

Course Outcomes of BBA w.e.f 2019-2020

**I Year I Semester
PRINCIPLES OF MANAGEMENT OUTCOMES**

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|-----------------------------------------|--------------------|------------|----------------|
| BB104 | PRINCIPLES OF MANAGEMENT | DSC-1A | 5 | 5 |

Upon successful completion of this course, the student will be able to:

1. To Understand the role, challenges, and opportunities of management.
2. To demonstrate structure of planning and decision making and implement them in management.
3. To understand various organizational structures.
4. To understand the selection process and recruitment procedure.
5. To understand emerging issues in Management.
6. To describe Corporate Social Responsibility of Business towards the society

BASICS OF MARKETING OUTCOMES

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|--------------------------------|--------------------|------------|----------------|
| BB105 | BASICS OF MARKETING | DSC | 5 | 5 |

Upon successful completion of this course, the student will be able to:

1. Students are oriented to be familiar with basic concepts of Marketing Management.

2. To impart comprehensive knowledge on social, legal, ethical and technological forces and to make students proficient in the said concepts with the help of brief cases and examples.
3. To make students familiar with marketing strategies and developing the strategies and also relate the strategies with the practical case examples to develop the skills.
4. To train the students formulating strategies of psychological and sociological factors with examples.
5. To comprehensively present the methodology for analyzing and evaluating the marketing problems and solutions and substantiating the case studies.
6. To trace all the above aspects in one or two case studies

BUSINESS ECONOMICS OUTCOMES

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|---------------------------|--------------------|------------|----------------|
| BB106 | BUSINESS ECONOMICS | DSC | 5 | 5 |

Upon successful completion of this course, the student will be able to:

1. To understand the nature and scope of economics.
2. To understand the law of demand.
3. To summarize the law of diminishing marginal returns.
4. To understand Cost concepts and classification of various costs.
5. To understand perfect competition and various types of markets.
6. To understand techniques of micro economics.

I Year II Semester

Organisational Behaviour

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|---------------------------------|--------------------|------------|----------------|
| DSC 201 | Organisational Behaviour | DSC | 5 | 5 |

Upon successful completion of this course, the student will be able to:

1. Analyze individual and group behaviour, and understand the implications of organizational behaviour on the process of management.
2. Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
3. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
4. Describe and assess the basic design elements of organizational structure and evaluate their impact on employees.
5. Explain how organizational change and culture affect working relationships within organizations.

Business Statistics

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|---------------------|--------------------|------------|----------------|
| DSC 202 | Business Statistics | DSC | 5 | 5 |

Upon successful completion of this course, the student will be able to:

1. To be able to classify the data based on its characteristics.
2. To be able to calculate various measures of central tendencies and also the measures of variances.
3. To be able to analyse the index numbers and will be able to apply it in various business decisions.
4. To be able to calculate correlation coefficient and will be able to understand its significance in business decisions.

Financial Accounting

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|-----------------------------|--------------------|------------|----------------|
| DSC 203 | Financial Accounting | DSC | 5 | 5 |

Upon successful completion of this course, the student will be able to:

1. Explain the fundamental concepts and conventions of the financial accounting system, GAAP.
2. Recognise the transaction, understand the accounting cycle and various accounts books.
3. Understand the financial statement of its importance and method of preparation for the joint stock company as per companies act 2013.
4. Explain the financial statement analysis and understand the various techniques of financial analysis and know the usefulness of financial ratios.
5. Acquire conceptual knowledge of Indian Accounting Standards (IND-AS) and International Financial reporting system.

II Year III Semester

SEC 1 - Personality Development and communication

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|--------------------------------------------------|--------------------|------------|----------------|
| SEC 1 | Personality Development and communication | DSC | 2 | 2 |

Upon successful completion of this course, the student will be able to:

1. To be able to confidently speak for 10 minutes about herself.
2. To be able to exhibit team building skills while working with her peer group.
3. To be able to understand barriers in communication and effectively try avoiding those in her communication.

- To be able to differentiate between different types of attitudes and exhibit positive attitudes.

Financial Accounting

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|-----------------------------|--------------------|------------|----------------|
| DSC 304 | Financial Accounting | DSC | 5 | 5 |

Upon successful completion of this course, the student will be able to:

- Explain the fundamental concepts and conventions of the financial accounting system, GAAP.
- Recognise the transaction, understand the accounting cycle and various accounts books.
- Understand the financial statement of its importance and method of preparation for the joint stock company as per companies act 2013.
- Explain the financial statement analysis and understand the various techniques of financial analysis and know the usefulness of financial ratios.
- Acquire conceptual knowledge of Indian Accounting Standards (IND-AS) and International Financial reporting system.

