

Program Name: BBA

Program Outcomes

- An Understanding of Business Functions
- Providing Global Perspectives
- Developing Critical and Analytical Thinking Abilities
- Interpersonal Skill Development
- Creating Social Sensitivity and Understanding CSR, Ethical and Sustainable Business Practices Demonstrate sensitivity to social, ethical and sustainability issues
- Developing Entrepreneurship Acumen

Program Specific Outcomes

- Acquiring Conceptual Clarity of Various Functional Areas
- Ability to analyze various functional issues affecting the organization
- Demonstrating ability to evolve strategies for organizational benefits
- Analysis and interpretation of the data which is used in Decision Making
- Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts
- Demonstrate Effectively Oral and Written Communication
- Demonstrate Ability to work in Groups
- Demonstrate understanding of social cues and contexts in social interaction
- Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
- Understand ethical challenges and choices in a business setting
- Demonstrate understanding of sustainability related concerns in varied areas
- Analyze Global Environment and its Impact on Business
- Understand the ecosystem of start up in the country
- Demonstrate the ability to create business plans

Course Outcomes:

Sr. No.	Semester	Course Name	Learning Outcome
1.1	I	Financial Accounting	Show proficiency in basic accounting concepts, conventions and understanding of the accounting process. Understand the process and preparation of financial statements for Sole Proprietorship and Company and Departmental Business Organizations
1.2	I	Principles of Management	Students will get familiar with the basic concepts applied in contemporary

			management practice and many of the concepts learnt will form the foundation for subsequent courses in strategy, operations and HRM in subsequent semesters.
1.3	I	Quantitative Techniques - I	At the end of the course module, the students should be able to: 1) Appreciate the significance and the value of the application of the principles of Quantitative Techniques-I in the use of scientific methodology of management. 2) To understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data. 3) To understand and appreciate the practical relevance of various basic statistical tools in the field of finance, economics, marketing, human resources, manufacturing and so on.
1.4	I	Microeconomics	Students will learn How consumers make decision How firms analyze market demand How firms analyze their internal costs How firms interact in different market structures and make price, output decision
1.5	I	India Socio Political Economics System & Current Affairs	Equip students with knowledge that help them become competitive in rapidly changing society and in their quest to become a successful business entity. Analyze the changing social trends in terms of its positive and negative impact on society. Contribute by spreading awareness Questioning and reconstructing redundant, oppressive practices, emerge with business solutions and improve the social fabric of the society.
1.6	I	Essentials of IT	Students will be well versed with various computer fundamentals after undergoing this curriculum and

			understand the power of the software tools and applications in business.
2.1	II	Cost Accounting	To enable students to conceptualize various methods and techniques of cost accounting and its application.
2.2	II	Quantitative Techniques - II	<p>Appreciate the significance and the value of the application of the principles of Quantitative</p> <p>Techniques in the use of scientific methodology of management</p> <p>To understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding quantitative data</p> <p>To understand and appreciate the practical relevance of various basic statistical tools in the field of finance, marketing, human resources, manufacturing and so on</p>
2.3	II	Environmental Management & Corporate Social Responsibility	<p>This course gives you an opportunity to learn about global trends that influence our environment and the living conditions and how different management systems and approaches that are used around the world to manage the environment.</p> <p>It offers an introduction to social impact strategy and social entrepreneurship, including key concepts, an overview of the field, and tools to get started as a change-maker.</p> <p>It explores the idea of how to become a stakeholder entrepreneur and create a business that makes money and makes the world a better place.</p> <p>It prepares you to meet the requests and demands of current and future decision-makers and in this course, you will analyze ethical challenges associated with environmental dilemmas and apply different decision making tools relevant to environmental management and regulation.</p> <p>It enables you to use design thinking to uncover new and creative solutions in the social sector</p>

2.4	II	Principles of Marketing	<p>On successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> Have an in depth understanding of the marketing planning process Develop and implement integrated marketing strategies for products
2.5	II	Effective Communications	<p>Students will be able to communicate their ideas through different modes and mediums.</p> <p>They will be able to make memorable presentations professionally.</p> <p>Students will understand different strategies to adopt while communicating with different personalities with different goals.</p> <p>Students will be able to handle job opportunities successfully</p>
2.6	II	Macroeconomics	<p>Students will learn:</p> <ul style="list-style-type: none"> How different sectors interact in macro economy. How national income is calculated. Concept of the multiplier effect in an economy. Analysis of the money market. Role of fiscal and monetary policy in macro economy. Causes and impact of inflation and policies to control it. Balance of payments, impact of capital flows in an open economy and role of economic policies in an open economy.
3.1	III	Banking and Insurance	<p>To provide an understanding of the Indian Banking & Insurance Sector. To make the students comprehend, the latest offerings and the day to day operations in Banking & Insurance.</p>
3.2	III	Direct and Indirect Tax	<p>Students would be able to understand the process of computation of Income tax and Indirect taxes through relevant tax laws</p>
3.3	III	Retail Management	<p>Gain a conceptual understanding of the various retail concepts.</p> <p>Build student appreciation of current trends-- like role of internet in retailing, newer ways to sell and communicate with customer, greater emphasis on</p>

			environment and social responsibility of retail sector, use of technology and analytical methods in retailing.
3.4	III	Indian Economy in Global Scenario	To understand the condition of Indian economy, the role of planning process and how it has changed over the years, sectoral composition of GDP and role that that different sectors have played in India's growth process, the structure and role of financial sector and performance of India's foreign trade
3.5	III	Operations Research	Understanding of the practical applications of the subject. Development of analytical thought process to help develop modeling.
3.6	III	Financial Statement Analysis	Students will have knowledge of component analyses that constitute business analysis. Students will be able develop an attitude to focus on financial statement users, their information needs, and how financial statement analysis addresses those needs
4.1	IV	Organizational Behaviour and Human Resource Management	Through this course student will be able to explore various dimensions of Human Resource Management and will find new career opportunities in the same It will provide hands on experience to work on industry assignments and gain practical knowledge Case Study discussions will provide simulations to think as an HR strategist and design an appropriate solution
4.2	IV	Financial Management	Students should be able to show analytical skills in short term and long term decision making.
4.3	IV	Management Accounting	Students should acquire the basic knowledge required for application of tools for decision making.
4.4	IV	Business Law	Students will understand the basic provisions of Company and Industrial Law and therein after the completion of the course, Students will be able to – Understand the legal system prevailing into practice.

