

## **Bachelor of Business Administration- BBA**

### **Programme Objectives**

BBA is a professional program inculcating managerial and entrepreneurial attitude amongst the learners and helps them to become a successful business leader. It is basically a leadership development program for enhancing leadership abilities, cultivating rational business vision.

1. To provide adequate basic understanding about Management Education among the students.
2. To prepare students to exploit opportunities being newly created in the Management Profession.
3. To train the students in communication skills effectively.
4. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
5. To inculcate Entrepreneurial skills.

### **Programme Outcome of BBA**

1. Understand basic Management concepts and theories as they are applicable in various business scenarios.
2. Develop analytical skill to understand the problem correctly and develop solution.
3. Awareness of Law and legislations related to business and their implementation.
4. Understand the business environment through knowledge of Economics, Business demography, international business and financial services.
5. Develop entrepreneurship through knowledge of Idea generation, Business planning activity, product development, awareness of Intellectual property rights and marketing media.
6. Ability to effectively communicate in oral and written form.
7. Ability to use basic mathematics and statistical concepts in day to day business activity.
8. Identify, evaluate, analyze, interpret and apply information to address problems and make decisions in a business context.
9. Ability to use computing facility to support business activity.
10. Ability to use different accounting techniques and calculation of tax.

### **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.

### FYBBA Semester I (CBCS) Pattern 2019

#### Course: Principles of Management(101)

CC credit:3

Course Objectives:

1. To understand basic concept regarding organization business administration.
2. To examine how various management principles.
3. To develop managerial skills among the students.

	Course unit Description	Outcome
CO1	Nature of management	To learn basic aspects of management thinking Develop ability of managerial thinking & cultivate business acumen
CO2	Evolution of management thought	To understand different approaches of management scientist to management thought & philosophy To help to understand various approaches of management thinking
CO3	Major managerial functions	To understand different functions of management & their roles. Develop ability to organise various programs & events.
CO4	Recent trends in management	To understand the themes in modern management & changes in the business To learn about new systems of management.

**COURSE NAME: BUSINESS COMMUNICATION SKILLS**

**COURSE CODE: 102**

**CCT: credit 4**

**Course Objectives:**

- 1 To understand what is the role of communication in personal and business world
2. To understand system and communication and their utility
3. To develop proficiency in how to write business letters and other communications.

	COURSE UNIT DESCRIPTION	OUTCOME
CO1	Concept of Communication	Apply communication theories. Show an understanding of opportunities in the field of communication.
CO2	Methods and types of Communication	Demonstrate critical and innovative thinking. Display competence in oral, written, and visual communication
CO3	Business Correspondence	Use current technology related to the communication field.

		Demonstrate positive group communication exchanges
CO4	Analysis of different Media of Communication	Respond effectively to cultural communication differences. Communicate ethically.

**COURSE Business Accounting**

**COURSE CODE: 103**

CC credit:3

**Objectives:**

- 1.To develop right understanding regarding role and importance of monetary and financial transactions in business.
- 2.To cultivate right approach towards classifications of different transactions and their implications.
- 3.TO develop proficiency preparation of basic financial as to how to write basis accounting statement -Trading and P&L

	Course Unit Description	Outcome
CO1	Financial Accounting-Accounting concepts, principles and conventions. Classification of accounts	1. Understand role and importance of accounting in Business and how accounting concept can be implemented in business.
CO2	Accounting Transactions and Final Accounts-	1. Understand how to record different financial transactions and their financial implications.
CO3	Bank Reconciliation Statements-preparation of Bank Reconciliation Statement	1. Understand the kind of accounting relationship between customer and bank.
CO4	Computerized Accounting-Role of computers and Financial application, Accounting Software packages	1. Understand growing importance of software and to know how to use software and to write books of accounts

**Course: Business economics (Micro)**

**Course code:104**

**CC credit:3**

**Course Objectives:**

1. To understand role of economics as it influences society and business
2. To study how different decisions are taken in relation to price demand and supply
3. To develop right understanding regarding Monopoly, perfect competition, revenue Etc

	Course	unit	outcome
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	description	
CO 1	Concept of Business economics	With this unit students should be able to understand importance of economics in their life. They should also able to know the role and purpose of economics in society and students should be able to think in prudent manner.
CO 2	demand and supply analysis	After completion of this unit students are able to understand how the concept of demand and supply works in particular economy. Students should be able to examine the implications of changes in demand and supply on economics and ability to select right alternatives in a given situation.
CO 3	revenue and cost analysis	With this unit students will understand the role and function of revenue in different economic decision.
CO 4	pricing under various market conditions	After completion of this unit students should be able to know and understand concept of market and different forces affecting market under different economic circumstances and they also able understand market forces governing economic situations.

**Course: Business mathematics (105)**

**CC credit:3**

**Objective :**

- To develop appropriate understanding as how to use mathematic like computation interest, profit, percentage etc.
- To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate financial data collection of 5 years reports of varies companies for analysis. .
- To cultivate right understanding regaining numerical aptitude.

