

BBA COURSE OUTCOMES

FYBBA

Semester I

Principles of Management

- Recognize the Nature and Significance of Management.
- Identify the contributions of Indian Management Ethos, Classical and Modern thinkers towards the field of Management.
- Recall the principles and functions of Management.
- Relate to the trends in Management Practices.
- Interpret the Role and Skills required for Managerial jobs.

Business Communication Skills

- Identify the importance of Effective Communication.
- Recognize the role of Communication in personal and business world.
- Interpret the systems and methods of Communication and their utility.
- Construct effective business messages and presentations both in internal or external business setups.
- Develop an ability to demonstrate Workplace Etiquettes.

Business Accounting

- Identify the role and importance of accounting in business
- Describe the right approach towards classification of different transactions and their implications
- State the meaning and development of Accounting Standards in India
- Demonstrate proficiency in preparation of basic financial statements
- Recognize the reasons for decrease in the value of fixed assets and its calculation thereof.

Business Economics – Micro

- Relate and recognize how markets organize core economic activities, such as production, distribution, etc.
- Explain the economic theories and analyze economic issues under fields of applied microeconomics.
- Recognize and demonstrate ethical values and its role in economic decisions-making.
- Describe governmental efforts to address market failure such as monopoly power, externalities, etc.
- Describe and evaluate the Managerial aspects of Microeconomics through the application of mathematical and optimization techniques.

Business Mathematics

- Recall, relate and apply matrices to solve linear system business problems
- Recall, identify and apply permutations and combination to analyze business problems.
- Define the instruments of the equity market, types of shares and its use to evaluate business situations.
- Recall, recognize and apply the concepts of interest, annuity, emi, to evaluate financial problems
- Comprehend the concepts of lpp, formulate a suitable real-world problem and solve.
- Comprehend the concept of a Transportation problem and its use to evaluate solution for the same.

Business Demography

- Recognize and describe the concept of Demography and the various attributes of Population
- Recognize and relate demographic data and explain reports based on demographic analyses.
- Apply the demographic concepts and population theories to explain characteristics of population and the related socio-economic issues and current status.
- Discuss the relationship between the policies of the Government and Demographic change.

Semester II

Business Organization and System

- Comprehend the aspects of modern business and their trends.
- Relate the global view of organizational establishments which supports the business.
- Identify how to generate business ideas and develop business plans.
- Recall sources of finance and other resources to start new business.
- Recognize the importance of networking to increase professional network.

Principles of Marketing

- Identify the role of marketing in organizations and society.
- Construct their marketing and branding skills
- Apply their mind to environment of marketing
- Analyze consumer behavior.
- Demonstrate their skills in the fields of pricing and promotion mix.

Principles of Finance

- Recognize the importance of Finance Function for a Business Organization.
- Describe the different Sources of Finance available to a company
- Apply the mind to construct the basic Financial Structure for a company
- State and explain the technical concepts of Capital Structure and Capitalization
- Relate to the new and emerging trends in the field of Business Finance.

Basics of Cost Accounting

- Underline the importance of Cost Accounting as a Branch of Accounting
- Differentiate between Financial Accounting and Cost Accounting
- Demonstrate an understanding into the concept of cost for a business organization
- Examine the different types of Cost and Cost Classification
- Apply the skills for computation of total cost for a product
- Identify the overheads and its influence on the cost structure
- Recognizing how cost is ascertained for different types of processes
- Computing cost of a particular contract

Business Statistics

- Determine, relate and evaluate the connections between theory and applications.
- Analyze, apply, experiment and evaluate statistical reasoning, formulate a problem in statistical terms, perform exploratory analysis of data by graphical and other means, and carry out a variety of formal inference procedures.
- Describe, examine and apply the concept of average and estimation which would help them in business forecasting.
- Identify, predict, validate and explain decision making using statistical models.

Fundamentals of Computers

- Comprehend the Fundamentals of Computing Devices and reinforce Computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing.
- Recognize the basic components of a computer operating system, and its types.
- Express an ability to organize files and documents.
- Demonstrate hands on Windows and MS. Office.
- Relate the concept of information technology and its role in modern businesses
- Express cautions to be taken while using NET based service.

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Semester III

Principles of Human Resource Management

- Relate to the basic concept of HRM and develop knowledge about the various functions of HRM.
- Recall how Job Analysis & Human Resource Planning play an important role in the Organisation.
- Describe the importance of Training and Performance Appraisal.
- Recognize awareness about Changing Environment of HRM and the various trends in HRM among the students.

