

# Course Outcomes

**BBA (INTERNATIONAL BUSINESS)**

**1st Year**

**BBA-101 / Principal and Practices of Management**

Name of the Program	Course Code	Name of the Course	Course Outcomes
<b>BBA</b>	<b>BBA 101</b>	<b>Principal and Practices of Management</b>	<p>After completion of this course, the students will be able to</p> <ul style="list-style-type: none"><li>• Discuss and communicate the management evolution and how it will affect future managers.</li><li>• Observe and evaluate the influence of historical forces on the current practice of management. Also, leadership styles to anticipate the consequences of each leadership style.</li><li>• Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.</li><li>• Practice the process of management's four functions: planning, organizing, leading, and controlling.</li><li>• Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.</li></ul>

# Course Outcomes

## BBA 102/ Micro Economics

Name of the Program	CourseCode	Name of the Course	Course Outcomes
<b>BBA</b>	<b>BBA 102</b>	<b>Micro Economics</b>	After completion of this course <ul style="list-style-type: none"><li>• Discusses the fundamentals and various concepts of Microeconomics.</li><li>• Introduces the Demand and Supply and the basic forces that determine the equilibrium in the market economy.</li><li>• Discusses the framework for learning about consumer behaviour.</li><li>• Discusses about Cost and Revenue functions and firms decisions regarding optimal production .</li><li>• Define Market and Explain the price-output determination under different Market Structure.</li></ul>

# Course Outcomes

## BBA 103/ Macro Economics

Name of the Program	CourseCode	Name of the Course	Course Outcomes
<b>BBA</b>	<b>BBA 103</b>	<b>Macro Economics</b>	After completion of this course <ul style="list-style-type: none"><li>• Students are able to understand the behaviour of different macro-economic variables.</li><li>• The course enables the learners to understand and analyse the national income aggregates.</li><li>• Students are able to understand the mechanism of income and output determination for the economy.</li><li>• They come to know the various theories of consumption.</li><li>• The course enables the learners to analyse the causes of rise in the general price level and the use policy measures to check the rising trends of general price level.</li></ul>

## Course Outcomes

### BBA-104/ IT in Management - 1

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA	BBA-104	IT in Management - 1	<p>After completion of this course</p> <ul style="list-style-type: none"><li>• To know fundamentals of computer architecture</li><li>• Students should know different types of software used in different fields</li><li>• After completion of course students should be familiar with different hardware components of computer system</li><li>• Should feel comfortable with ms office (msword, powerpoint and ms excel)</li><li>• students should be able to create documents using power point and msword.</li></ul>

# Course Outcomes

## BBA 105 / Marketing Management - 1

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 105</b>	<b>Marketing Management - 1</b>	<p>After completion of this course the students will be able</p> <ul style="list-style-type: none"><li>• Make students aware of the Business environment.</li><li>• Make students aware of the ways in which marketing is done by any company.</li><li>• To communicate with the customers, using the promotion mix.</li><li>• Teach the students all about pricing policies</li><li>• Make the students aware of the environment in which service is carried out</li></ul>

# Course Outcomes

## BBA 106/ Communicative English

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 106</b>	<b>Communicative English</b>	<p>After completion of this course the students will be able to</p> <ul style="list-style-type: none"><li>• Students will be able to write business reports and business letters effectively.</li><li>• By the end of the course the students are able to draft business documents, like faxes, and memos, agenda, minutes, proposal etc.</li><li>• Students are able to write and read basic business reports, and they are able to analyse a piece composition critically and can also identify the different types of composition</li><li>• This course helps students make the correct usage of English Grammar in their writing and speaking activities; it also makes students able to use vocabulary, idioms and Phrases for different situation.</li><li>• This course helps develop students critically sensibility</li></ul>



# Course Outcomes

## BBA 107/ LAB IT in Management - 1

Name of the Program	CourseCode	Name of the Course	Course Outcomes
BBA	BBA 107	LAB IT in Management - 1	<p>After completion of this course, students will be able to</p> <ul style="list-style-type: none"><li>• Examine various aspects of Indian society in the present times</li><li>• Appreciate the various socio-cultural and political aspects of society</li><li>• Apply the knowledge gained to fight social evils</li><li>• Work harmoniously in society to meet a shared goal</li><li>• Understand the various social issues plaguing the Indian society</li><li>• Achieve a general overview of the functioning of local self-government</li><li>• Gain an insight into the Preamble and basic features of the Indian Constitution</li><li>• Understand the concept and implication of disparity in its myriad forms</li><li>• Examine the causes and effects of regionalism, communalism and linguistic conflicts in India</li></ul>

