

Bachelor of Business Administration 3 Years Program (BBA)

THE PROGRAM OUTCOME:

1. To develop comprehensive professional skills those are required for a business administration graduate and to develop language abilities of students to inculcate writing skills and Business correspondence
2. To apply the knowledge of accounting fundamentals, and financial management to the solution of complex accounting & management problems
3. To develop Self-employment of young entrepreneurs and to create corporate professionals
4. To create awareness of Law and Legislations related to healthcare and business and Practical orientation in the area of hospitals and healthcare
5. To develop wide spectrum of managerial skills along with competency building, qualities in specific areas of business studies
6. To have successful career in all Economics, accounting, finance and to pursue higher education and research
7. Problem solving through the application of appropriate theories, principles and data

PROGRAM SPECIFIC OUTCOME:

- 1: Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.
- 2: Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- 3: Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.
- 4: Communicate in a business context in a clear, concise, coherent and professional manner.
- 5: Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations

(Finance Specialization)	Analysis of Financial Statement	<ol style="list-style-type: none"> 1) Students got knowledge about the interpretation and analysis of financial statements effectively 2) Students made acquainted with current financial practices 3) Students interpreted Ratio Analysis, Cash Flows, and Fund Flows. 4) Students were made aware about financial statements as part of their professional responsibilities as
	Long Term Finance	<ol style="list-style-type: none"> 1) Students knew the study of long-term financing 2) Students got well-acquainted regarding current financial structure 3) Students read and studied about dividend policies
	Financial Services	<ol style="list-style-type: none"> 1) Students get knowledge about financial services in India as Indian Financial System, Financial Markets, Banking and Insurance Sector in India and Recent Trends in Accounting and Finance 2) Students are acquainted with current financial practices 3) Students are well acquainted with Financial Markets
(Marketing Specialization)	Sales Management	<ol style="list-style-type: none"> 1) Students get to know the basic understanding of the Processes and skills necessary to be successful in personal selling and insights about recent trends in sales management concepts. 2) Students learn the tools and techniques necessary to effectively manage the sales function - organization - sales individual. 3) Students learn concepts of advanced skills in the areas of interpersonal communications, Motivational techniques IT Tools to prepare, analyze and design management reports
	Retail Management	<ol style="list-style-type: none"> 1) Students get insights into all functional areas of retailing. 2) Students understand the perspective of the Indian retail scenario. 3) Students identify the paradigm shifts in retailing business with increasing scope of technology and e-business.

	Advertising and Sales Promotion	<ol style="list-style-type: none"> 1) Students study the measurements of Effective Advertising 2) Students learn Advertising Copy Decisions 3) Students get aware of concepts of Media Decisions 4) Students learn Sales Promotion And Brand Equity
(HRM Specialization)	Resource Management Principles and Functions	<ol style="list-style-type: none"> 1) Students get to understand concept, principles and practices of H.R.M. 2) Students learn HR Planning 3) Students are exposed to Recruitment and Selection Process through Practice work. 4) Students practice cases with applicability of training and development, personnel record reports and audit
	Human Resource Practices	<ol style="list-style-type: none"> 1) Students get familiarized with concepts & practices 2) Students practiced a HR Plan with Recruitment and Selection 3) Students study Welfare issues concerned with Labor

COURSE OUTCOME

B.B.A. (1 Year)		
Subject Code	Subject Name	Subject Outcome
Group I	Paper I Principles of Management	<ol style="list-style-type: none"> 1) Students learn the conceptual knowledge about nature, complexity, functions of management etc. 2) Students understand the different aspects of principles of management given by different authors. 3) Students learn the importance of management of change, crisis, TQM, Stress Management etc. 4) It helps to apply Henry Fayol's principles in day to day working life.
	Paper II Communication Skills	<ol style="list-style-type: none"> 1) It improves various skills of students such as linguistic, non-linguistic etc. 2) Students learn the basic concepts of business communication such as formal communication, informal communication

		<p>etc.</p> <p>3) It enhances the students' ability to read, write, listen and speak effectively. 4) Students observe and apply different communication skills in day to day life.</p>
Group II	Paper III Micro Economics	<p>1) Students learn the importance of Business Economics.</p> <p>2) It helps to understand the different concepts of economics such as demand, supply, utility etc.</p> <p>3) It applies economic analysis in the formulation of business policies.</p> <p>4) It uses the economic reasoning to problems of business.</p>
	Paper IV Business Statistics	<p>1) Students learn the basic concepts of statistics.</p> <p>2) Students understand to calculate various types of averages and variation. 3) Students understand how the different statistical concepts can be applied in different industries differently.</p> <p>4) It inculcates the research culture among students.</p>
Group III	Paper V Financial Accounting	<p>1) Students learn the basic concepts of accounting e.g. transactions, cost, entity etc.</p> <p>2) It is possible for students to understand the statements and formats of different books of accounts.</p> <p>3) Students interpret different statements and books of accounts such as journal, ledger, trial balance, final accounts etc.</p> <p>4) Students can learn more about accounting standards and why it is applied in industries.</p>
	Paper VI Business Mathematics	<p>1) Students learn the basic concepts of mathematics.</p> <p>2) Students understand the concepts of transportation, LPP, shares, share market etc.</p> <p>3) Students understand how different mathematics concepts can be applied in different industries differently.</p> <p>4) It helps students to interpret graphs, charts and equations which are going to be applied in businesses.</p>

