

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME OUTCOMES:

The BBA program aims at developing assertive and effective executives up-to-date, in knowledge in business management by suitably training students for business leadership. Our pedagogy is based on strengthening the following cornerstones for successful career.

COURSE OUTCOMES

SEMESTER - I

FUNDAMENTALS OF COMMERCE

- To help students to acquire conceptual knowledge of the Commerce
- To help students to acquire conceptual knowledge of the Economy
- To help students to acquire conceptual knowledge of the Role of Commerce in Economic Development.
- To acquire Knowledge on Accounting and Taxation.

SEMESTER - I

BUSINESS ORGANIZATION

- To acquire conceptual knowledge of business
- To acquire conceptual knowledge of formation various business organizations.
- To provide the knowledge on deciding plant location and plan layout.
- To provide the knowledge on deciding business combinations

SEMESTER - II

PRINCIPLES OF MANAGEMENT

- To outline the fundamental activities of managers
- To explain the basic concepts, principles and theories of management
- To examine the broad functions of management
- To comprehend the contemporary issues and challenges in the field of management
- To understand various control techniques practised at organisations.

SEMESTER - II

BUSINESS ECONOMICS

- Understand the concept of economics and its relevance to business.
- Comprehend the concept of Demand analysis for making important business decisions
- Learn to apply the concepts of cost and Break-even analysis and learn various theories on production.
- Understand concepts of perfect competition and monopoly for fixation of prices.
- Understand the international business scenario and concepts of BOP.

SEMESTER - II

FUNDAMENTALS OF FINANCIAL MANAGEMENT (Minor)

- To enable the students to understand the various functions of financial management.
- To acquire knowledge on financing decisions.
- To gain knowledge on Long term Investment decisions.
- To impart knowledge on Short term Investment decisions.
- To acquire knowledge on Dividend decisions.

SEMESTER - II

FUNDAMENTALS OF RETAIL MANAGEMENT (Minor)

- To make students familiar with the fundamental concepts and how the retail industry works.
- To understand the impact of retailing on the economy and its role in society.
- To understand the retail shoppers behaviour.
- To study the policies, methods, and procedures used by successful retailers in today's global economy.
- To be able to make decisions involved in running a retail firm.

SEMESTER - III

BUSINESS LAW

- To equip the student with fundamental concepts, principles relating to Contract Act that applies to business situations.
- To provide an overview on Negotiable Instruments Act and Partnership Act in India.
- To understand the regulatory framework of companies with reference to various provisions of Companies Act.
- To understand the essentials and execution of Sale contracts.
- To acquire knowledge on Right to Information Act and Consumer Protection Act.

SEMESTER - III

ORGANIZATIONAL BEHAVIOUR

- To understand individual and group behaviour at work place to improve the effectiveness of an organization.
- To understand different types of personality and learning styles.
- Comprehend concepts relating to group dynamics and conflict management.
- To understand leadership and its impact on group dynamics.
- To understand the process of Change management and issues involved in it.
- To understand organizational culture and organizational effectiveness.

SEMESTER - III

BUSINESS ENVIRONMENT

- To enable the students to develop an understanding on Indian Business Environment and various factors impacting the business.
- To help them make effective decisions based on analysis of business environment.
- To develop an understanding of the MSME sector and challenges therein.
- To familiarize the students with international trade and issues related to Balance of Payments.
- To comprehend the role of international institutions in the growth of international business.

SEMESTER - III

BUSINESS STATISTICS AND MATHEMATICS

- Understand the importance of Statistics in real world business applications.
- Formulate complete, concise and correct mathematical proofs.
- Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.
- Build and assess data-based models, learn and apply the statistical tools to business.
- Create quantitative models to solve real world problems in appropriate contexts

SEMESTER - III

MONEY, BANKING AND FINANCIAL MARKETS

- To analyse the impact of money on some of the economy's key variables such as interest rates, inflation, and the banking industry.
- To exposes students to the theory and functioning of the monetary and financial sectors of the economy.
- To study the organization, structure and role of financial markets and institutions.
- To examine interest rates, monetary management and instruments of monetary control.
- To study the Financial and banking sector reforms and monetary policy with special reference to India.

SEMESTER - III

RETAIL STORE OPERATIONS

- To acquire knowledge about store manager.
- To manage inventory through understanding ABC analysis, EOQ, GAP.
- To understand the procedure for preparing and managing receipts.
- To understand how to handle customer complaints.
- To study how to manage crisis, credit and store.

SEMESTER - IV

MARKETING MANAGEMENT

- To give an overview of marketing environment.
- To interpret the link between strategic planning and marketing.
- To develop a detailed marketing plan.
- To understand role of intermediaries in marketing activities.
- To acquire knowledge on various promotional tools in marketing.

SEMESTER - IV

HUMAN RESOURCE MANAGEMENT

- To understand the significance of human resource management and role of HR Executives.
- To acquire knowledge on procurement and development functions.
- To understand the sources of recruitment and the stages in selection process.
- To gain knowledge on training and development methods.
- To understand the concept of Industrial relations and its impact on HRM.

SEMESTER - IV

FINACIAL MANAGEMENT

- To gain basic knowledge of objectives of Financial Management and its functions.
- To understand the capital budgeting process and risk analysis in capital budgeting.
- To gain familiarization with different financial decisions that impact any organisation.
- Understand decisions relating to dividend policies and their valuation .
- Knowledge regarding significance of working capital management to organisation.