# Course Outcomes

## BBA 201/ Business Organization and Environment

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 201	Business Organization and Environment	<p>After completing the Business Organization &amp; Environment course in BBA; Semester II, students will able to</p> <ul style="list-style-type: none"><li>• To make students understand about the business environment</li><li>• Create an atmosphere for students to learn about how organization works</li><li>• Conceptualize students about standardization and rationalization</li><li>• Make students understand the economy of India and its implications</li><li>• Prepare them for facing a practical dynamic enviroment.</li></ul>

# Course Outcomes

## BBA 202/ Financial Management - 1

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 202	Financial Management - 1	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• To learn the basic concept of Accounting</li><li>• To understand the accepted accounting principles</li><li>• To develop the understanding about financial analysis</li><li>• To understand the concept of Cost accounting and Cost volume profit analysis</li><li>• To be able to understand Standard costing and variance analysis</li></ul>

# Course Outcomes

## BBA 203/ Human Resource Management - 1

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 203</b>	<b>Human Resource Management - 1</b>	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• To help the students understand the nature of human behavior in individuals, groups and organization and the contribution of different disciplines to understand human behaviour.</li><li>• To help the students understand group formation, group dynamics and demonstrate skills required for working with different groups.</li><li>• To explain different motivational theories and evaluate motivational strategies used in a variety of organizational settings.</li><li>• To explain students the concept of inter-personal skills and ways of improving them.</li><li>• To demonstrate students with case studies how power and politics operate on organizations and how they influence people's behaviors.</li><li>• To explain various leadership styles and conflict management strategies used in organizations</li></ul>

# Course Outcomes

## BBA 204/ Business Maths & Stats - 1

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 204</b>	<b>Business Maths &amp; Stats - 1</b>	After completion of this course, the students will be able to, <ul style="list-style-type: none"><li>• To Describes elementary algebra, set theory, probability, calculus and matrix algebra.</li><li>• To Enhances student's reasoning, problem solving and financial analysis skills.</li><li>• To learn the basics of Business Mathematics</li><li>• To understand the applications of statistics to business</li><li>• To study the practice use of Matrix in Business.</li></ul>

# Course Outcomes

## BBA 205/ IT in Management - 2

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA	BBA 205	IT in Management - 2	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• Become aware about MIS and its significance in management</li><li>• Understanding System, Information and Organisation Concept</li><li>• Practicing Various Decision making models</li><li>• Understanding advanced information systems like KWS, ESS and Expert Systems</li><li>• Become aware about ERP and its significance in management</li></ul>

# Course Outcomes

## BBA 206/ Business English

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA	BBA 206	Business English	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• This course helps students make the correct usage of English Grammar in their writing and speaking activities; it also makes students able to use vocabulary, idioms and Phrases for different situation.</li><li>• This course helps students develop their critically sensibility, and thereby make them able to understand the implied ideas of the text; Identify key ideas and details in a text, summarize information from a listening or reading and skim and scan an article.</li><li>• By the end of the course the students are able to draft business documents, like faxes, and memos, agenda, minutes, proposal etc. The students are also able to discuss, brainstorm, evaluate and summarize ideas by listening, reading and taking notes.</li><li>• By the end of this course students will be able to speak and present more confidently, utilising a variety of delivery skills</li><li>• Students become able to Identify and comprehend main ideas from business related conversations.</li></ul>

# Course Outcomes

## BBA 207/ LAB IT in Management - 2

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA	BBA 207	LAB IT in Management - 2	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• To understand the Microsoft Excel Analysis Tool</li><li>• Concept of Decision Making using different tools of What if Analysis etc</li><li>• Analysis of Chart and Graph for decision making process</li><li>• Demonstration of pictorial representation with real life examples</li><li>• Knowledge of applications for MIS &amp; DSS</li></ul>

