

DEPARTMENT OF MANAGEMENT (BBA – UG)

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:

HUMAN RESOURCE MANAGEMENT

1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources
3. To develop relevant skills necessary for application in HR related issues
4. To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions

ADVERTISING AND MEDIA MANAGEMENT

1. Students will be able to analyze individual media businesses and understand the economic drivers of the media economy.
2. Students will have gained a perspective on the evolution of media and on key current trends.
3. Students will be able to develop an integrated advertising plan using a wide variety of media that will take a comprehensive approach to a marketing challenge.
4. Students will have developed hands-on experience as content advertisers using digital techniques.

GLOBAL MARKETING

The major learning goal of this course is for students to develop a global mind-set related to marketing and business with an understanding of the relationship among local, international, and global perspectives. The learning objectives supporting this goal are:

1. Understand the key characteristics of important country markets in different regions of the world and learn how to develop marketing plans for these diverse country markets
2. Learn to gather, categorize, analyze, interpret, and evaluate relevant information about markets in different countries around the world.
3. Learn how to assess the social/cultural, economic/financial, political/regulatory, and technological/infrastructure environments of different countries and how to adjust a company's marketing practices based on these factors .
4. Learn how to analyze customers, competitors, and product markets in different countries and how to apply this analysis to developing international and global marketing strategies.

5. Learn to critically analyze and evaluate local versus global perspectives in developing marketing plans and to make decisions about which aspects of marketing to localize and which to globalize in developing marketing plans.

ORGANIZATIONAL BEHAVIOUR

This course aims to improve students to understand human behaviour in organization and the ability to lead people to achieve more effectively towards increasing organizational performance.

After completing this course, students should be able to:

1. To understand focus and purpose, importance, framework and models of organizational behaviour.
2. To understand personality, factors influencing personality, learning and its theories, organizational behaviour modification, emotional intelligence and its theories.
3. To understand attitudes, perception, interpersonal perception, and motivational theories.
4. To understand organizational structure, groups in organization, group dynamics, decision making techniques, team building, interpersonal relations, communication and control.
5. To understand **leadership and its** styles, leadership theories, leaders vs managers, power and politics.

E - COMMERCE

This course provides an information on electronic applications in business and management. It is designed to familiarize students with the technical foundation for understanding information systems in business.

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

1. To understand the introduction of e-commerce, e-commerce transaction on World Wide Web and models of electronic market
2. To understand the significance of supply chain management, electronic logistics and electronic data interchange in business.
3. To understand the electronic payment system and electronic security in business.
4. To understand the customer relationship management and its electronic CRM applications.
5. To learn basics of HTML, HTML and XHTML, creating simple web pages, and formatting text with HTML.

OPERATION MANAGEMENT

1. The operations management introduces the major concepts and tools used in the design and use of the operation system in an organization.
2. It introduces the discipline and the role of the operations management in creating value in the organization. To know the various manufacturing processes & the production process the various service systems which are used in the organization.
3. This course will empower the students to know the various concepts and issues in the manufacturing and various challenges which are faced by production managers during operational methods. This will help for value addition for the firm on a long run.

QUANTITATIVE METHODS FOR MANAGERS

1. To make students understand the relevance and need of quantitative methods for making decisions in business.
2. To Develop a strong foundation for students in mathematics and statistical theory as the basis for growth over a professional career.
3. To provide students a sound knowledge of fundamentals of statistics and statistical techniques
4. To help the students in understanding the basic quantitative techniques that are expected to improve data analysis skills of the students.
5. To impart knowledge about recognising particular quantitative techniques and their applications in problem solving for management decision making.

TAXATION

1. To give students the basic knowledge of Income Tax
2. To make the students know the evolution of Taxation system in India
3. To impart knowledge about various provisions of Income Tax related to different heads of income.
4. To enable the students to calculate the income of an Individuals tax implications.
5. To make the students capable of calculating Income Tax of a firm.

COST AND MANAGEMENT ACCOUNTING

1. To introduce the students to different branches of accounting like Financial Accounting, Cost Accounting and Management Accounting and their usefulness in business.
2. To give basic knowledge about different types of costs and their relevance in business.
3. To make the students understand the concept of inter-firm comparison and intra-firm comparison and its importance.
4. To enable the students understand the concept of ratios and its application.
5. The syllabus targets at clear understanding of some of the techniques of costing.

EXPORT AND IMPORT

1. To create awareness of different requirements of exports and imports
2. To understand different export/import procedures
3. To understand the documents required for imports and exports
4. To be able to understand the export/import strategies that can be applied in International Trade.

5. To understand the regulations in international trade.

SERVICES MARKETING

1. To explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.
2. To apply relevant service theories, models and frameworks to evaluate business situations.
3. To develop appropriate service strategies and tactics to improve business outcomes.
4. To describe how customer relationship marketing (CRM), including retention strategies, creates an environment that achieves excellence in customer service.
5. To design service quality measurements to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings.
6. To explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.
7. To discuss the influences of the multicultural marketplace, business ethics, and socially responsible marketing in services marketing.
8. To conduct a service audit plan for a service firm.
9. To integrate course concepts into individual performance to become better customer service representatives in the service environment.

FOREIGN EXCHANGE MANAGEMENT

1. To understand the nature and scope of Forex Management and to know about the objectives and Significance of Foreign Exchange Management.
2. To learn about the International Financial Markets and to know about the overview of International Capital Markets and Money Markets and about different types of Financial Instruments.
3. To study about the Foreign Exchange Market and its Functions and to learn about Arbitrage in Foreign Exchange Markets
4. To enable the students, understand about foreign exchange Rates and how to determine exchange Rates and to know about the derivatives
5. To know about Risk hedging techniques like swaps, options, and about different payment terms like LOC, Invoice.

