

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME OUTCOMES

On successful completion of Bachelor of Business Administration programme, students will be able to:

1. Acquire leadership skills, inter-personal skills, entrepreneurship qualities and to demonstrate team-work spirit.
2. Demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.
3. Demonstrate use of appropriate techniques to effectively manage business challenges.
4. Capable of recognizing and resolving ethical issues.
5. Effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.
6. Blend analytical, logical and managerial skills with the technical aspects to resolve real world issues.
7. Acquire professional, managerial, and entrepreneurial skills and become successful professionals in the corporate world.

COURSE OUTCOMES

1. **BBIB01 MANAGEMENT CONCEPTS AND BUSINESS ETHICS**

- a) To understand the process of business management and its functions.
- b) To familiarize the students with current management practices.
- c) To understand the importance of ethics in business.
- d) To acquire knowledge and capability to develop ethical practices for effective management.

2. **BBIB02 FINANCIAL ACCOUNTING**

- a) To enable the students to acquire knowledge of the financial accounting principles and practices
- b) To equip the students with skills for recording various kinds of business transactions
- c) To familiarize the students with the techniques of preparing financial statements

3. BBIIB03 BUSINESS REGULATORY FRAMEWORK

- a) To provide students with Basic Legal Concepts and the Indian Legal Environment in which Business is carried on.
- b) To enable the students to understand the emerging legal issues in a digital networked environment.

4. BBIIB04 ORGANISATIONAL BEHAVIOR

- a) To familiarize the students with the basic concepts of the organizational behaviour.
- b) To enhance their understanding of the interaction between the individuals and the organizations.

5. BBIVB05 MARKETING MANAGEMENT

- a) To acquaint the students with the marketing principles and practices.
- b) To understand the process of marketing in a business firm.

6. BBIVB06 FINANCIAL MANAGEMENT

- a) To familiarize the students with the concepts, tools and practices of financial management.
- b) To learn about the decisions and processes of financial management in a business firm.

7. BBV B07 ACCOUNTING FOR MANAGEMENT

- a) To enable the students to understand the concept and relevance of management Accounting
- b) To provide the students an understanding about the use of accounting and costing data for planning, control and decision taking.

8. BBV B08 BUSINESS RESEARCH METHODS

- a) To enable students for acquiring basic knowledge in business research methods.
- b) To develop basic skills in them to conduct survey researches and case studies

9. BBVB 09 EMERGING TRENDS IN MANAGEMENT

- a) To impart knowledge about the emerging trends of new management concepts.
- b) To provide knowledge about the significance of the integration of information technology as the platform for the application of various management concepts

10. BBV B10 SERVICES MANAGEMENT

- a) To familiarize the students with role of different prominent services in India and prepare them with basic skills to manage.

11. BBV B11 E- COMMERCE

- a) To understand the importance of database systems for business management, and,
- b) To gain a practical orientation to database development and maintenance.

12. BBVI B14 CONSUMER BEHAVIOR

- a) To understand the basics of consumer decision-making processes.
- b) To understand the information needs for helping the consumer in decision making.

13. BBVIB15 RETAIL MANAGEMENT

- a) To give an overview of the conceptual aspects of retail marketing management.
- b) To give some practical functional aspects of retailing.

14. BBIVC01 MANAGERIAL ECONOMICS

- a) To enable the students to understand the micro and macroeconomic concepts relevant for business decisions.
- b) To help the students to understand the application of economic principles in business management

15. BBV D1 HOSPITALITY MANAGEMENT

- a) To give a broad overview of the basic concepts of hospitality management.

b) To equip the students to make use of the opportunities in this sector.

16. BBIV A13 BANKING AND INSURANCE

a) To enable the students to acquire knowledge about basics of Banking and Insurance.

b) To familiarise the students with the modern trends in banking.