Supply Chain Management

- Recognize the impact of supply chain strategy in providing competitive advantage for organizations.
- Draw the interrelation between Warehouse Management and Logistics Management with Supply Chain Management
- Analyze the relationship between Human Resource Management and Supply Chain Management.
- Develop and evaluate distribution network design for Supply Chain of different types of business.
- Plan Warehouse and Logistics operations for optimum utilization of resources
- Develop constructive guidelines for transparent and fair treatment of suppliers and customers to enhance the reputation of supply chain management professionals

Global Competencies and Personality Development

- Identify various factors affecting personality development of an individual.
- Relate to the concept of Global Competence.
- Recall various theories of personality development.
- Identify and recognise self- esteem and self-confidence.
- Explain social responsibilities and relate to empathy towards individuals.

Business Economics (Macro)

- Recall and describe the fundamentals of Macroeconomic Theory.
- Explain and illustrate the models and measurements of Circular Flow of Income
- Discuss and demonstrate the concept of Unemployment Equilibrium
- Explain and analyze the concept of Effective Demand and apply to real-life situations
- Analyze the effects of Fiscal Policy and Inflation and Deflation
- Explain and analyze the concept of Trade Cycles and Unemployment

Consumer Behaviour and Sales Management

- Relate to the concept and determinants of Consumer Behaviour.
- Identify the relationship between Consumer Behaviour & Sales Management.
- Recognize the conceptual based approach towards decision making aspects its implementation considering Consumer Behaviour in Sales Management.
- Analyze the latest tools and techniques for managing the Sales Force and & Control the Sales function.

Management Accounting

- Discuss the role and importance of Management Accounting in business.
- Analyze the format of Statement of Profit & Loss and Balance Sheet of a Company.
- Identify & examine the different techniques of financial statements analysis.
- Practice the technique of Ratio Analysis for selected Ratios.
- Describe the importance of Contribution and Breakeven point in business for estimating the profitability.
- Illustrate the concept of Budget and Budgetary Control and the types of Budgets.
- Construct the Cash Budget for an enterprise.

Organisational Behaviour

- Relate to the concepts, models and frameworks in the field of Organisational Behaviour.
- Identify the behaviour of individuals and groups in organizations and the key factors that influence Organisational Behaviour.
- Identify the approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.
- Recognize the significance of the culture of an organization and the importance of developing good leaders with better teams.
- Analyze the impact of Conflict Management and Collaboration on Organisational Performance.

Retail Management + Business Exposure

- Associate to retail industry, strategy, operations, management, innovation in retail, and the key issues impacting growth in retail firms.
- Identify with the strategic options available to retailers.
- Identify the factors impacting store design and location selection.
- Analyse with the latest tool used in retail like Omni Channel Retailing, shopping with AR industry, (Augmented reality), Pop up shops, social shopping, private label..

Banking & Finance + Business Exposure

- Relate to the meaning and origin of a Bank.
- Describe the various functions and activities of a bank.
- Identify the types of accounts with the banks and analyze the procedure with respect to opening operating and closure of accounts.
- Examine the functioning and powers of various Regulatory Authorities in India.
- Relate to the usage of Technology in Banking

Legal Aspects in Human Resource Management

- Categorize and assess the impact of various rights of employees at the workplace.
- Identify and examine the legal issues related to HR in the Organisations.
- Relate to the concept and significance of Wage & Salary Administration.
- Analyze the concepts and applications of different Legal Aspects in HR.

Basic course in Environment Awareness

- Identify and recognize the knowledge, values, attitudes, commitment and skills needed to protect and improve the environment.
- Discuss current scenario of environment.
- Develop consciousness towards a cleaner and better managed environment.
- Analyze various local environment aspects.

Semester IV

Entrepreneurship and Small Business Management

- Relate to the concept and process of Entrepreneurship.
- Recognize the Entrepreneurial spirit and resourcefulness.
- Demonstrate the scientific approach to Opportunity Analysis and to formulate a Business Plan.
- Recognize the significance of MSME, its challenges and creating awareness about financial assistance to MSMEs.
- Analyze the role of Social, Rural and Women Entrepreneurship.

Productions and Operations Management

- Relate to the concept of Production and Operations Management and various systems of Production and Layout.
- Identify the significance of Product Design and Product Development in Production Management.