	Unit	Course Outcome
CO1	1.Numerical Methods for Business Managers	1. Ability to develop mathematical competence for various interests related transaction and other activities. 2. Work with simple and compound interest, annuities, invoice preparation, trade discounts, taxes, and depreciation problems in various situations and use correct mathematical terminology, notation, and symbolic processes in order to be prepared for future coursework in business and mathematics that requires the use of and an understanding of the concepts of business mathematics.
CO2	2..Numerical Methods for Business Managers	1. Ability to examine concept of discounts in different business solutions.

		2. Gain experience in using various techniques of mathematical permutation and combination to prove simple mathematical properties of a variety of discrete structures.
CO3	3..Numerical Methods for Business Managers	<ol style="list-style-type: none"> <li>1. Ability to apply the various concepts in business situation.</li> <li>2. Appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation.</li> </ol>

**Course: Business Demography (106)**

**CCT Credit: 04**

**Course Objectives:**

1. To give proper understanding regarding concept of demography in modern economic setup
2. To study how population and structure changes affecting quality of life and business
3. To develop clarity of concept regarding social economic process and urbanization and its impact on society

	Course unit Description	Outcome
CO1	Unit 1: Concept of Demography Study of demography as an essential discipline of social economic change	<ul style="list-style-type: none"> <li>• Understand Growing importance of Demography in modern economics and society and the components of demography</li> <li>• understand Socio economic changes as a outcome of demographic changes</li> </ul>
CO2	Unit2 Distribution of population and Population growth	<ul style="list-style-type: none"> <li>• To understand how population growth influences economy and society</li> </ul>
CO3	Unit 3 Population as Resource	<ul style="list-style-type: none"> <li>• To understand importance of human resource in modern and socio- economic environment and to learn about role of literacy in economic development</li> <li>• Ability to examine implications of changes in population</li> </ul>
CO4	Unit 4 Urbanization and its implications Concept of urbanization,	<ul style="list-style-type: none"> <li>• To understand the various determinants of urbanization and migration</li> <li>• Ability to understand how urbanization affects the resource allocation and resource planning</li> </ul>

**Course Name -: BUSINESS ORGANISATIONS AND SYSTEM****Course Code -: 201****Credit: 4****Course Objective:**

- 1) To understand role and functions of modern business
- 2) To develop right understanding regarding business environment
- 3) To study how a business institution functions in a given economic set up.

	<b>COURSE UNIT DESCRIPTION</b>	<b>OUTCOME</b>
CO1	Nature and evolution of Business	Understand the purpose of business, learn how a business unit works and serves the society, historical progress of business as an economic entity, socio economic changes have led to economic development and assess the new trends in commerce
CO2	Forms of Business Organization	Understand the significance of different forms of business organizations their types, function, merits and limitations
CO3	Setting up of a business enterprise	Understanding of the main working aspects of organisations, not only from an economic point of view but also considering organisations as part of society. Knowledge of a comprehensive glossary of economic terms widely used in the analysis and discussion of behaviour organisation
CO4	Study of Domestic and Foreign Trade	learn about how a retail trade works in business system, different forms of retail trade and their contribution in the economy and able to give a brief introduction to stages of internationalization

**Course : Principles of marketing(202)****Credit:3**

Course Objectives:

1. To develop right understanding regarding marketing environment in the country
2. To develop appropriate conceptual understanding as to develop basic marketing concept
3. To develop new understanding regarding regarding services, rural marketing & new trends in marketing.

	Course unit Description	Outcome
CO1	Concept & functioning of marketing	To Understand marketing concepts To understand role functions & importance of marketing manager
CO2	Marketing Environment & marketing segmentation	To know about changing various factors which affect the marketing system & Indian marketing system To know the types of segmentation
CO3	Constituents of marketing mix	To understand the marketing mix To know each constituents of Marketing mix to get success in the market.
CO4	Classification & types of markets	To understand different types of markets, their role & functions

	Awareness of recent trends in marketing
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**Subject: Principles of Finance**

**Subject Code: 203**

**Credit:3**

**Objectives**

- 1.To cultivate right approach towards money , finance , and their role inbusiness
- 2.To develop right understanding regarding various sources of finance and their role and utility inbusiness
- 3.To develop basic skills as to concept of capital structure and concept of capitalstructure

	Course Unit Description	Outcome
CO1	Basic concepts in finance Financial Management Approaches of financial management	1) To develop Competence to apply various concept in finance for decision making
CO2	Sources of Finance External and Internal Sources	1) To develop rational understanding regarding role and utility of different sources of finance
CO3	Capital Structure Factors affecting capital structure, Capitalization	1) To understand importance of rational and sound financial structure 2)To understand role of capital as a determinant business success
CO4	Recent Trends in business Finance Venture Capital, Leasing, Microfinance, Mutual Fund	1) To have right understanding how modern business is changing and what are the new trends in business finance

**Course: Basics of Cost Accounting**

**Course code 204**

**Credit: 3**

**Objectives:**

1. To develop rational understanding regarding concept of cost expenditure in business
2. To develop understanding how overheads influence the cost structure of cost
3. To develop skills for computation of total cost for a particular product