			<p>Develop an understanding of the basic law related to business.</p> <p>Develop an understanding about legal formality related to business.</p>
4.5	IV	Research Methodology	<p>Students will be able to convert business problems into research problem and design research accordingly.</p> <p>Students will be able to identify correct statistical tools to solve problem in hand.</p> <p>Students will write short research report.</p>
4.6	IV	Advertising and Media	<p>The student will be able to understand the different types and rationale behind the advertising type and medium chosen.</p> <p>The student will understand how the process of Objective Setting and Budgeting is done for IMC</p> <p>The student will be able to identify media alternatives for different marketing messages</p>
5.1	V	Strategic Management	<p>To provide students with the fundamentals of strategic management in a comprehensive fashion and relate its concepts and techniques to the Indian as well as International Context.</p>
5.2	V	Business Analytics	<p>Student should be able -</p> <ul style="list-style-type: none"> - To examine and clean the data for further processing. - To identify correct statistical tools to apply to solve business problems. - To learn the process of building model
5.3	V	International Business and EXIM	<p>The student will be able to understand the trade dynamics and the country's position in the international markets. The students will be able to appreciate the impact of multi-lateral organizations and present day status of the Indian economy and also the international financial markets. The students will learn to evaluate and apply business strategies in International market conditions.</p>
5.4.1	V	Financial Markets and Institutions	<p>To provide the student with complete understanding of Indian financial markets, institutions and intermediaries. The aim of the course shall be to equip</p>

			the student with understanding of different financial instruments and their application in real life scenarios.
5.4.2	V	Investment Analysis and Portfolio Management	Students should be able to construct a passive and active strategy portfolio using domestic and international diversification.
5.4.3	V	Advanced Financial Management	Students should be able to value securities and undertake valuation of the same in different corporate scenarios
5.4.1	V	Sales & Distribution Management (Marketing Elective)	<p>The learner will comprehend the management functions that go into sales management</p> <p>The learner will learn how to sell effectively along with designing territories and quotas</p> <p>The learner will understand the distribution channels and how to manage channel members</p>
5.4.2	V	Consumer Behavior and Services Marketing	<p>The course will help the students take a holistic view of the consumer; it will help equip them with knowledge of various models and frameworks to help understand consumer behavior and align the knowledge with formulation of appropriate marketing strategies.</p> <p>To develop an understanding of the theoretical and conceptual concepts of consumer behavior and apply them to real life marketing situations and practices.</p> <p>To explain the differences between goods and services and the resulting challenges and opportunities for service businesses</p> <p>To introduce the expanded marketing mix for Services and the philosophy of customer focus for services.</p>
5.4.3	V	Direct and Digital Marketing	<p>Understanding of direct and digital marketing for achieving marketing objectives, strategy and execution</p> <p>Overview of various direct and digital marketing tools for implementing digital strategy.</p>

6.1	VI	Operations and Supply Chain Management	A complete understanding about various functions and disciplines of Operations Management. Incorporating various Japanese techniques in day to day working.
6.2	VI	Entrepreneurship and Business Plan	The students will be able to design successful Business Plan in order to set up a venture in future. The students will become more capable in self-employment.
6.3.1	VI	Forex and Risk Management in Derivatives	Students should be able to understand the applications of financial derivatives and be able to evaluate and assess risks in using financial instruments
6.3.2	VI	Financial Planning and Wealth Management	The student will be able to understand the various aspects of financial planning, wealth management and advisory aspects for different clientele. Students should be able develop financial plans for different types of clients based on the client's risk profiling, investment psychology, life stage
6.3.3	VI	Financial Modeling	To develop Financial Models in reference to different aspects of Finance, Accountancy, Taxation, Stock Markets and Valuation To make students aware of business intricacies through simulation software with multiple variable scenarios. To develop the intensive usage of MS-Excel and its advanced commands
6.3.4	VI	Equity Fund Management - Process and Practices	Gain understanding of the various nuances involved in the fund management processes
6.3.1.	VI	Customer Relationship Management and Rural Marketing	Have an in depth understanding of CRM & its Contribution to Business growth Design appropriate CRM programs relevant to varied business sector To equip the students with the unique perspective of rural marketing which is endemic to Rural India.
6.3.2	VI	Strategic Brand Management (Including Luxury Brands)	The students will understand the various consumer Behaviour associated to Luxury goods To help them strategize the luxury products in different sectors.

			To Strategize Globally as well as in the Indian Context
6.3.3	VI	Marketing Analytics	Students should be able – To learn model building process used for solving marketing problems. To choose various analytical techniques for improving marketing decisions
6.3.4	VI	Marketing Strategy	Understand the application of marketing strategy into corporate strategy Learn to apply marketing strategy under different market conditions and business challenges Learn to bring innovation in the marketing strategy and achieve marketing plan objectives