

## **BBA**

### **I SEMESTER - NEP**

#### **MANAGEMENT PRINCIPLES & PRACTICE**

**Course Outcomes: On successful completion of the course, the Students will demonstrate**

- a) The ability to understand concepts of business management, principles and function of management.
- b) The ability to explain the process of planning and decision making.
- c) The ability to create organization structures based on authority, task and responsibilities.
- d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- e) The ability to understand the requirement of good control system and control Techniques

#### **FUNDAMENTALS OF BUSINESS ACCOUNTING**

**Course Outcomes: On successful completion of the course, the Students will demonstrate**

- a) Understand the framework of accounting as well accounting standards.
- b) The Ability to pass journal entries and prepare ledger accounts
- c) The Ability to prepare subsidiaries books
- d) The Ability to prepare trial balance and final accounts of proprietary concern.

Construct final accounts through application of tally.

#### **MARKETING MANAGEMENT**

**Course Outcomes: On successful completion of the course, the Students will demonstrate**

- a) Understand the concepts and functions of marketing.
- b) Analyse marketing environment impacting the business.
- c) Segment the market and understand the consumer behaviour
- d) Describe the 4 p's of marketing and also strategize marketing mix

Describe 7 p's of service marketing mix.

#### **BUSINESS ORGANIZATION**

**Course Outcomes: On successful completion of the course, the Students will demonstrate:**

- a) An understanding of the nature, objectives and social responsibilities of business
- b) An ability to describe the different forms of organisations
- c) An understanding of the basic concepts of management
- d) An understanding of functions of management.
- e) An understanding of different types of business combinations

### **II SEMESTER – NEP**

#### **FINANCIAL ACCOUNTING AND REPORTING**

**Course Outcomes: On successful completion of the course, the Students will demonstrate**

- a) The ability to prepare final accounts of partnership firms
- b) The ability to understand the process of public issue of shares and accounting for the same
- c) The ability to prepare final accounts of joint stock companies.
- d) The ability to prepare and evaluate vertical and horizontal analysis of financial statements
- e) The ability to understand company's annual reports.

**Name of the Course:** Human Resource Management

**Course Outcomes:** On successful completion of the course, the students will be able to demonstrate

- a) Ability to describe the role and responsibility of Human resources management functions on business
- b) Ability to describe HRP, Recruitment and Selection process
- c) Ability to describe to induction, training, and compensation aspects.
- d) Ability to explain performance appraisal and its process.
- e) Ability to demonstrate Employee Engagement and Psychological Contract.

## **BUSINESS MATHEMATICS**

**Course Outcomes:** On successful completion of the course, the students will demonstrate

- a) The Understanding of the basic concepts of business maths and apply them to create solve and interpret application problems in business
- b) Ability to solve problems on various types of equation.
- c) Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.
- d) Ability to apply the concept of simple interest and compound interest bills discounted etc. and apply them in day-to-day life.
- e) Ability to solve problems on Arithmetic progression, Geometric progression and construct logical application of these concepts

## **RETAIL MANAGEMENT**

**Course Outcomes:** On successful completion Student will demonstrate ;

- a) An understanding of the types and forms of Retail business.
- b) Ability to examine Consumer Behaviour in various environment.
- c) Ability to analyse various Retail operations and evaluate them.
- d) Ability to analyse various marketing mix elements in retail operations.
- e) An understanding of Information Technology in retail business.

## **III SEMESTER**

### **FINANCIAL ACCOUNTING-III**

- Demonstrate the applicability of the concept of Accounting to understand the managerial Decisions and financial statements
- Apply the Financial Statement Analysis associate with Financial Data in the organization.
- Analyze the complexities associated with management of cost of product and services in the organization

### **MANAGEMENT INFORMATION SYSTEM**

- MIS is designed to meet the information.
- Main goal of MIS is to help executives of an organization.
- The purpose of managing the organization in a better way for competitive advantage

### **COST ACCOUNTING**

- The course aims to make the student understand and effectively use the costing systems for production and service industries.

