze marketing environment, consumer behavior, distribution channels, marketing strategies etc. in the context of rural markets. 4. To understand opportunities and emerging challenges in the upcoming rural markets. Grab the knowledge about rural market & trends as per the market requirement.
35.	11013500	e-Business	<ol style="list-style-type: none"> 1. To classify basic business models on the web with examples of their implementation. 2. To differentiate & implement basic marketing techniques and strategies on the internet, including analysis of their effectiveness. 3. To understand basic personalization mechanisms for websites and their roles in gathering marketing information. 4. To apply the basic techniques of positioning on the internet in creating the marketing image of the organisation as well as the product brand & to know how technology helps bridging gaps in business.

36.	11013600	Business Policy and Strategic Management	<ol style="list-style-type: none"> 1. To acquainted with the nature, scope and dimensions of business policy. 2. To understand the growing importance of strategies in uncertain business Environment. & learn the unique challenges faced by firms in competitive environment. 3. To understand the applicability of various Strategies in varied situations & also in general and competitive business environments. 4. To understand how to resolve cases through strategic decision making, & the use strategic management concepts and techniques.
37.	11004000	Ability and Skill Enhancement-VI	<ol style="list-style-type: none"> 1. To understand fundamentals of communication and able to use concept in day to day world. 2. To identify necessary skills to handle day-to-day managerial responsibilities such as making speeches, controlling one-to-one communication, 3. To develop group activities, and process, giving effective presentations, writing letters, memos, minutes of meeting, etc. 4. To develop confidence and to enhance Competitiveness by projecting a positive image of themselves and of their future.

SPECIALISATION ELECTIVE

38.Marketing	11012600	Consumer Behavior	<p>1. To Understand basic knowledge about issues and dimensions of Consumer Behaviour.</p> <p>2. Understand about the consumer decision making process and its applications in marketing function of firms & to examine influence of social class, group dynamics on consumer behavior.</p> <p>3. To develop the skill of analyzing consumer information and using it to create consumer-oriented marketing strategies & understanding the importance & implementation of the models of consumer behavior and individual buying.</p> <p>4. To correlate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.</p>
	11012900	Advertising Management	<p>1. To understand and examining the growing importance of advertising, construction of an effective advertisement</p> <p>2. To understand the role of advertising in contemporary scenario.</p> <p>3. Understand the future and career in advertising.</p> <p>4. Able to develop creative solutions through applying relevant advertising and marketing principles & understand the role of manager impacts the success of an ad agency.</p>

	11014100	Sales and Distribution Management	<ol style="list-style-type: none"> 1. To estimate sales by using sales forecasting methods. 2. To understand sales budgeting & its method this will help them to manage the selling expenses. 3. To determine size of sales force & Design Personal selling strategies. 4. To design sales meeting agenda and sales contests & understand the concepts, approaches and the practical aspects of the key decision making variables in sales Management and distribution channel management
	11013800	Services Marketing	<ol style="list-style-type: none"> 1. To understand distinctive features of services and key elements in services marketing which give insight into ways to improve service quality and productivity. 2. To Understand marketing of different services in Indian context. 3. To identify the significance of services marketing in the economy and deeper aspects of successful services Marketing. 4. To understand the nature and scope of services marketing and present about this in a professional and engaging manner & evaluate the expectations of customers and know how to translate this knowledge into genuine value for customers.

39.Finance	11013000	Security Analysis and Portfolio Management	<ol style="list-style-type: none"> 1. To identify and analyze the various investment & revenues & to understand the functions and importance of Indian security market. 2. To understand TVM (Time Value of Money) concepts and calculations; including future value of a present sum, present value, and present and future values of annuities. 3. To Analyze and predict the trend of stock price movement. 4. To design portfolio of investment to reduce risk and earn profit & interpret the evidence relating to market efficiency.
	11014200	Management of Financial Institutions & Services	<ol style="list-style-type: none"> 1. To define need of Financial system. 2. To understand the structure, role and functioning of financial institutions and markets in the financial system in India. 3. To identify roles of financial intermediaries within financial markets. 4. To acquainted with the knowledge of various types of risk and its management.

