

Bachelor of Business Administration 3 Years Program

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	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	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	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
	Cases in Finance	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

(Marketing Specialization)	Sales Management	<p>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.</p> <p>2) Students learn the tools and techniques necessary to effectively manage the sales function - organization - sales individual.</p> <p>3) Students learn concepts of advanced skills in the areas of interpersonal communications, Motivational techniques IT Tools to prepare, analyze and design management reports</p>
	Retail Management	<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 e-business.</p>
	Advertising and Sales Promotion	<p>1) Students study the measurements of Effective Advertising</p> <p>2) Students learn Advertising Copy Decisions</p> <p>3) Students get aware of concepts of Media Decisions</p> <p>4) Students learn Sales Promotion And Brand Equity</p>
	Cases in Marketing	<p>1) Students get familiarized with application of theory into practice in Marketing Specialization</p> <p>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 college</p> <p>3) Students study Case Studies:- Case – Meaning – Objectives of Case Studies – Characteristics & Importance of Case Studies – Guidelines for Case Studies & Cases Discussion</p> <p>4) Facts of the case</p> <ul style="list-style-type: none"> • Analysis • Solution • Action points • Conclusion
(HRM Specialization)	Resource Management Principles and Functions	<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 through Practice work.</p> <p>4) Students practice cases with applicability of training and development, personnel record reports and audit</p>
	Human Resource Practices	<p>1) Students get familiarized with concepts & practices</p> <p>2) Students practiced a HR Plan with Recruitment and Selection</p> <p>3) Students study Welfare issues concerned with Labor</p>
	Labor Laws	<p>1) Students get to understand important legal provisions governing the industrial</p> <p>2) Students learn Labor Laws in India</p>

		<p>3) Students are exposed to Employees Provident Fund with different cases</p> <p>4) Students practice cases with applicability of The Employees State Insurance Act,1948, The Child Labor (Prohibition and Regulation) Act,1986 and Maternity Benefits Act,1961</p>
	<p>Cases in HRM</p>	<p>1) Students get familiarized with application of theory into practice in HR Specialization</p> <p>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</p> <p>3) Students study about Case Studies:- Case – Meaning – Objectives of Case Studies – Characteristics & Importance of Case Studies – Guidelines for Case Studies & Cases Discussion</p> <p>4) Facts of the case</p> <ul style="list-style-type: none"> • Analysis • Solution • Action points • Conclusion

COURSE OUTCOME

F.Y.B.B.A. (SEM I)		
Subject Code	Subject Name	Subject Outcome
101	Business Organization and System	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.
102	Business Communication Skills	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 etc. 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.
103	Business Accounting	1) Students learn the basic concepts of accounting e.g. transactions, cost, entity etc. 2) It is possible for students to understand the statements and formats of different books of accounts. 3) Students interpret different statements and books of accounts such as journal, ledger, trial balance, final accounts etc. 4) Students can learn more about accounting standards and why it is applied in industries. 5) Business Accounting helps to learn different accounting software e.g. tally which helps students to apply in industries in future period of time.
104	Business Economics (Micro)	1) Students learn the importance of Business Economics. 2) It helps to understand the different concepts of economics such as demand, supply, utility etc. 3) It applies economic analysis in the formulation of business policies. 4) It uses the economic reasoning to problems of business.
105	Business Mathematics	1) Students learn the basic concepts of mathematics. 2) Students understand the concepts of transportation, LPP, shares, share market etc. 3) Students understand how different mathematics concepts can be applied in different industries differently. 4) It helps students to interpret graphs, charts and equations which are going to be applied in businesses.

106	Business Demography and Environmental Studies	<p>1) Students learn the basics of business demography and environment.</p> <p>2) Students increases their knowledge based on demographic and environmental factors which affects the business.</p> <p>3) Students get aware of environmental problems related to business and commerce.</p> <p>4) It inculcates the values of environmental ethics amongst students.</p>
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F.Y.B.B.A. (SEM II)		
Subject Code	Subject Name	Subject Outcome
201	Principles of Management	<p>1) Students learn the conceptual knowledge about nature, complexity, functions of management etc.</p> <p>2) Students understand the different aspects of principles of management given by different authors.</p> <p>3) Students learn the importance of management of change, crisis, TQM, Stress Management etc.</p> <p>4) It helps to apply Henry Fayol's principles in day to day working life.</p>
202	Principles of Marketing	<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.</p> <p>4) It improves the ability of the students and creates marketing employability opportunities which are essential for industries.</p>
203	Principles of Finance	<p>1) Student learns the basic concepts of principles of finance.</p> <p>2) To understand different sources of finance.</p> <p>3) To make the analysis of books of accounts and statements.</p> <p>4) It helps students to prepare financial plan for the future.</p>
204	Basics of Cost Accounting	<p>1) Students learn the basic concepts of cost accounting.</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 cost sheets, statement of cost, statement of profit etc.</p> <p>4) Students can learn more about cost accounting standards and why it is applied in industries.</p>
205	Business Statistics	<p>1) Students learn the basic concepts of statistics.</p> <p>2) Students understand to calculate various types of averages and variation.</p> <p>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>