- Explain the basic concept of cost and how costs are presented in financial statements.
- Demonstrate how materials, labor and overhead costs are added to a product at each stage of the production cycle

### **DISASTER MANAGEMENT AECC**

- Students can identify the causes for disaster, vulnerability, differential impacts.
- Students are able to know strategies for prevention and disaster risk reduction.
- Students are aware of differential impacts, climate change adaptation.
- Students able to gain basic knowledge of different components of disaster risk management

## **IV SEMESTER**

### **COMMERCIAL LAW**

- ☐ Understanding basic principles and origins in the area of commercial law,
- ☐ Theoretical and practical preparation enabling students to acquire knowledge and skills related to commercial law.

### **ORGANISATIONAL BEHAVIOUR**

- ☐ Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- ☐ Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
- ☐ Analyze the complexities associated with management of the group behavior in the organization.
- ☐ Demonstrate how the organizational behavior can integrate in understanding the motivation(why) behind behavior of people in the organization.

### **MANAGEMENT ACCOUNTING**

- ☐ Students develop the ability to collect and analyze quantitative information in making more effective planning and control decisions
- ☐ Students gain basic ideas regarding various management accounting concepts & techniques and also emphasize the need of management accounting in the decision-making process

### **QUANTITATIVE TECHNIQUES**

- Understand various quantitative & statistical methods
- Understand data and draw inference from data
- Calculate and interpret statistical values by using statistical tool (correlation & regression)
- Demonstrate an ability to apply various statistical tool to solve business problem

## **V SEMESTER - COMPANY LAW**

- ☐ Know about the concept of company and shares.

- ☐ Know about the company law in the India.
- ☐ Understand the use of the memorandum of association and article of association in a company, they also learn from this course.
- ☐ Use of prospectus in a company.
- ☐ Understand the relationship between company and debenture holders.

## **BUSINESS STATISTICS**

- Student will able to independently calculate basic statistical parameters (mean, measures of dispersion, correlation coefficient, indexes)
- Student will able to interpret the meaning of the calculated statistical indicators
- Student will able to choose a statistical method for solving practical problems
- Student will able to explain probability theory and probability distributions in relation to general statistical analysis.

## **TAX MANAGEMENT-I**

- Able to compute total income and define tax complicacies and structure.
- Able to understand amendments made from time to time in Finance Act.
- Differentiate between direct and indirect tax assessment.

## **BUSINESS RESEARCH METHOD**

- Able to identify the key debate in research method
- Able to understand the issue relating to identifying and reformulating problems for research
- Able to understand the learning and teaching strategy

## **FINANCIAL MANAGEMENT ELECTIVE- I**

- Able to understanding of the overall role and importance of the finance function.
- Able to basic finance management knowledge.
- Able to communicate effectively using standard business terminology.

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## **FINANCIAL MANAGEMENT ELECTIVE- II**

- Able to evaluate firm's profitability, liquidity, risk and operating flexibility.
- Able to Plan analytical skills, tools and techniques to enhance the decision-making process.
- Formulate appropriate working capital management policies to achieve corporate objectives.

## **VI SEMESTER**

### **ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

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- The student should be able to Develop an understanding of entrepreneurship and small business and appreciate their role in an economy,
- Develop and demonstrate competence in basic business and marketing planning
- Demonstrate competence in identifying opportunities and challenges that entrepreneurs and small business owners/managers face - both in FSM and in general - in trying to achieve their business objective

### **BUSINESS STATISTICS-II**

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- Student will able to explain probability theory and probability distributions in relation to general statistical analysis.
- Student will able to Understand and appreciate the need to solve a variety of business related problems using a systematic approach involving accepted statistical techniques.

### **TAX MANAGEMENT-II**

- Students of the course will able to state the use of various deductions to reduce the taxable income.
- Students of the course will be able to explain different types of incomes and their taxability and expenses and their deductibility

### **BUSINESS POLICY**

- Analyze the relationship between the global business environment and strategic decisions
- Discuss business strategy clearly and professionally
- Recognize the relationship between the global business environment and strategic decisions
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### **FINANCIAL MANAGEMENT ELECTIVE- III**

- Describe the dimensions of performance and risk relevant to financial services companies.
- Calculate contemporary financial measures of performance and risk.
- Explain how the financial services component industries (insurance, banking, securities, real estate and financial planning) interact.

### **FINANCIAL MANAGEMENT ELECTIVE- IV**

- Able to develop investment policy statements for institutional and individual investors.
- Able to adjust financial statements for valuation purpose
- Able to develop an appropriate portfolio for a given investor and market condition