	Course unit Description	Outcome
CO1	<b>Basic concept in cost Accounting</b>	<ul style="list-style-type: none"> <li>• Understand importance of costing in decision making</li> <li>• Ability to understand importance of costing and role of costing</li> </ul>
CO2	<b>Elements of cost and Cost Sheet</b>	<ul style="list-style-type: none"> <li>• Ability to examine different aspects of cost as they influence total cost structure and sales price.</li> <li>• Ability to prepare comprehensive cost sheet.</li> </ul>
CO3	<b>Overheads</b>	<ul style="list-style-type: none"> <li>• Understand concept of overhead as it contributes to total cost of a product or service</li> </ul>

		<ul style="list-style-type: none"> <li>Ability to ascertain and distinguish different types of overheads as it influences the total cost in a given situation</li> </ul>
CO4	<b>Contact and process cost and Methods of costing</b>	<ul style="list-style-type: none"> <li>Ability to ascertain cost of a particular contract under different circumstances.</li> <li>Ability to ascertain cost of a particular process and calculation of normal/abnormal loss or gain.</li> </ul>

## **Business Statistics**

**Course code 205**

**Credit 3**

**Course Objectives:**

1. To understand role and importance of statistics in various business situations
2. To develop skills related with basic statistical technique
3. Develop right understanding regarding regression, correlation and data interpretation

	Course unit Description	Outcome
CO1	<b>Frequency Distribution</b>	<ul style="list-style-type: none"> <li>Recognises the different methods of Classification and Tabulation</li> <li>Interprets the diagrams and graphs.</li> <li>apply various methods to collect and represent data.</li> </ul>
CO2	<b>Measure of Central Tendency</b>	<ul style="list-style-type: none"> <li>Recognizes central tendency and various measures of central tendency</li> <li>Evaluates and interpret partition values – Quartiles, Deciles and Percentiles.</li> </ul>
CO3	<b>Measures of Dispersion</b>	<ul style="list-style-type: none"> <li>Recognize and evaluate the measures of dispersion-Range, Quartile deviation, Mean deviation, Standard deviation.</li> </ul>
CO4	<b>Correlation and Regression</b>	<ul style="list-style-type: none"> <li>Calculate and interpret the correlation between two variables.</li> <li>understand regression analysis</li> </ul>
CO5	<b>Index Numbers</b>	<ul style="list-style-type: none"> <li>Interpret and use a range of index numbers commonly used.</li> </ul>

## **Fundamentals of Computers**

**Course code 206**

**Credit 4**

Course Objectives

- 1 .The main focus lies on software programs the students will need during their studies, projects and further on in their professional life, e.g. creating presentation with Power Point, text writing with Word and analyzing data with Excel.



2. This course is a skills-oriented course which will help students to become familiar with software systems and the internet.

3. The purpose of business informatics as an academic discipline is the development and application of theories, concepts, models, methods and tools for analysing, designing, and using information systems.

4. It is expected, that students can handle browsers, word processors, spreadsheets, electronic mail software, etc.

	Course unit Description	Outcome
CO1	1: Introduction to computers	<ul style="list-style-type: none"> <li>• Understand main characteristics of Computer, fundamental hardware components that make up a computer's hardware and the role of each of these components, the basic ideas used in translating high level languages to machine language.</li> <li>• Students will understand the difference between hard copy and soft copy and devices which are used to input and output soft copy.</li> </ul>
CO2	Unit 2: Basics of Computer Networks and Internet	<ul style="list-style-type: none"> <li>• .How OS evolved from simple control programs to batch OS, multiprogramming OS.</li> <li>• To understand structure and modelling of computer networking and data communication in business process.</li> </ul>
CO3	Unit 3: Introduction to Spreadsheet Software and Presentation Software	<ul style="list-style-type: none"> <li>• . Construct formulas, including the use of built-in functions, and relative and absolute references, create and modify charts as well they can use the Excel online Help feature.</li> <li>• Students will analyze, design, implement through MS-Powerpoint.</li> </ul>
CO4	Unit 4: Introduction to Internet and Cyber Security	<ul style="list-style-type: none"> <li>• To understand structure and modelling of computer networking and software in business process.</li> </ul>

**(Pattern – 2013)w.e.f. 2014-2015**  
**B.B.A. SEM – III**

**Subject: Personality Development**

**(Course Code –301)**

**Course Objectives:**

1. To make the students aware about the dimensions and importance of effective personality.
2. To understand personality traits and formation and vital contribution in the world of business .
3. To make the students aware about the various dynamics of personality development.

	<b>COURSE UNIT DESCRIPTION</b>	<b>OUTCOME</b>
CO1	Introduction	A coherent and robust student development is built
CO2	Personality Traits.	Develop and exhibit an accurate sense of self Develop and nurture a deep understanding of personal motivation Develop an understanding of and practice personal and professional responsibility
CO3	Pillars of personality development:	Practice and perform professional written and oral communication , Take responsibility , Think critically Practice creativity
CO4	Self Esteem	Learn to balance confidence with humility Assert strengthened personal character and further, an enhanced ethical sense
CO5	Personality Formation Structure	Understand and appreciate frameworks for ethical decision-making Students will apply ethical theories to leadership situations

**Subject: Business Ethics (302)**

**Objectives**

1. Objectives: To impart knowledge of Business Ethics to the students.
2. To promote Ethical Practices in the Business.
3. To develop Ethical and Value Based thought process among the future managers, entrepreneurs.