206	Business Informatics	1) Students learn the basic concepts of business informatics. 2) Students understand the basics of networking. 3) It enhances the knowledge of the students related to internet, websites etc. 4) It helps to apply business informatics tactics in day to day business life for the students.
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S.Y.B.B.A.

Subject Code	Subject Name	Subject Outcome
301	Personality Development	<ol style="list-style-type: none">1. Students learn the dimensions and importance of effective personality.2. Students understand the personality traits and its Importance.3. Students learn various dynamics of personality development.4. Students apply Personality skills in daily life.
302	Business Ethics	<ol style="list-style-type: none">1) Students know the Ethical Values and moral values in Business.2) Students understand the ethical business practices.3) Students show interest in following ethical practices of business.4) Students use their knowledge in outside business society.5) Students show powerful ethical values to build an economically strong nation.
303	Human Resource Management and Organization Behavior	<ol style="list-style-type: none">1) Students know the Human Resource Management concepts and terms.2) Students understand the Importance of HR practices and Organizational Behavior.3) Students interpret the HR Discipline as an important Management discipline.4) Students apply motivational theories in their life.5) Students show interest in training & development.
304	Management Accounting	<ol style="list-style-type: none">1) Students know the Accounting concepts and its importance in business.2) Students able to read the various accounting reports.3) Students can interpret the relation between different accounting effects while doing entries of Business transactions.4) Students can analyze the accounting reports and records.5) Students develop interest in solving accounting problems.
305	Business Economics (Macro)	<ol style="list-style-type: none">1) Students get knowledge about the Economical Definitions and concepts.2) Students understand the importance of Macro Economics.3) Students interpret the economy as whole and its key factors.4) Students use to develop patriotism towards nation and its economic development.5) Students learn cause-effect relationship among various economic factors.

306	I.T. in Management	<ol style="list-style-type: none"> 1) Students know the Information Technology concepts. 2) Students understand the importance of IT in Management. 3) Students use IT Tools to prepare, analyze and design management reports. 4) Students apply technological change as management shifting. 5) It helps students to understand IT application with respect to new set up of business.
401	Production & Operations Management	<ol style="list-style-type: none"> 1) Students know the Production concepts and Operations. 2) Students understand the production methods and importance of production planning. 3) Students identify the production problems. 4) Students apply to identify ergonomically designs of product and its features. 5) Students use to develop creative ideas about new products.
402	Industrial Relations & Labor laws	<ol style="list-style-type: none"> 1) Students learn the laws about employees and importance of industrial relations. 2) Students understand the employee contributions and participations in solving any industrial disputes. 3) Students identify the labors' problems. 4) Students apply labor rights to create awareness about. 5) Students read with interest cases about labor laws.
403	Business Taxation	<ol style="list-style-type: none"> 1) Students know the Taxation concepts and articles of it. 2) Students understand the importance of taxation policies. 3) Students identify the taxable and non-taxable entities. 4) Students able to analyze the Taxation Forms and Reports.
404	International Business	<ol style="list-style-type: none"> 1) Students know the International Business policies and its importance in balanced development. 2) Students understand the importance of Imports and exports. 3) Students read and tell Foreign exchange rates. 4) Students know the roles of International agencies to overcome regional development.
405	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.

406	Business Exposure	<ol style="list-style-type: none">1) Students get exposure to actual industrial works and activities.2) Students enjoy the field visit to Industrial / Business Plants.3) Students show interest in Business activities run in day to day business.4) Students identify issues in Business Operations.5) Students prepare report of Industrial Visits.
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T.Y.B.B.A. SEM V