	11013900	Corporate Accounting	<ol style="list-style-type: none"> 1. To understand the journal entries of issue of shares and issue of debentures. 2. Understand the working styles of companies, the importance of final accounts of companies. 3. To analyze the valuation method of shares and goodwill and measurement of performance of companies & the concept of sources of redemption of debentures, redemption of Preference shares. 4. To identify accounting and reporting requirements of the Companies and relevant Indian Accounting Standards & understand the treatment regarding issue of bonus shares and treatment of prior period profits.
	11014500	Insurance and Risk Management	<ol style="list-style-type: none"> 1. To understand the Insurance business environment in India & the key concepts in General Insurance contracts and insurance contracts. 2. To understand and Identify what is Insurance, why insurance works and to determine insurance needs. 3. To understand about insurance operation, including functions of insurance, insurance markets, insurance regulations & Understand the pricing, financing and risk diversification strategies of insurance companies.

			<p>4. Able to understand the various operations involved in managing insurance. & understanding the role & importance of IRDA.</p>
40.Human Resource Management	11017900	Recruitment, Training & Development	<ol style="list-style-type: none"> 1. To explain the concepts and principles, procedure of Recruitment and Selection in an organization. 2. To understand about different aspects of managing people in organization from the stage of acquisition to development to retention. 3. To design recruitment policy and procedure & understand about types of interviews, do's and don'ts and able to conduct interview. 4. To identify the need of training & create training culture and climate & evaluate the effectiveness of training & suggest.
	11013400	Performance and Compensation Management	<ol style="list-style-type: none"> 1. To understand the concept of performance management in organization & understand performance appraisal systems 2. To understand the process and principles of Performance management. 3. To develop, and Monitor Performance Appraisal System & Understand the concept of minimum wage, living wage, and fair wage. 4. To understand different wage related legislation and provisions therein & different incentive plan and employee benefits & the appropriate reward and compensation policies.

	11014000	Industrial Relations and Labour Laws	<ol style="list-style-type: none"> 1. To understand Laws Related to Industrial Relations and Industrial Disputes 2. Understand Laws Related to Health, Safety and Welfare. 3. Understand Laws Related to Compensation Management & able to get insights into the Industrial Relations scenario in India & important laws governing Industrial Relations & get the knowledge about the role of Govt., Society and Trade Union in India. 4. To Acquainted with the core principles and structures of labour Administration & able to understand the legal framework regarding labour relations.
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	11014600	Team Building and Leadership	<p>1.To understand the leadership strategies for motivating people and changing organizations</p> <p>2. To develop group with problem solving skills and work through problems and issues as well as transcend differences.</p> <p>3.To understand about how to establish effective team process and team communication & implement learned skills that help to implement effective changes in the workplace.</p> <p>4. To develop creative problem solving skills along with time and crisis management skills. improvement in their decision making and individual leadership Skills & achieve defined goals at all levels of organisation.</p>
41.	11017500	Summer Internship and Report	<p>1. To develop on the job skills, knowledge attitude and perceptions along with the experience needed to constitute a professional identity.</p> <p>2. To understand the specific functional areas. & prospective areas to grow & implementation of the conceptual knowledge into the actual professional system.</p> <p>3. Understand perspective about business organisation in totality.</p> <p>4. To discover career opportunities to students in exploring in their areas of interest.</p>

42.	11013700	Mini Project	<ol style="list-style-type: none">1. Able to find out the relevancy of the learned concepts into some firm based on some management related issue.2. Learn about Writing the (mini) project report on the problem undertaken for study.3. To understand the preparation of tabulation4. To understand the analysis and interpretation of data & also know about its correct presentation to use in professional manner.
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