# Course Outcomes

2<sup>nd</sup> Year

BBA 301/ Marketing Management - 2

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 301	Marketing Management - 2	<p>After the completion of this course the students</p> <ul style="list-style-type: none"><li>• To Understand the concept of Consumer Behaviour and factors affecting Consumer behaviour.</li><li>• To learn consumer needs and Motivation.</li><li>• To study about influences of Personality and attitude on consumer behaviour.</li><li>• To understand the Impact of family, Culture and ethical values on consumption.</li><li>• To explore situational influences and social class impact on buying.</li></ul>

# Course Outcomes

## BBA 302/ Financial Management - 2

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 302</b>	<b>Financial Management - 2</b>	<p>After completion of this course, Students will be able to</p> <ul style="list-style-type: none"><li>• Enabling students in understanding the role and functions of a finance manager in a company</li><li>• Understanding the importance of financial management and the types of financial decisions.</li><li>• Understanding the concept of working capital management and its key areas.</li><li>• Understanding the concept of capital structure and the types of capital structure theories.</li><li>• Making students aware of various tools of project evaluation.</li></ul>

# Course Outcomes

## BBA 303/ Human Resource Management - 2

Name of the Program	CourseCode	Name of the Course	Course Outcomes
BBA	BBA 303	Human Resource Management - 2	<p>After the completion of this course the students</p> <ul style="list-style-type: none"><li>• To provide students with a comprehensive understanding of human resource management and its importance in managing organizations.</li><li>• To provide an understanding of the roles, functions of human resource managers in organizations.</li><li>• To describe the process of workforce planning, job analysis, job design, and employment forecasting</li><li>• To Develop skills to Contribute to employee performance and organizational effectiveness through motivation, appraisal and rewards</li><li>• To give students the knowledge, understanding and key skills required to work and manage human resource in a diverse context.</li></ul>

# Course Outcomes

## BBA 304/Business Maths & Stats - 2]

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 304	Business Maths & Stats - 2	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• To understand the basic concepts of statistics and impart knowledge of techniques of data analysis.</li><li>• To improve data analysis skill with knowledge of measures of central tendency, measures of dispersion.</li><li>• To be able to understand correlation and regression analysis to find out the relation between variables.</li><li>• To process Knowledge of theory of estimation and theory of forecasting are helpful in making future business decision</li><li>• To understand the use of statistical and analytical tools to assess economic theories in solving practical business problems.</li></ul>

# Course Outcomes

## BBA 305/ Corporate Communication

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 305</b>	<b>Corporate Communication</b>	After completion of this course, the students will be able to, <ul style="list-style-type: none"><li>• Make students aware of the available traditional &amp; non traditional media vehicles</li><li>• Teach the students how to advertise effectively</li><li>• Teach the students how to communicate with the customers, using the promotio mix.</li><li>• Teach the students all about media planning</li><li>• Make students aware of handling public relations of any company</li></ul>

# Course Outcomes

## BBA-306/ Business Taxation (Elective 1)

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA	BBA 306	Business Taxation (Elective 1)	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• To make aware about provisions of direct tax with regard to IT Act, 1961</li><li>• To understand the provisions and procedure to compute total income and tax payable by an individual. HUF, Firms and AOP/BOI.</li><li>• To understand various tax rebate &amp; relief and procedure to file IT return.</li><li>• To understand the concept of TDS and advance payment of tax.</li><li>• To Understand the roles and responsibilities of Income Tax Authorities.</li></ul>

## Course Outcomes

### BBA 307/ Psychology (Elective 2)

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 307</b>	<b>Psychology (Elective 2)</b>	After completion of this course, the students will be able to, <ul style="list-style-type: none"><li>• To make them understand about behavior and mental processes</li><li>• Make students learn about cognitive processes and its interpretations</li><li>• To make them aware of the major theories of development, and developmental concepts from across the life course</li><li>• Conceptualize memory types and its different stages</li><li>• Gaining a holistic approach to understand the psyche of individuals</li></ul>

# Course Outcomes

## BBA 401/Strategic Management

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 401</b>	<b>Strategic Management</b>	After completion of this course, the students will be able to, <ul style="list-style-type: none"><li>• To give understanding about the strategy and its management</li><li>• Develop insight of students on different strategy frameworks</li><li>• Make students analyse the company, industry and competitor by using different tools</li><li>• Understanding the role played by strategists</li><li>• Concept of strategic control and strategic evaluation</li></ul>