	Course Unit Description	Outcome
CO1	Business Ethics	Understanding the importance of Ethics in Personal and Professional Life. Learn to apply moral reasoning to specific situations in the business.
CO2	Area of Business Ethics :	Learn to Recognize and resolve ethical issues in business.
CO3	Business Ethics in Global Economy :	Learn to deal with ethical global issues. Inculcate the values to be a part of civilized society.
CO4	Moral Issues in Business :	Identify the moral issues in the business and learn to overcome it with good business practices. Awareness about environment protection and consumer protection. And Corporate Social Responsibility
CO5	Functional Ethics:	learn to protect innovation in the form of intellectual property rights.

## Course: Human Resource Management & Organizational Behavior

Code: 303

### Course Objectives:

1. To introduce to the students the functional department of human resource management and acquaint them with the planning, its different function in an organization .

	Course unit description	outcome
CO 1	Introduction to HRM	After completion of this unit students should be able to get basic knowledge of HRM practices carried out in today's scenario.
CO 2	HRP	After completion of this unit students would be knowing the process of recruitment and selection of employees in an organization.
CO 3	T & D	With this unit students know the training and development methods and evaluation of employees skills in organization.
CO 4	Performance Appraisal	After completion of this unit students should be able to know the various methods of appraisal parameters to evaluation performance of the employees.
CO 5	Introduction to OB	Students should be able to understand the basic concept of OB and to will also acquaint about major trends in OB

### Subject: Management Accounting (Course Code - 304)

#### Objectives:

- 1.To impart basic knowledge of Management Accounting.
2. To know the implications of various financial ratios in decision making.
3. To study the significance of working capital in business.
4. To understand the concept of budgetary control and its application in business.
5. To develop the calculating ability of various techniques of management accounting.

	Course unit Description	Outcome
CO1	<b>UNIT 1 Introduction</b> <b>Major types of Accounting</b>	<ul style="list-style-type: none"><li>• Understand basic concepts of Management Accounting</li><li>• Understand difference between financial Accounting, cost Accounting and Management Accounting</li></ul>
CO2	<b>UNIT 2</b> Analysis and Interpretation of Financial Statement	<ul style="list-style-type: none"><li>• Understand limitations of financial statement and importance Financial analysis</li><li>• Ability to calculate and apply various financial ratios in decision making.</li></ul>
CO3	<b>UNIT 3 Fund Flow Statement and Cash Flow Statement</b>	<ul style="list-style-type: none"><li>• To understand concept of Fund Flow Statement and Cash Flow Statement as a technique of financial analysis</li></ul>

CO4	<b>UNIT 4 Working Capital</b>	<ul style="list-style-type: none"> <li>• Understand the significance of working capital in business.</li> <li>• Ability to calculate estimated working capital for business</li> </ul>
CO5	<b>UNIT 5 Budget and Budgetary Control</b>	<ul style="list-style-type: none"> <li>• Understand the concept of budget, budgetary control and its application in business</li> <li>• Ability to prepare cash budget</li> </ul>

**COURSE NAME: BUSINESS ECONOMICS (MACRO)**  
**COURSE CODE: 305**

**Course Objectives:**

1. To study the behavior of working of the economy as a whole.
2. To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.
3. To apply economic reasoning to problems of business and public policy.

	<b>COURSE UNIT DESCRIPTION</b>	<b>OUTCOME</b>
CO1	Introduction	Define macroeconomics and explain how economic indicators like GDP are used to assess the state of the economy
CO2	National Income Accounting	Differentiate between and calculate nominal and real GDP Describe economic growth Understand that economic growth is a relatively recent phenomenon, and identify key institutional factors that contribute to economic growth
CO3	Theory of Income and Employment	Use the AD-AS model to explain the equilibrium levels of real GDP and price level. Examine factors that shift aggregate supply and aggregate demand. Explain policy implications of Keynesian economics. Understand the tenets of Neoclassical Economics.
CO4	Business Cycle, Inflation and Deflation	Describe and calculate unemployment Examine causes and types of unemployment, including cyclical, frictional, structural, and natural unemployment Define inflation and explain how the rate of inflation is calculated Identify the consequences of inflation
CO5	Macro Economic Policies	Explain fiscal policies, including automatic, expansionary, and contractionary fiscal policies Compare neoclassical and Keynesian approaches to Fiscal Policy

**COURSE TITLE: IT IN MANAGEMENT.****COURSE CODE: 306**

## Course Objectives :

- 1) This course provides an introduction to the computer System and types of Topologies and Networking types with relational Model. We will cover basic relational database design, conceptual data modeling practices, some relational database management system , operation and fundamental Structured Query Language (SQL)
2. To develop rational approach as to how computers can be used in data process analysis in business.
3. To understand the role of IT in Management. And understand the basics of operating systems.
4. To know the current happenings in IT industry and how it is beneficial to expand business.

