

## BBA - Course Outcomes

Programme :	<b>BBA</b>
<b>Course Outcomes</b>	<b>BBA1B01: Management Theory and Practices</b>
<b>CO1</b>	To develop conceptual knowledge of Business Management. The study approach also enables students to understand and analyse practical aspects of management to become skilled manager in a corporate business set up.
<b>CO2</b>	Discuss different schools of management thought
<b>CO3</b>	Understand apply the concepts of planning, organizing, staffing and controlling for effective management
<b>CO4</b>	Aware and apply the ethically and socially responsible behaviour in Management
<b>CO5</b>	Aware and pursue the modern management practices in business
<b>Course Outcomes</b>	<b>BBA1C01: Managerial Economics</b>
<b>CO1</b>	To acquaint the students with the economic concepts and principles relevant for business decisions. It also intends to enable the students to apply the economic principles in managerial decisions.
<b>CO2</b>	Acquire knowledge regarding relevant economic concepts applicable in managerial decisions
<b>CO3</b>	Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets
<b>CO4</b>	Make optimal business decisions by integrating the concepts of economics
<b>Course Outcomes</b>	<b>BB11B02: Financial Accounting</b>
<b>CO1</b>	To equip the students with skills for preparing books of accounts of business organisation. It also aims to enrich the students to prepare the financial statements of proprietary organisations. Modules in this course also intent to provide knowledge to the students in respect of accounting of issue of securities, accounting for hire purchase transactions and the accounting of branches.
<b>CO2</b>	Discuss and apply fundamental accounting concepts, principles and conventions
<b>CO3</b>	Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business
<b>CO4</b>	Record accounting transactions in respect of hire purchase and instalment system and branches
<b>Course Outcomes</b>	<b>BBA2B03: Marketing Management</b>
<b>CO1</b>	To orient the students with the marketing principles and also to familiarize them with the process of marketing in modern business firm.
<b>CO2</b>	Understand and develop insights and knowledge base of various concepts that driving marketing strategies.
<b>CO3</b>	Develop skills in organizing for effective marketing and in implementing the

	market planning process
<b>Course Outcomes</b>	<b>BBA3A11: Basic Numerical Methods</b>
<b>C01</b>	To enable the students to acquire knowledge of numerical equations, matrices progressions, financial mathematics and descriptive statistics.
<b>Course Outcomes</b>	<b>BBA3A12: Professional Business Skills</b>
<b>C01</b>	To update and expand basic Informatics skills of the students.
<b>C02</b>	To equip the students to effectively utilize the digital knowledge resources for their study.
<b>Course Outcomes</b>	<b>BBA3B04: Corporate Accounting</b>
<b>C01</b>	The course acquaints the students with the knowledge about corporate accounting. The modules introduce the fundamental Indian accounting standard and equip the students with skills for preparing corporate accounts.
<b>C02</b>	Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets
<b>C03</b>	Prepare annual financial statements for companies and compute accounting ratios.
<b>C04</b>	Record accounting transactions in respect of redemption of preference shares and debentures
<b>Course Outcomes</b>	<b>BBA3B05: Financial Management</b>
<b>C01</b>	To enable students to understand the basic concepts of financial Management and make them aware of major decisional areas of financial management.
<b>C02</b>	Understand and develop insights and knowledge base of various concepts of finance
<b>C03</b>	Develop skills for effective Financial, Investment and Dividend decisions making,
<b>Course Outcomes</b>	<b>BBA3C02: Business Regulations</b>
<b>C01</b>	to familiarise the students with major statutes affecting the operations of business organizations.
<b>C02</b>	Analyse statutory provisions and the core concepts in business laws
<b>C03</b>	Analyze legal issues arising in day-to-day business operations prevalent in India
<b>C04</b>	Discuss possible solutions to issues in organisations in the frame work of business laws
<b>Course Outcomes</b>	<b>BBA4A13: Entrepreneurship Development</b>
<b>C01</b>	To familiarize the students with the concept of entrepreneurship.
<b>C02</b>	To identify and develop the entrepreneurial talents of the students.
<b>C03</b>	To generate innovative business ideas in the emerging industrial scenario.
<b>Course Outcomes</b>	<b>BBA4A14: Banking and Insurance</b>