# Course Outcomes

## BBA 402/Production & Operation Management

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 402	Production & Operation Management	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• To learn the concept of Operations Management</li><li>• To develop Product Design and product development process</li><li>• To make student understand about capacity planning and production planning</li><li>• To understand the concept of location planning and materials management</li><li>• To develop the understanding about production system and techniques.</li></ul>

# Course Outcomes

## BBA 403/Operation Research and Logistics

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 403	Operation Research and Logistics	<p>After completing the Money, Banking and Finance course in BBA; Semester IV, students will able to</p> <ul style="list-style-type: none"><li>• Knowledge and understanding - The characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.</li><li>• Develop Cognitive skills (thinking and analysis) - By understanding the mathematical tools that are needed to solve optimization problems.</li><li>• Develop Analytical Skills - Analytic techniques will be used to solve problems facing business managers in decision environments.</li><li>• Enhancement of Overall Efficiency of a Firm - Techniques and skills required to make intelligent and wise decisions to enhance overall efficiency and profitability</li><li>• Cost Reduction and Profit Maximization - Methods and skills required to earn more profits by reducing the cost</li></ul>

## Course Outcomes

### BBA 404/Project & Event Management

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 404	Project & Event Management	<p>After the completion of this course the students</p> <ul style="list-style-type: none"><li>• Help the students understand the meaning and importance of a Project.</li><li>• understanding the project and stages of proect Life cycle.</li><li>• Understanding the various techniues of Appraisal of a Project and the reason behind the Appraisal of a project.</li><li>• To understand the Discounted and Traditional Techniques of Capital Budgeting</li><li>• Understanding the techniques of Preparing projected Financial Statements including Balance Sheet and profit and loss Account.</li></ul>

# Course Outcomes

## BBA 405/Social & Marketing Research

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 405</b>	<b>Social &amp; Marketing Research</b>	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none"><li>• To introduced the concepts of research, the different types of research and their application in business</li><li>• To familiarize the students with the different tools of statistics and their application in social and marketing research.</li><li>• "To understand the concept of Social research and how it helps to understand and deal with the modern problems of the Society."</li><li>• In-depth understanding of the different statistical tools used in research and their application in business and marketing research.</li><li>• "To provide a strong base and framework for report writing and report presentation."</li></ul>

# Course Outcomes

## BBA 406/Entrepreneurship Development (Elective 1)

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 406	Entrepreneurship Development (Elective 1)	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none"><li>• To motivate students to become entrepreneurs</li><li>• To make the students aware of the business environment</li><li>• To teach students how to prepare a Techno Economic Feasibility Report, for starting a business</li><li>• To make the students aware of the different financial institutions providing funds.</li><li>• To teach the students how to manage any business and what all to do to avoid sickness of any firm</li></ul>

## Course Outcomes

### BBA 407/Business Ethics, Corporate Governance & Social Work (Elective 2)

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA	BBA 407	<b>Business Ethics, Corporate Governance &amp; Social Work (Elective 2)</b>	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none"> <li>• To learn the concept of Business Ethics</li> <li>• To be able to understand the conceptual framework of Corporate Governance, Insider Trading, Rating Agencies</li> <li>• To study the strategic Planning and Corporate Social Responsibility</li> <li>• To be able to understand the concept of Social Work in india and its application in the world of Business.</li> <li>• To uderstand the concepts like :- Social development, Social change, Social action, Human rights, Social exclusion (marginalization, exploitation, oppression), Empowerment.<sup>[L]</sup><sub>[SEP]</sub></li> </ul>

# Course Outcomes

3<sup>rd</sup> Year

**BBA- 501/Retail Management**

Name of the program	Course Code	Name of the Course	Course Outcomes
BBA	501	RETAIL MANAGEMENT	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none"><li>• Make students aware of the retailing environment</li><li>• Teach and make them understand about store and non store retailers and how marketing plays a role in their format</li><li>• Awareness about the Rural retailing in comparison to urban retailing</li><li>• Significance of supply chain management and customer relationship management</li><li>• Importance and design of developing a retail store</li></ul>