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	Managing Hardware and Software Assets	<ol style="list-style-type: none"> <li>1) To understand role and importance of computers in business processes</li> <li>2) To develop understanding regarding role of computers in business operations.</li> </ol>
C02	Managing Data Resources	<ol style="list-style-type: none"> <li>1) To develop the understanding of how the data were Organized in Traditional File Environment.</li> <li>2) to develop the skill of various Database Approach to Data Management.</li> <li>3) How to create new Database Environment.</li> <li>4) To develop the functionality and services provided by Database Trends.</li> </ol>
C03	Networking	<ol style="list-style-type: none"> <li>1) To learn the process for usage of different Computer application in business processes</li> <li>2) To develop understanding regarding need, structure and working of computer networking in business operations.</li> <li>3) To develop skills and ability to handle different applications in business process</li> </ol>
C04	The Internet and The New Information Technology Infrastructure :	<ol style="list-style-type: none"> <li>1) To understand cautions and steps to be taken and net based services.</li> <li>2) Ability to handle various software and programmes with due cautions and care</li> <li>3) What are various IT infrastructure required for the Digital Firm.</li> <li>4) The use of Internet and requirement for The IT infrastructure for the Digital Firm.</li> </ol>
C05	Understanding the Business values of System and Managing Change:	<ol style="list-style-type: none"> <li>1) To Understand the Business Values of Information System from Business point of view .</li> <li>2) The understand Importance of Change Management in Information System Success and how to cure the Failure issues and Managing Implementations in business</li> </ol>

**(Pattern – 2013)w.e.f. 2014-2015**  
**B.B.A. SEM – IV**

**Course : Production & operation management(401)**

Course Objectives :

1. To provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.
2. To understand manufacturing technology and its role in developing business strategy.
3. To identify the role of operation function.
- 4.To understand recent trends used for quality management

	Course unit Description	Outcome
CO1	Introduction to production management	Understand basics of production ,itsobjective,scope of production activities & types of production etc. Role & responsibilities of production manager.
CO2	Product design & product development	Understand product policy & techniques of product development.
CO3	Production Planning & controlling	Understand importance of production planning & problems in planning & controlling Learn techniques od production planning & control
CO4	Productivity & Ergonomics	Understand importance of productivity & various techniques to improve productivity Understand how ergonomics concept is essential in production
CO5	Quality management	Understand different techniques to improve quality in overall production activities & in organisation

**Course: Industrial Relations &Labour Laws**

**COURSE CODE:402**

Course Objectives:

1. TO impart the students with the knowledge about complexities between labour and management relationships.
2. To make the students aware about mechanisms of industrial disputes and friendly interventions to deal with employee-employer problems.
3. To impart the students with the knowledge of laws and how law affects the industry and labour.

	Course unit description	Outcome
CO 1	Introduction to Industrial Relations	The aim of this course is to introduce students of industrial relations and Labour laws to the common law and legislative regime which constitutes the regulatory framework of the employment relationship in industries.
CO 2	Industrial Disputes, Collective Bargaining and workers participation in Management.	Students can learn about their rights and obligations as an employer/practitioner/employee under current Indian Legal legislation
CO 3	The Industrial Disputes Act 1946 &	This course will explore the legal framework

	The Factories Act 1948:	regarding various provisions related to employees.
CO 4	The Payment of wages Act, 196 & The Minimum Wages Act 1948.	Students will get knowledge of legal dimensions of different modes of employment, remuneration, industrial action, health and safety regulation, termination of employment, as well as equity and discrimination law.
CO 5	Trade union laws:	This course intended to help students acquire a good historical, theoretical and practical working knowledge of the Indian legal system pertaining to Trade union Act.

**Subject: Business Taxation**

**(Course Code - 403)**

**Objectives:**

1. To understand the basic concepts and definitions under the Income Tax Act, 1961.
2. To update the students with latest development in the subject of taxation.
3. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.
4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
5. To prepare students Competent enough to take up to employment in Tax planner.
6. To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.

	<b>Course Unit Description</b>	<b>Outcome</b>
CO1	Income Tax Act -1961	Understand Meaning, Concepts and Definitions under Income Tax Act -1961
CO2	Computation of Taxable Income under the different heads of Income	Ability to calculate tax Income From Salary, Income from House Property, Profits and Gains of Business and Profession, Income from Other Sources
CO3	Computation of Total Taxable Income of an Individual	Ability to calculate Total Taxable Income of an Individual
CO4	Miscellaneous concepts	Understand concept of Tax deducted at source, Return of Income, Advance payment of Tax, methods of payment of Tax, forms of Returns, Refund of Tax.
CO5	Assessment of various Entities	Understand Assessment of various Entities

**Subject: International Business**

**(Course Code - 404)**

**Objectives:**

1. To acquaint the students with emerging issues in international business.
2. To study the impact of international business environment on foreign market operations.
3. To understand the importance of foreign trade for Indian economy.



	<b>Course Unit Description</b>	<b>Outcome</b>
CO1	Introduction: Theories of International Trade	1) Inter relate the Trade Theory with the Economic Development. 2) Understand the reasons for firms entering in to international business.
CO2	Multinational Enterprises: Role and importance of Multi-national Corporations in international business.	1) Understand the implications of operating across national borders.
CO3	International Finance ExchangeRate, Determination of Exchange rate – Fixed, Flexible and Managed, International Monetary Fund, world bank	1) Learn about the foreign exchange market and exchange rate system. 2) Know about the foreign exchange risks and learn to take measures to guard the business in the foreign market. 3) Learn about the role of IMF and world bank in internal business.
CO4	Regional Economic Grouping:- structure and functions ofWTO European Union(EU) North American Free Trade Agreement(NAFTA) Association of South East Asian Nations (ASEAN), SAARC	1) Explain the role and functions of world trade organization. 2) Understand the importance of regional economic integration.
CO5	India's Foreign Trade- Case studies in International Business with reference to Indian Economy	1) Students learn to analysis the marketing strategies of different companies in global market.