Subject Code	Subject Name	Subject Outcome
501	Supply Chain and Logistics Management	<ol style="list-style-type: none"> 1. Students get to know about the fundamentals of Supply Chain and Logistics 2. Students understood the Concepts of materials and logistics management 3. Students got familiarized with issues of inventory and trends of supply chain and logistics in contemporary issues as physical distribution, procurement, warehousing and dispatch management 4. Students understand about application of all concepts in industry.
502	Entrepreneurship 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
503	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
504	Research Methodology	<ol style="list-style-type: none"> 1) Students are provided with basic understanding of research process and tools for the same 2) Students are made well versed with sources of data collection as primary and secondary. 3) Students practiced and understood the knowledge and skills about data analysis and interpretation 4) Students developed the capability in writing skills for Business research by using the necessary tools and techniques necessary of research
505 – A	Analysis of Financial Statement (Finance Specialization)	<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
505 – B	Sales	<ol style="list-style-type: none"> 1) Students get to know the basic understanding of the

	Management (Marketing Specialization)	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
505 - C	Human Resource Management Principles and Functions (Human Resource Management Specialization)	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
505 - D	Management of Services(Service Sector Management)	1) Students have in depth knowledge of services as an essential economic activity. 2) Students get overall understanding about special features of services, various concepts and issues related with management of services. 3) Students got to know about Services Operations
505 - E	Agricultural and Rural Development (Agri Business Management)	1) Students knew the importance of rural economy of India 2) Students understand the role of agribusiness management in development of 3) Students identify the taxable and non-taxable entities. 4) Students are made well versed with Role of Corporate Sector and Agri. Export
506 - A	Long Term Finance (Finance Specialization)	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
506 - B	Retail Management (Marketing Specialization)	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.
506 - C	Human Resource Practices	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

(Human Resource Management Specialization)

T.Y.B.B.A. SEM VI

Subject Code	Subject Name	Subject Outcome
601	Business Planning and Project Management	<ol style="list-style-type: none">1. Students get acquainted with the planning process in business and familiarized with the function and techniques of project management2. Students learn the Concepts of Network Techniques3. Students get familiarized with Project Audit and Life Cycle of Project
602	Event Management	<ol style="list-style-type: none">1) Students get to know about the concepts, issues and various aspects of event management.2) Students get idea about various Facets of Event Management3) Students are able to practice marketing of an Event in Reality4) Students can use their skills in evaluating the event
603	Management Control System	<ol style="list-style-type: none">1) Students get to know the function of management control, its nature, functional areas, and techniques.2) Students understand the Computers in MCS3) Students comprehend applicability of MCS for real time projects
604	E-Commerce	<ol style="list-style-type: none">1) Students are provided with basic understanding of the concept of electronic commerce.2) Students are made well verse with concept of electronic commerce.3) Students practice and understand the knowledge and skills about concept of Cyber Law & Cyber Jurisprudence
605 – A	Financial Services (Finance Specialization)	<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 Finance2) Students are acquainted with current financial practices3) Students are well acquainted with Financial Markets
605 – B	Advertising and Sales Promotion (Marketing Specialization)	<ol style="list-style-type: none">1) Students study the measurements of Effective Advertising2) Students learn Advertising Copy Decisions3) Students get aware of concepts of Media Decisions4) Students learn Sales Promotion And Brand Equity
605 – C	Labor Laws (Human Resource Management Specialization)	<ol style="list-style-type: none">1) Students get to understand important legal provisions governing the industrial2) Students learn Labor Laws in India3) Students are exposed to Employees Provident Fund with different cases4) Students practice cases with applicability of The Employees State Insurance Act,1948, The Child Labor

		(Prohibition and Regulation) Act,1986 and Maternity Benefits Act,1961
606 – A	Cases in Finance (Finance Specialization)	<p>1) Students understand how projected financial statements to be submitted to the bank for loan proposal.</p> <p>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</p> <p>3) Students read and study dividend policies and identify the scope of project in related Insurance sector and working Capital Management</p>
606 – B	Cases in Marketing (Marketing Specialization)	<p>1) Students get familiarized with application of theory into practice in Marketing Specialization</p> <p>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 college</p> <p>3) Students study Case Studies:- Case – Meaning – Objectives of Case Studies – Characteristics & Importance of Case Studies – Guidelines for Case Studies & Cases Discussion</p> <p>4) Facts of the case</p> <ul style="list-style-type: none"> • Analysis • Solution • Action points • Conclusion
606 – C	Cases in Human Resource (Human Resource Management Specialization)	<p>1) Students get familiarized with application of theory into practice in HR Specialization</p> <p>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</p> <p>3) Students study about Case Studies:- Case – Meaning – Objectives of Case Studies – Characteristics & Importance of Case Studies – Guidelines for Case Studies & Cases Discussion</p> <p>4) Facts of the case</p> <ul style="list-style-type: none"> • Analysis • Solution • Action points • Conclusion