HUMAN VALUES AND PROFESSIONAL ETHICS

1. Understanding the basic need and guidelines, content and the process of value education, need for values in our daily life. Understanding personal values, social values, and spiritual values.
2. Understanding harmony in family, understanding human relationships.
3. Imparting Professional Ethics in education, professional integrity and trusting relationships and respecting the concept of other professions.
4. Visualizing a universal harmonious order of society, undivided society from family to world family.
5. Understanding about taking initiative and promoting the culture of openness. loyalty towards goals and objectives.

MANAGERIAL ECONOMICS

- 1.To understand the applications and basic principles of Managerial Economics.
- 2.To know law of demand and shift in demand curves, concept of measurement of elasticity of demand and factors affecting elasticity of demand.
- 3.To study diminishing marginal utility, ordinal utility approach. Budget line and consumer equilibrium.
- 4.Understanding concept of production, ,factors of production and production function, concept of costs ,short run and long run costs.
- 5.National income concepts ,theory of income and employment , and the circular flow of income.

PROJECT EVALUATION AND MANAGEMENT

- 1.To study various aspects of project management and types of projects, screening of ideas and corporate appraisal.
- 2.Markets and demand analysis ,material input, manufacturing process and technology. Study the estimation of sales and production.
- 3.To study evaluation methods payback period, PERT and CPM techniques, and project review.
4. Manpower planning and human ergonomics and study prerequisites of successful project implementation.
- 5.To study various types of projects termination, and the procedure involved in it and various possibilities associated with it.

Training and development

1. To Study the need and objectives of Training.
2. To make the students understand the steps in training program and training for different employees.
3. To learn and compare the different on-the-job and off-the -job training methods.
4. To enable the students, understand the Concept and purpose of Management Development.
5. To know about the coaching and counseling methods.

PRINCIPLES OF MANAGEMENT

1. Helps the students to understand the basic concept of management and its principles. It also helps to understand the functions and challenges facing the management in the present global scenario.
2. Students can understand the purpose, types and process of planning by the management. It helps to understand objectives and strategies of the management towards the development of the organization.
3. It helps students to understand the concept of organizing and organizational structure. It will also help to understand the management decision-making process through centralization and decentralization.
4. Students can understand the concept of directing and motivation in the organization. It will help to understand the importance of leadership and communication in the management.
5. Provides awareness to the students on the concept of controlling and the controlling techniques followed by the management.

MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT

1. It helps students to understand the concept of SME and significance of SME in Indian economy. It provides awareness on problems facing the SME and role of Government in promoting SME.
2. Provides knowledge on project formulation and report preparation for SME. It will also help to understand the concept of location and industrial estates.
3. It helps the students to understand the Finance, Marketing and Human Resource functions of Small and Medium Enterprises.
4. Helps to understand the concept of sickness in Small and Medium Enterprises. Students can understand the causes and remedial measures of sickness in SME.
5. Provides awareness on Ancillary industries and the role of SIDO, SSIDC, SISI, DIC towards development of SME.

ACCOUNTING FOR MANAGEMENT

1. To provide with an understanding of the concepts of Financial Accounting, Cost Accounting and Management Accounting.
2. To keep systematic records and to protect business properties
3. To ascertain the operational profit and loss
4. To provide with an understanding of how the concepts in syllabus are related to financial statements for decisions in Financial management
5. Preparation of financial statements to ascertain the financial position of the business.
6. To provide with skills to analyze and interpret the financial statements for decision making.

Financial Management

1. Provide support for decision making
2. Ensure the availability of timely, relevant & reliable financial and non-financial information
3. Evaluate firm's dividend policy
4. Evaluate firm's working capital position and manage the components of working capital
5. Minimize the cost of carrying current assets and cost of short-term borrowing
6. Protect organization against unexpected events and external risks
7. Match the objective of wealth maximization by increasing the EPs, dividend per share and analyse the value of share in market
8. To fulfil the social responsibility

MARKETING MANAGEMENT

1. To introduce the fundamental concepts of marketing
2. To teach the latest trends in marketing environment with reference to India & Foreign countries
3. To help in developing relevant marketing skills and philosophies
4. To enhance personal career growth opportunities and increase the inventory of immediate marketable skills.
5. To teach the applicability of techniques in the area of marketing

INTERNATIONAL BUSINESS

1. Factors influencing international trade
2. WTO & Rules regulations to follow by member countries
3. Different trade theories practiced right from mercantilism to free trade
4. BOP concepts, Exim policies, Trade barriers & Trade strategies followed by different countries.
5. Foreign exchange market mechanism, exchange rate determination, the reason for the emergence of euro currency & its importance in IB.
6. What is foreign direct investment, objectives, entry methods, facilities etc?
7. Economic integration, country selection & evaluation for investing in foreign countries
8. International trade stocks their objectives
9. WTO – Origin – Objectives, structure & functioning
10. International financial liquidity, problems & Role of international financial institutions in managing international liquidity.

Financial Markets & services

1. Introduces students to the theory and practice of financial market management for the perspective of risk management
2. To understand better the terminology and concepts that are used in Financial system
3. Know the various financial services and its arrangements
4. Comprehend the facts about stock market and its growth
5. Awareness for various Investment like mutual funds, securities, short term & long-term investments