<b>C01</b>	To enable the students to acquire knowledge about basics of Banking and Insurance.
<b>C02</b>	To familiarize the students with the modern trends in banking.
<b>Course Outcomes</b>	<b>BBA4B06 Cost &amp; Management Accounting</b>
<b>C01</b>	To acquaint the students with the basic Concepts and tools of cost and Management Accounting
<b>C02</b>	Understand cost and management accounting concepts and its application for decision making.
<b>C03</b>	Aware as to cost consciousness and the various methods and techniques of costing
<b>Course Outcomes</b>	<b>BBA4C03: Corporate Regulations</b>
<b>C01</b>	To familiarise the students with corporate law and to make them aware of the applications of importance of company law in the management of organisations.
<b>C02</b>	Understand the features and different types of companies
<b>C03</b>	Aware as to the formation of companies and also as to different documents of companies
<b>C04</b>	Understand the share capital and other relevant provisions of the same
<b>C05</b>	Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI
<b>C06</b>	Understand the provisions of conducting meetings and also the winding up procedure of companies.
<b>C07</b>	To provide information that is useful to present and potential investors
<b>Course Outcomes</b>	<b>BBA4C04: Quantitative Techniques for Business</b>
<b>C01</b>	To familiarise student with the use quantitative techniques in managerial decision making.
<b>C02</b>	Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.
<b>C03</b>	Develop skills for effectively analyze and apply Quantitative Techniques in decision making.
<b>Course Outcomes</b>	<b>BBA5B07: Human resources Management</b>
<b>C01</b>	To give a conceptual understanding of human resource practices in organizations.
<b>C02</b>	Develop insights on various concepts and Functions of Human Resource Management
<b>C03</b>	Learn the latest trends in Human Resource Management.
<b>Course Outcomes</b>	<b>BBA5B08 : Business Research Methods</b>
<b>C01</b>	To provide an insight into the fundamentals of business research and to acquire practical knowledge and required skills in carrying out research which they are expected to possess when they enter the industry as practitioners

<b>C02</b>	Understand and develop insights and knowledge base of various concepts in Research.
<b>C03</b>	Develop skills for conducting business research
Course Outcomes	<b>BBA5B09: Operations Management</b>
<b>C01</b>	To familiarize the students with the concepts, tools and practices of operations management and to learn about the decisions and processes of operations management in a business firm.
<b>C02</b>	Understand the different concepts of operation Management.
<b>C03</b>	Acquire the knowledge to make plans at the operational level of an industry
Course Outcomes	<b>BBA6B12 Organisational Behaviour</b>
<b>C01</b>	To familiarize the students with the basic concepts of individual behaviour and organizational behaviour
<b>C02</b>	To enable the students to catch an idea about inter-personal and group behaviour
<b>C03</b>	To acquire knowledge regarding the organizational change and organizational development
<b>C04</b>	Understand the different concepts of Organisational Behaviour
<b>C05</b>	Analyse individual and group behaviour
<b>C06</b>	Understand and deal with organisational change, development and stress
Course Outcomes	<b>BBA6B13: Management Science</b>
<b>C01</b>	To provide a basic knowledge about operations research and to acquaint the students some common operations research tools for various business decision marketing situations.
Course Outcomes	<b>BBA6B14 : Project Management</b>
<b>C01</b>	To enable the students to acquire basic knowledge of different facets of Project Management.
Course Outcomes	<b>BBV1 B12: Operations Management</b>
<b>C01</b>	Operations management subject ensures how an organization can remain competitive in a 21 <sup>st</sup> century environment. This means that the creation and delivery of an organization's goods or services are running as efficiently as they possibly can and fixing areas that are deemed inefficient.
<b>C02</b>	. It teaches students the methodology to tackle where organizations often find that they are faced with under-capacity utilisation while working overtime, that they have on-time delivery issues and that they have inventory buildup.
<b>C03</b>	..It helps students to understand measure performance, improve production, determine throughput, optimize capacity, and cut operation costs.
Course Outcomes	<b>BBA6B12: Organisational Behaviour</b>
<b>C01</b>	Discuss the role of people management in fostering effective performance within organizations

<b>C02</b>	Identifying some of the key issues affecting organizations today
<b>C03</b>	Explain why organizations members, including managers, can benefit from a thorough understanding of OB principles and insights
Course Outcomes	<b>BBA5B10: Income Tax</b>
<b>C01</b>	To impart basic knowledge and equip students with application of principles and provisions of Income Tax Act, 1961 amended up-to-date.