BBA Second Year

Group IV	Paper VII Marketing Management	<p>1) Student learns the nature, scope and importance of marketing.</p> <p>2) It helps to understand basic concepts of marketing.</p> <p>3) It develops the basic and essential skills of students related to marketing. 4) It improves the ability of the students and creates marketing employability opportunities which are essential for industries.</p>
	Paper VIII Marketing Research	<p>1) Students get insights into all functional areas of retailing.</p> <p>2) Students understand the perspective of the Indian retail scenario.</p> <p>3) Students identify the paradigm shifts in retailing business with increasing scope of technology and ebusiness.</p>
Group V	Paper IX Financial Management	<p>1) Students got knowledge about the interpretation and analysis of financial statements effectively</p> <p>2) Students made acquainted with current financial practices</p> <p>3) Students interpreted Ratio Analysis, Cash Flows, and Fund Flows</p> <p>4) Students were made aware about financial statements as part of their professional responsibilities as</p>
	Paper X Project Management	<p>1. Students get acquainted with the planning process in business and familiarized with the function and techniques of project management</p> <p>2. Students learn the Concepts of Network Techniques</p> <p>3. Students get familiarized with Project Audit and Life Cycle of Project</p>
Group VI	PaperXI Human ResearchManagement	<p>1) Students get to understand concept, principles and practices of H.R.M.</p> <p>2) Students learn HR Planning</p> <p>3) Students are exposed to Recruitment and Selection Process though Practice work.</p> <p>4) Students practice cases with applicability of training and development, personnel record reports and audit</p>

	Paper XII Organizational Behaviour	<ol style="list-style-type: none"> 1) Students learn the basics of Organizational Structure 2) Students understand different concepts e.g. Leadership Styles, Motivation etc. 3) It interprets organizational environment. 4) It develops the spirit of entrepreneurship among students.
BBA Third Year		
Group VII	Paper XIII Entrepreneurial Development	<ol style="list-style-type: none"> 1) Students go to know about the insights of Entrepreneur and Entrepreneurship 2) Students got awareness about the Business opportunity Identification and Preliminary Project Report (PPR) 3) Students showed interest and practiced Business plan from the point view of entrepreneur 4) Students used their skills in learning Institutional Support to New Venture
	Paper XIV Management Information System	<ol style="list-style-type: none"> 1) Students know the various Management Information Systems and concepts of it. 2) Students understand the role of Decision Support Systems in Management. 3) Students show interest in the Information Systems Development. 4) Students apply to identify issues in Management Information System. 5) Students use to develop creative ideas about new ways to solve management problems
Group VIII	Paper XV Business Environment	<ol style="list-style-type: none"> 1) Students learn the basics of business demography and environment. 2) Students increases their knowledge based on demographic and environmental factors which affects the business. 3) Students get aware of environmental problems related to business and commerce. 4) It inculcates the values of environmental ethics amongst students.
	Paper XVI Business Law	<ol style="list-style-type: none"> 1) Students got to know the legal terms and concepts 2) Students understood the India Contract Act 1872, the Sales of Goods Act 1930, Companies Act, 1956, Information Technology Act, 2000 and Right to

		Information Act, 2005 3) Students try to comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases
Group XI	(Specialization) Marketing OR	1) Students study the measurements of Effective Advertising 2) Students learn Advertising Copy Decisions 3) Students get aware of concepts of Media Decisions 4) Students learn Sales Promotion And Brand Equity
	Finance OR	1) Students understand how projected financial statements to be submitted to the bank for loan proposal. 2) Students get well-acquainted regarding Analysis & interpretations of financial statement with the help of Techniques like Ratio analysis, Fund flow Analysis, Cash flow Analysis 3) Students read and study dividend policies and identify the scope of project in related Insurance sector and working Capital Management
	Human Resource Management	1) Students get familiarized with application of theory into practice in HR Specialization 2) Students prepare a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college 3) Students study about Case Studies:- Case – Meaning – Objectives of Case Studies – Characteristics & Importance of Case Studies – Guidelines for Case Studies & Cases Discussion 4) Facts of the case • Analysis • Solution • Action points • Conclusion