Human Resource Management

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|----------------------------------|--------------------|------------|----------------|
| DSC 305 | Human Resource Management | DSC | 5 | 5 |

Upon successful completion of this course, the student will be able to:

- Demonstrate knowledge of employee benefit concepts, administrative considerations and regular governing employee benefit practices.

2. Understand and apply the policies and practices of the primary areas of HRM including staffing, training and compensation.
3. Synthesize information regarding the effectiveness of recruitment methods.
4. Understand the importance of HR's and their effective Management in Organizations.
5. Record governmental regulations affecting employees and employers.
6. Understand cost benefit analysis of training.
7. Outline the nature and sources of conflict and explain the different strategies and approaches used in the resolution of conflict.
8. State the significance of employee benefits to both employers and employees.
Analyze core issues, policies and surrounding employee relations and legal issues.

Information Technology for Business

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|--------------------------------------------|--------------------|------------|----------------|
| DSC 306 | Information Technology for Business | DSC | 4 | 4 |

Upon successful completion of this course, the student will be able to:

1. Understanding basic concepts and terminology of information technology.
2. To have a basic understanding of personal computers and their operations.
3. The student will understand the scope, purpose and value of information systems in an organization.
4. Students will be able to describe the types of media and gain the Knowledge on how to use and apply tools for video, sound and animation.

IT-LAB

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|--------------------------------------------|--------------------|------------|----------------|
| DSC 307 | Information Technology for Business | DSC | 2 | 2 |

Upon successful completion of this course, the student will be able to:

1. Perform basic calculations with formulas and functions, professionally format spreadsheets, and create visualizations of data through charts and graphs.
2. Identify the elements of good database design, Create and use tables and queries.
3. Create simple reports and forms.

II Year IV Semester

SEC 2 - Statistical Software

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|-----------------------------|--------------------|------------|----------------|
| SEC 2 | Statistical Software | DSC | 2 | 2 |

Upon successful completion of this course, the student will be able to:

1. To be able to differentiate data as nominal, ordinal, interval and ratio scale.
2. To be able to enter data into excel sheets.
3. To be able to import data from excel to SPSS software.
4. To be able to run different tests like t test, chi square test and correlation analysis.
5. To be able to interpret the results thereof.

Financial Management

| Code Course | Title | Course Type | HPW | Credits |
|-------------|---------------------------|-------------|-----|---------|
| DSC 404 | Human Resource Management | DSC | 5 | 5 |

Upon successful completion of this course, the student will be able to:

1. Understand the role of the financial manager in growth of the firm by considering the agency relationship.
2. Apply the time value of money for personal finance management
3. Gain the knowledge on application of different techniques of capital budgeting under riskless and risky conditions for the investment decisions.
4. Build the optimum capital structure to take the optimum financing decisions.
5. Gain the knowledge on the different concepts of cost of capital.
6. Gain the knowledge on application of relevance and irrelevance theories to take dividend decisions.
7. Understand the different methods of corporate restructuring and the principles of good governance.

Market Research

| Code Course | Title | Course Type | HPW | Credits |
|-------------|-----------------|-------------|-----|---------|
| DSC 402 | Market Research | DSC | 5 | 5 |

Upon successful completion of this course, the student will be able to:

1. To be able to define Marketing Research and describe the process and design of Research.
2. To be able explain the different sources of primary data collection.
3. To be able to discuss the secondary data research in the Indian context.
4. To be able to measure and use different scaling techniques and test their validity.

5. To be able to analyse the samples using various data analysis tools and understand the theoretical concept of ANOVA and Factor Analysis.

Business Ethics & Corporate Governance

| Code Course | Title | Course Type | HPW | Credits |
|--------------------|---------------------------------------------------|--------------------|------------|----------------|
| DSC 406 | Business Ethics & Corporate Governance | DSC | 5 | 5 |

Upon successful completion of this course, the student will be able to:

1. To understand the meaning of ethics from a business perspective.
2. To be able to state composition of board, directors as the board from clause 49 of SEBI.
3. To understand the duties and responsibilities of auditors.
4. To be able to define corporate social responsibility.
5. To be able to prepare a report adhering to all social responsibility measures in annual report.