- Appraise the techniques of Production Planning and control.
- Evaluate the role of Ergonomics and Quality Management in Productivity.
- Analyze the changing environment of Production and Operation, Maintenance methods and Quality Management

Decision Making and Risk Management

- Describe and examine the key aspects in decision making and risk management so that the organization can improve decision making and reduce risk in their management activities.
- Identify and debate the best alternatives in a decision with multiple objectives and uncertainty.
- Evaluate a deeper understanding of socio-political determinants and discuss the process of making a decision.
- Analyze an organization's decision making system under ethical limitations.
- Assess risk and protective factors to develop a risk management process.

International Business Management

- Recall and describe the theoretical aspects of International Business and Trade.
- Relate and explain the concepts of International Finance, the foreign exchange market and the Balance of Payments situation.
- Discuss and analyze the role and functions of various International Institutions
- Explain and analyze the concept and role of Foreign Investment and Foreign Capital.
- Analyze the relation of Foreign Trade and Economic Development with country specific references

Advertising and Promotion Management

- Identify the concept and understand the effectiveness of advertising.
- Identify the different Sales Promotion techniques.
- Recognize the significance of Promotion Management.
- Analyse the process of Online Advertising.

Business Taxation

- Describe the Tax Law in India and amendments made from time to time in Finance Act
- Recognize and apply the Income Tax Act provisions for computation of different heads of income
- Demonstrate the procedure of filing Income Tax return on individual basis
- Compute and conclude on tax compliance of Individuals
- Categorize the total income, compute tax liability of an Individual and examine tax complications and structures
- Develop competency to seek employment or self-employment in the area of Taxation.

Human Resource Management Functions and Practices

- Associate to the concepts of Performance Appraisal, Training and Executive Development.
- Identify Concepts of Employee Compensation and other functions of HRM
- Recognize the concept of Strategic Human Resource Management
- Identify the concept of organization development and Organisational Culture.

Digital Marketing

- Identify the role & Importance of Digital Marketing.
- Describe how Digital Marketing impacts the Sales of an Organization
- Develop the right understanding of the situations as they are influenced under Digital Marketing.
- Summaries the role of Facebook, Google Ad words, YouTube and Email in digital marketing.
- Identify the importance of Digital Platforms & its impact upon the performance of the organizations in complex & varied environment.

Financial Services

- Describe in detail the Financial System in India.
- Interpret the meaning, importance and functioning of the Financial Markets in India.
- Compare the different types of Financial Markets.
- Identify the Role of Financial Intermediaries in the Financial System.
- Explain and examine the various Financial Services provided by the Financial Institutions in India.
- Restate the Need and Importance of the Depository System in India
- Describe the usage of computers and technology in business.

Employee Recruitment and Record Management

- Relate to the importance and process of Manpower Planning.
- Identify and evaluate the process of Selection in the Organisation.
- Analyze the significance of Induction and Socialization in an organization.
- Recognize the applications of Employee Record Management in Organisation.
- Analyze various concepts and steps relating to designing of computer Technologies and its applications in various HR functions.

Course in Analysis & Presentation of Data

- Recognize and gain knowledge about MS Excel and Power point.

- Apply their knowledge to various business requirements.
- Analyze the data required for industrial purpose.
- Create and evaluate the data in different formats available in Ms excel.

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Semester V

Research Methodology:

- Illustrate, categorize and distinguish among various kinds of research and the objectives of doing research, discuss about research process, research designs and sampling.
- Collect and assemble data, identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.
- Apply qualitative research techniques based on measurement & scaling, employ data analytical skills and meaningful interpretation to the data sets to solve the business and Research problem.
- Operate on quantitative data analysis and hypothesis testing procedures and interpret the results.
- Execute Research work, prepare Research Paper and write Research Report.

Database Administration and Data mining:

- Identify the concepts of the Database Management System
- Analyze the concepts of RDBMS
- Recognize the concept of Data Mining
- Classify the current trends in Data Management

Business Ethics:

- Develop ethical and value based thought process and understands its application in business practices.
- Analyze the roles and responsibilities of modern organizations towards its stakeholders.
- Summarize the efficiency and relevancy of CSR in today's Business world.
- Appraise importance of ethical practices in various business disciplines.

Management of Corporate social responsibility:

- Illustrate the concept and process of CSR and its applications.
- Analyze the legal aspect for implementing CSR and develop decision-making ability in present-day Management
- Develop an understanding about the contribution of CSR for the sustainable development of Society
- Appraise the roles and responsibilities of various stakeholders in CSR activities.