**Subject: Management Information System  
(Course Code - 405)**

**Objectives:**

1. To understand the concepts of Information System
2. To study the concepts of system analysis and design
3. To understand the issues in MIS

	Course unit Description	Outcome
CO1	<b>Introduction to Management Information Systems</b>	<ul style="list-style-type: none"> <li>• Understand the importance of Information in increasing business competition and how MIS is needed to provide information</li> </ul>
CO2	<b>Information, Management and Decision Making:</b>	<ul style="list-style-type: none"> <li>• Understand various decision making models.</li> <li>• Understand the attributes, types of information and how it is useful in different decisions taken in organization.</li> </ul>
CO3	<b>Systems Analysis and Design:</b>	<ul style="list-style-type: none"> <li>• Understand the phases of system development life cycle and different approaches to build a system.</li> </ul>

CO4	<b>Decision Support Systems:</b>	<ul style="list-style-type: none"> <li>Understand the different types of information systems that support decision making in different scenarios.</li> </ul>
CO5	<b>Management Issues in MIS</b>	<ul style="list-style-type: none"> <li>Understand the need of information security and control and Intellectual Property Rights</li> <li>Understand the challenges in maintaining global information system</li> </ul>

**Subject: Business Exposure**

**(Course Code - 406)**

**Objectives:**

1. To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure
2. The objective of the Industrial Visit is to help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom

**(Pattern – 2013)w.e.f. 2015-2016**

**B.B.A. SEM – V**

**Course : Supply chain & logistics management(501)**

Course Objectives :

1. To introduce the fundamental concepts in Material & Logistics management.
2. To Familiarize with the issues in core functions in material & logistics management

	Course unit Description	Outcome
CO1	Supply Chain Management	Able to understand the concept, components, importance of supply chain management.
CO2	Physical distribution	Understand various marketing channels & their functions & channel management& conflicts.
CO3	Procurement	Understand Supplier management & warehouse & dispatch management
CO4	Inventory	Understand overall inventory management techniques & types.
CO5	Current trends in supply chain management	Students will update with current trends like GSCM,CRM,SRM & E-business.

**Subject Entrepreneurial Development**

**Subject Code:502**

**Objectives:**

1. To create entrepreneurial awareness among the students.
2. To help students to up bring out their own business plan.
3. To develop knowledge and understanding in creating and managing new venture.

	Course Unit Description	Outcome
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CO1	Entrepreneur and Entrepreneurship:	Understand role performed by Entrepreneur, Manager and Intrapreneur.
CO2	Opportunity Search and Environmental scanning for business opportunity Identification	Learn to identify business idea and the steps to be followed for market research
CO3	Business Plan:	understand business plan and its components.
CO4	Institutional Support to New Venture Financial Assistance for Small, medium and micro Enterprise	Students know about various institutional supports available for Entrepreneur. Students get Aware about different financial assistance available for small, medium and micro enterprise.
CO5	Study of Entrepreneurs' Biographies	Gain knowledge about famous entrepreneur efforts and get encouraged from their success stories.

### Course: Business Law 503

#### Course Objectives:

1. To understand basic legal terms and concepts used in law pertaining to business.
2. To comprehend applicability of legal principles to situations in Business world by Referring to few decided leading cases.

	Course unit description	Outcome
CO 1	Indian Contract Act 1872	Students should understand basic legal terms and concepts used in law pertaining to contract.
CO 2	The Sale of Goods Act 1930	students would be knowing the legal provisions of sales of goods.
CO 3	The Companies Act, 1956	students should be able to know the legal provisions regarding the formation of companies under companies Act. And students will be acquaint about the important documents of companies act.
CO 4	Information Technology Act, 2000	After completion of this unit students should be able to deal cybercrime and electronic commerce in India.
CO 5	The Right To Information Act, 2005	Students should be able to understand the basic concept of <b>The right to information act 2005</b> . This law empowers Indian citizens to seek any accessible <b>information</b> from a Public Authority and makes the Government and its functionaries more accountable and responsible.

### Course: Research Methodology 504

#### Course Objectives:

1. To provide the students with basic understanding of research process and tools for the same.

2. To provide an understanding of the tools and techniques necessary for research and report writing.

	<b>Course unit description</b>	<b>Outcome</b>
CO 1	Introduction to Research	Students should understand the concept of Research process and various tools used during research.
CO 2	Sources of Collection of Data & Methods	This part of syllabus gives students more knowledge of how to collect data (primary & Secondary) for research project completion.
CO 3	Data Processing & Analysis	students should be able to deal with the process of data collection which is an important factor of research.
CO 4	Project Report Writing	Students should be able to write research paper/project report on their own.

### **Finance Special Paper I**

**Subject Name :- Analysis of Financial Statements**

**Course Code :- 505 – A**

Objectives:

1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.
2. To make the student well acquainted with current financial practices
3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.

