

BBA

PROGRAM SPECIFIC OUTCOMES

1. Acquire the managerial professional attributes and be capable of decision making by applying the knowledge of management discipline.
2. Explore the entrepreneurial quality and start new business venture with innovative ideas.
3. Prepare students to undertake post-graduation management programme.

PROGRAM OUTCOMES

After completing the BBA course the students would be able to:

- PO1. Identify the different functional aspects of business world and recognize different opportunities of business.
- PO2. Acquire the different skills necessary for the professional attitudes.
- PO3. Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding.
- PO4. Identify the problems and challenges and inculcate the capability to cope with the spontaneous changes.
- PO5. Analyze the importance of innovation and research, tackle the contemporary needs and accordingly grab the opportunities.
- PO6. Develop effective and oral communication especially in business applications, with the use of appropriate technology.

COURSE OUTCOMES

Fundamentals of Management

CO1: The students will be able to define the concept of Management & Elaborate concept with different examples.

CO2: The students will be able to define & compare the concepts of Managements by different Experts

CO3: The students will be able to define the concept of Planning with Examples.

CO4: The students will be able to define the concept of organizing with Examples.

Banking Accounting

CO 1: Student will able to define basic concepts of financial accounting.

CO 2: Student will able to apply accounting rules and principles to prepare accounts

CO 3: Students can evaluate trial balance by rectifying errors.

CO 4: Students will able to prepare final accounts for sole proprietorship.

Marketing Management

CO 1: Students will be able to acquire an understanding of fundamental concepts of Marketing.

CO 2: Students will be able to understand the role of research in making marketing decisions

CO 3: Students will be able to develop an understanding of the decision -making process of consumers.

CO 4: Students will be able to analyze Market Segmentation.

Human Resource Management

CO 1: It will make the students able to identify the concept of human resource and define the different aspects of HR.

CO 2: The students will be able to understand the planning process of HR and to articulate its different elements accurately.

CO 3: The students will be able to determine the sources of recruitment and selection process.

CO 4: It will make the students able to prioritize the training related needs and to apply the methods accordingly.

Economics

CO 1: The students will be able to define the nature and significance of the micro economics and its role in business.

CO 2: It will make the students able to understand the concept of consumer behaviour from graphical outline

CO 3: The students will be able to apply the different types of methods of demand and analysis.

CO 4: The students will be able to evaluate the market supply related aspects and create the plan accordingly

Business Communication

CO 1: Students will be able to Identify the elements of the business communication process.

CO 2: Students will be able to Write effective business documents, including memos, email, letters, and reports.

CO 3: Students will be able to Use business English clearly, concisely, and correctly.

CO 4: Students will be able to understand reporting to management.

IT

CO 1: The students will be able to explain about the computer characteristic and the generation of computer

CO 2: The students will be able to categorize the memory of computer.

CO 3: The students will be able to discuss about the system.

CO 4: The students will be able to know the working of the Msword.

Cost Accounting

CO 1: Candidate can be identify concepts of cost, costing cost accounting financial accounting and management accounting

CO2: Candidate can be distinguish between management accounting financial accounting and cost accounting.

CO3: Candidate can be calculate easily prime cost, fixed cost, factory cost total cost, profit and amount of sales and volume of BEP also

Entrepreneurship

CO 1: The students will be able to define the concept and meaning of entrepreneur.

CO 2: It will make students able to understand the role of entrepreneurship in economic development.

CO 3: The students will be able to analyze the problems for women entrepreneur and recent trends in women entrepreneurship.

CO 4: The students will be able to evaluate the role of small & medium enterprises and role of SIDCO, SIDBI.

Statistics

CO 1: Students will be able to define various terms used in Statistics, Applications, Sampling techniques & methods, data types

CO 2: Students will be able to select graphical tools for data presentation and frequency distribution

CO 3: Students will be able to calculate measures of central tendency and measures of dispersion

CO 4: Students will be able to examine the relationship between two variables by correlation / regression

International Business

CO 1: The students will be able to identify and define the Meaning, Nature, importance and types of International Business.

CO 2: It will make the students able to understand the International business environment and the theories related to it.

CO 3: It will make the students able to analyse the Modes of Entry in international market, Marketing Mix, Factors Affecting Decision For International Business.

CO 4: The students will be able to evaluate the trends in International Trade and Documentation

Financial Management

CO 1: Student will be able to explain the conceptual framework of financial management.

CO 2: Student will be able to apply financial information for decision making.

CO 3: Student will be able to use theoretical information to determine financial plan and capital structure of the business.

CO 4: Students will be able to evaluate financial performance of the business organization by using different evaluation techniques.

Business Law

CO 1: The students will be able to identify and define the concept of business law, its classification and source.

CO 2: It will make the students able to understand the all aspects of the Indian Contract Act 1872.

CO 3: The students will be able to analyze the sales of Goods Act 1930 and the agreements related to it.

CO 4: The students will be able to evaluate the different concepts of Tax Laws.

Research Methodology

CO 1: Students will be able to define various terms used in research process

CO 2: Students will be able to describe research design, sample design and sampling methods

CO 3: Students will be able to apply appropriate methods for data collection for research work

CO4: Students will be able to use appropriate statistical tools for data analysis and interpretation

English

Deals with prose of renowned writers

Deals with poems of famous poets/poetess

Letter writing techniques

Deals with reading comprehension

Understanding of grammar rules and techniques

Business Environment

Understanding about concepts and significance of business environment.

Understanding and learning about political environment

Understanding and learning about economic environment

Understanding and learning about social environment

Understanding and learning about financial environment

International Finance

To understand the conceptual framework of International finance

And use thereof in making financial decisions.

Organizational Behaviour

Understanding the management concepts used in past and present.

Knowledge of management functions like Planning, Organising, Staffing and Control.

Detailed view of Formatting Plan, Lining and Staffing, process and implications.

Learning about the Motivation and Leadership theories.

Dealing with challenges in Individual Behaviour and opportunities through theories of learning, values, attitude and job satisfaction.

Understanding the consequences & strategies of stress and organizational changes through different models.

In depth study of career and conflicts that arises in management

Insurance and risk management

Introduction to insurance, its types principles and ratings, introduction to IRDA Discussing environment of Insurance business, Introduction to underwriting Introduction to risk management in insurance sector, concepts and functions of risk management Discussing types of risk : Commercial, political, legal, cargo, credit and exchange fluctuation risk Understanding marine Insurance, ECGC, overseas investment insurance