Analysis of Financial Statement:

- Identify and interpret the Financial Statements with the help of different Techniques of Financial Statement Analysis.
- Analyse and interpret the financial health of a company with the Technique of Ratio Analysis.
- Discuss and analyse the Financial Statements of a Banking Company.
- Explain the meaning and importance of a Cash Flow Statement.
- Construct the Cash Flow Statement of a Company as per AS3.

Legal Aspects of Finance & security Laws:

- Describe the Indian Financial System and its components.
- Restate the Trends in the Indian Financial System.
- Explain the importance of The Securities Contracts Regulation Act, 1956.
- Describe the provisions regarding Listing, Delisting of securities and Investor Protection.
- Discuss and recognize the law relating to the Joint Stock Companies as per The Companies Act, 2013.
- Explain the meaning and important provisions of Goods & Services Tax 2017.

Cross Cultural HR & Industrial Relations:

- Comprehend Cultural Variables in Multinational Enterprises.
- Apply business etiquette and dining etiquette that will help to work in different countries across the globe.
- Relate and assess the relationship between Cross-Culture Management and Human Resource Management.
- Comprehend the fundamental knowledge of Industrial Relations.
- Summarise the provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017.

Cases in Human Resource Management

- Understand and Analyze the inference of holistic approach in Human Resource Development
- Appraise the significance of Intelligence Quotient, Emotional Quotient, Social Quotient and Spiritual Quotient in the process of human resource development.
- Analyze the importance of Spiritual Intelligence and its implications on HRD.

- Discover the difference between Human Intelligence and Artificial Intelligence.

Semester VI

E-commerce

- Infer and value the importance, role, and activities of E-Commerce.
- Differentiate between various E-Money and E-Payment systems used in E-Commerce.
- Summarise the concept of E-Marketing and its tools in E-Commerce.
- Synthesise the concept of Cyber Space and Cyber Security in E-Commerce.

Management Information System

- Analyze and assess the basic concept of Information Technology, Management Information System, interpret and devise the usage of information technology to solve business problems.
- Support the fundamental knowledge of Structured System Analysis and Design, Decision Support System, compare and contrast how MIS prepares business processes
- Translate the role of information systems in organizations and combine the strategic management processes with the management,
- Apply a framework and comply for aligning organization's IT objectives with business strategy.
- Outline the role of the ethical, social, and security issues of information systems.

Business Project Management

- Develop a significant understanding of the concept, and estimate the relationship between Business Projects and their Management
- Construct and assess the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
- Analyze, apply and appraise contemporary project management tools and methodologies in Indian context especially in Market, Technical, Financial and Economic areas.
- Evaluate and manage project risk by incorporating identification, analysis and response to risk as well as execute the risk management plan
- Justify stakeholder expectations and engagement to ensure a successful project outcome

Management of Innovations and Sustainability

- Apply the concepts of Innovation and Sustainability in a practical sense.
- Summarise the significance of organizational sustainable development and the economic implications of sustainable development.
- Identify and estimate the most common errors made when handling sustainable growth.
- Relate to the socio-political aspects of sustainable development in the social responsibility aspect.

Financial Management:

- Recognize the meaning, need and importance of Financial Management
- Describe the concept of Time Value of Money in investment decisions
- State and explain the importance of Capital Structure
- Discuss the concept and benefits of Trading of Equity
- Practice the calculation of Weighted Average Cost of Capital and Leverages
- Restate the meaning of Capitalization, study the causes, consequences and remedies of Over capitalization and under capitalization
- Compare over capitalization and under capitalization
- Debate on the Dividend Policy Decision of a Company.

Cases in Finance:

- Discuss the concept of Working Capital Management
- Estimate the Working Capital Requirements of a manufacturing concern
- Explain the concept and importance of Capital Budgeting Decisions
- Evaluate a proposal from the given alternatives by applying the Capital Budgeting Techniques
- Debate on the importance of proper credit policies
- Assess and study the impact of Credit Policy on the financial performance of a company
- Prepare and support a Project Report on a topic in the area of Finance

Global Human Resource Management:

- Describe and review the significance of Global HRM in International Business.
- Apply the knowledge of Global Recruitment and Selection.
- Relate to the concepts of Global Training & Development and Global Compensation.
- Develop the sound knowledge about strategic HRM, Knowledge management and Ethics related challenges for the HR functions in multinational enterprises.
- Evaluate the HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks

Recent trends & HR Accounting:

- Design critical thinking by making judgments related to problems in Engaging with Human Resource.
- Develop critical thinking for solving Case Studies of Human Resource.
- Construct the theoretical framework into HR practice through Internship.
- Application of the HRIS and HRA into practice.