	<b>Course unit Description</b>	<b>Outcome</b>
CO1	Financial Statements of Corporate Organizations	<ul style="list-style-type: none"> <li>• Understand importance and limitations of financial statement</li> <li>• Ability to read company's Balance Sheet</li> </ul>
CO2	Introduction to analysis and Interpretation of financial statements	<ul style="list-style-type: none"> <li>• Understand need of financial analysis</li> <li>• Understand various techniques of financial analysis</li> </ul>
CO3	Ratio Analysis	<ul style="list-style-type: none"> <li>• Ability to calculate and apply various financial ratios in business decision making</li> </ul>
CO4	Cash Flow Analysis	<ul style="list-style-type: none"> <li>• Understand importance of Cash flow analysis</li> <li>• Ability to prepare Cash flow statement</li> </ul>
CO5	Funds Flow Analysis	<ul style="list-style-type: none"> <li>• Understand importance of funds flow analysis</li> <li>• Ability to prepare funds flow statement</li> </ul>

## Course : Sales Management(505-B)

### Course Objectives :

1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.
2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.
3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	Introduction to sales management	Understand concept, objectives, role of sales management in marketing Understand legal & ethical issues involved in sales management.
CO2	Sales organisation	Understand Need, types& structure of sales organisation
CO3	Managing the sales force	Understand process of recruitment, training, motivation to sales force.
CO4	Sales planning & control	Understand process of sales planning & controlling techniques.
CO5	Personal selling & relationship management	Understand effective selling techniques

## Course: HR Spl- 1

### Human Resource Management Principles & Functions 505 (C)

### Course Objectives:

1. To introduce the concept, principles and practices of H.R.M. to the students.

At the end of the course following outcome is expected:

	Course unit description	outcome
CO 1	Human Resource Management and HR planning	students should be able to get basic knowledge of HRM practices carried out in today's scenario.
CO 2	HR Recruitment and Selection	This gives students more knowledge of how to collect data (primary & Secondary) for research project completion.
CO 3	Training, development and evaluation	students know the training and development methods and evaluation of employees skills in organization.
CO 4	Personnel records reports and audit	Students should be able to know the procedure of maintaining records of employees in Human resource Department.
CO 5	New trends in HRM and exit policy	students should be able to know the new trends in HRM and all exit policies that are implemented by the organizations.

**Subject: long Term Finance****Subject Code:506-A****Objectives:**

1. To make the study of long-term financing
2. To make the student well-acquainted regarding current financial structure

	<b>Course Unit Description</b>	<b>Outcome</b>
<b>CO1</b>	Sources of Finance: Owned and Borrowed funds	Learn about the different sources available for the business. To understand role of capital as a determinant business success
<b>CO2</b>	Capital Structure:	Recognize the different sources of finance and learn to prioritize them as per cost of capital. To understand importance of rational and sound financial structure
<b>CO3</b>	Capital Budgeting:	Learn to take investment decisions in the business with the help of capital budgeting techniques.
<b>CO4</b>	Specialized Private Financial Institutions-	Know about different financial institutions and their role in the development of the industries.
<b>CO5</b>	Dividend Decisions:	Learn about different dividend policy adopted by the business concern.

**Course: Retail Management (506-B)**

## Course Objectives:

1. To provide insights into all functional areas of retailing.
2. To give a perspective of the Indian retail scenario.
3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.

	<b>Course unit Description</b>	<b>Outcome</b>
CO1	Introduction to retailing	Understand basics retailing & traditional & modern retail format.
CO2	Retail location, store layout	Understand how to take various decisions about retail location, store layout & visual merchandising etc.
CO3	Retail merchandising & category management	Understand retail merchandising & category management process
CO4	Promotion mix in retailing & retail strategies	Understand various tools of promotion mix
CO5	Current trends in retailing	Learn new trends, Role of IT in marketing

**Course: HR Spl- 1****Human Resource Management Practices 506 (C)****Course Objectives:**

To familiarize the students with **Human Resource Management** & practices

At the end of the course following outcome is expected:

	<b>Course unit description</b>	<b>Outcome</b>
CO 1	An Introduction to Strategic HRM	After completion of this unit students should be able to get basic knowledge of Strategic HRM practices carried out in organizations.
CO 2	A Executive Compensation & Working Conditions & Welfare	This part of syllabus gives students more knowledge of how to examine current issues regarding compensation and working conditions.
CO 3	Organizational Development	With this unit students should be able to manage development in organizations.
CO 4	Employee Grievance & Discipline	After completion of syllabus Students should be able to manage and plan and handle various issues regarding employee Grievance and issues regarding discipline within employees.
CO 5	E- Human Resource	After completion of this unit students should able to know the new trends in HRM i.e; E- HR concepts like E- Recruitment, e-Selection etc.

(Pattern – 2013)w.e.f. 2015-2016

**TYBBA SemVI****Course : Business planning & Project management(601)****Course Objectives :**

1. To acquaint the students with the planning process in business
2. Familiarize students with the function & techniques of project management.