# Course Outcomes

## BBA 502/International Financial System

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 502</b>	<b>Indian Financial System</b>	After Completion of this course, students will be able to <ul style="list-style-type: none"><li>• Understanding the concept of Indian Financial System and its components.</li><li>• Making students aware of the role and functions of SEBI.</li><li>• Enabling students to get an idea of online trading and its process.</li><li>• Understanding the role and functions of RBI</li><li>• Understanding the concept of Merchant Banking and Issue Management.</li></ul>

## Course Outcomes

### BBA 503/Security Analysis and Portfolio Management

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA	BBA 503	Security Analysis and Portfolio Management	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none"><li>• To ensure students have basic introduction to portfolio theory and to know about various methods of modeling risk associated with stock investment</li><li>• Encourage students to apply stock and option valuation model in portfolio management</li><li>• To recognise and apply appropriate theories, principles and concepts relevant to security analysis and portfolio management</li><li>• To provide knowledge about portfolio revision techniques for risk aversion in investment</li><li>• Developing analytical skill for preferred outcomes on investment made time to time</li></ul>

# Course Outcomes

## BBA 504/E-Commerce

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 504	E-Commerce	<p>After Completion of this course, students will be able</p> <ul style="list-style-type: none"><li>• Understanding E-Commerce, E-Business and E-Business Environment</li><li>• Become aware about Internet Technologies</li><li>• Understanding Security concerns, cryptography, online payment systems</li><li>• Significance of Supply chain management and Customer Relationship management</li><li>• Understanding Change Management</li></ul>

# Course Outcomes

## BBA 505/ O-J-T (4 weeks internship)

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
<b>BBA</b>	<b>BBA 505</b>	<b>O-J-T (4 weeks internship)</b>	After Completion of this course, students will be able to <ul style="list-style-type: none"><li>• To teach the students all about industry - academia interface</li><li>• Teach the students how to prepare a project report</li><li>• Teach the students all about reporting and documentation done in any business house</li><li>• Teach the students how to write an executive summary and also how to present a report</li><li>• Teach the students soft skills</li></ul>

# Course Outcomes

## BBA 601/Service Marketing

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 601	Service Marketing	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• To learn about service sector and basic concept of service marketing</li><li>• To understand Service Marketing Mix and service Marketing Triangle</li><li>• To study about service sector growth in Indian economy</li><li>• To learn the concept of Servicecape and effect of capes on consumer behaviour</li><li>• To develop a deeper understanding of Services Marketing Communication Mix</li></ul>

# Course Outcomes

## BBA 602/International Finance

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 602	International Finance	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• Understanding the concept of International Finance</li><li>• Making students aware about FOREX Market and its functions.</li><li>• Making students aware about International project appraisal and project finance</li><li>• Understanding the concept of International portfolio management and International cash management.</li><li>• Making students aware about Country Risk Analysis.</li></ul>

# Course Outcomes

## BBA 603/Risk Management

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 603	Risk Management	<p>After the completion of the course, the students will be able to</p> <ul style="list-style-type: none"><li>• Understanding the different types of Risks Associated with Markets.</li><li>• Understanding the various methods for measuring and minimising these Risks</li><li>• To help the students understand Credit Risk and its Types along with measures to control credit risk</li><li>• To help the students understand Operational Risk and its Types along with measures to control operational risk</li><li>• To help the students understand Investment Risk Measurements and its Types along with measures to control investment risk</li></ul>

# Course Outcomes

## BBA 604/Business Law and Industrial Relations

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 604	Business Law and Industrial Relations	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• To make students aware about the different Acts</li><li>• To conceptualize students about the Indian Contract Act</li><li>• Sensitize students with the implication of Negotiable instruments act</li><li>• Teach how to maintain healthy relation between management and labour in Industrial relations</li><li>• To develop a holistic for analyzing critical legal situations</li></ul>

# Course Outcomes

## BBA 605/Management Thesis

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA	BBA 605	Management Thesis	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"><li>• Teach the students how to prepare and present a project report of their study</li><li>• Teach the students all about reporting and documentation done in any NGO/Research Project</li><li>• Make students aware of the outreach programs done by the NGO's</li><li>• Sensitize the students to social /research problems</li><li>• Teach the students how to handle interviews and to prepare Detailed project reports.</li></ul>