	<b>Course unit Description</b>	<b>Outcome</b>
CO1	Planning & forecasting	Understand how planning in essential for effective management Learn methods of planning & techniques of forecasting
CO2	Project management	Understand concept of project management
CO3	Initial project coordination	Understand initial project coordination activities for business organisation
CO4	Network techniques	Understand various techniques for effective project management.
CO5	Purposes of Evaluation	Understand project evaluation process, audit process etc.

**Course: Event Management (602)****Course Objectives:**

1. To acquaint the students with concepts, issues and various aspect of event management.

	Course unit description	Outcome
CO1	Introduction to event and event management.	Students could obtain a sense of responsibility for the multi-disciplinary nature of event management
CO2	Facets of event management	They can gain confidence and enjoyment from involvement in the dynamic industry of event management.
CO3	Execution of event	They even identify best practice in the development and delivery of successful conference and corporate gatherings.
CO4	Marketing event	Students identify the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment.
CO5	Strategies of event management	They can also identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.

**Course Name -: Management Control System**

**Course Code -: 603**

**Objectives:**

To introduce to the students the function of management control, its nature, functional areas, and techniques.

	<b>COURSE UNIT DESCRIPTION</b>	<b>OUTCOME</b>
CO1	Introduction To Management Control System	Describe models and methods relating to reporting, communication, decision making and accountability in the management control area.
CO2	Management Controls In Functional Areas	Apply models and methods of management control in different areas. Show how models and methods in management control can be used to implement organisational changes
CO3	Computers Systems	Understand the decision support systems through management information system.
CO4	Management Control Of Projects	Assess the dimension, time duration and quality dimension for the project. The cost of report project.
CO5	Implementing MCS for small & medium size companies	Assess and critically reflect on different models and methods in management control. Reflect on various scientific positions in management control.

**Subject Name -: E- Commerce**

**Course Code -: 604**

**Objectives:**

1. To know the concept of electronic commerce



2. To know the concept of Cyber Law & Cyber Jurisprudence
3. To know Internet marketing techniques

	Course unit Description	Outcome
CO1	E-Commerce and Business Models Concepts	Students should be able to know E-commerce and their different Business Models.
CO2	E-money	Students should be able to know various type of E-money and E-payment system.
CO3	E-Marketing	Students Should be able to Internet Marketing Techniques.
CO4	Cyber Law Concepts	Students should be able to know how much Cyber law important in Cyber space.
CO5	Cyber Jurisprudence	Students should be able to know about the Cyber Attacks and Cyber Jurisprudence.

**Subject:Financial Services**

**Course Code -: 605A**

**Objectives:**

- 1) To study in detail various financial services in India
- 2) To make the students well acquainted regarding financial markets

	Course Unit Description	Outcome
<b>CO1</b>	Indian Financial System : An Overview	Students understand about the key roles of different intermediaries in the financial system.
<b>CO2</b>	Introduction to Financial Markets- Capital Market, Money Market	Students differentiate between different financial instruments used in capital market and money market.
<b>CO3</b>	Financial Services in India Mutual Fund Venture Capital	Recognizes different financial services provided in India.
<b>CO4</b>	Banking and Insurance Sector in India	Understand the structure of banking and insurance sector in India.
<b>CO5</b>	Recent Trends in Accounting and Finance <ul style="list-style-type: none"> <li>• Zero Base Budgeting</li> <li>• Inflation Accounting</li> <li>• Human Resource Accounting</li> </ul>	Learn to compare ZBB with other budgeting forms. Students learn the procedure of maintaining Human resource accounting.

**Course : Advertising & sales promotion(605-B)**

**Course Objectives :**

1. To develop knowledge and understanding of importance and functions of advertising.
2. To understand Key features of Sales Promotion

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	Introduction to effective advertisement	Understand the concept of Advertisement campaign, Advertisement agency & Advertisement control.

CO2	Copy decisions	Understand objectives of Advertisement copy, Layout& copy creation concepts.
CO3	Media decisions	Understand process to take effective media decisions
CO4	Sales promotion & Brand equity	Understand strategic sales promotion & brand equity for organisational growth
CO5	Role of IT in advertising & sales promotion	Understand the Internet advertisement,E- Advertisement

**Course: HR Spl- Labour Laws**

**COURSE CODE: 605C**

Course Objectives:

1. To acquaint the students with important legal provisions governing the industrial employees.

	<b>Course Unit description</b>	<b>Outcome</b>
CO1	An Introduction to labour laws in India	Learn the meaning of Labour laws and Indian Perceptive of Labour Law
CO2	The employee provident funds and miscellaneous provisions act, 1952.	Students after completion of this unit they can know the contribution from employee and employer within salary deductions from employees account.
CO3	The employee state insurance act, 1948	Students shall be aware of the medical benefits under this act.
CO4	The child labour (prohibition and Regulation ) Act 1986	After completion of this unit the students could be able to know the legal provisions regarding the prohibitions to work children in organizations.
CO5	Maternity Benefits act, 1961	After completions of this unit they can able to know the benefits of maternity under this act.

**Course: HR Spl- Cases/project 605 C**

Course Objectives:

1. To understand the application of theory into practice.

	<b>Course Unit description</b>	<b>Outcome</b>
CO1	Introduction to case studies	After completion of this unit students will be able to know more about cases and how to solve the cases through case studies.
CO2	Topics for case studies	Students will be able to understand how to solve case study.