

**PROGRAM NAME: BACHELOR OF BUSINESS ADMINISTRATION**  
**(BBA)**  
***NEW SYLLABUS 2020-21(CBCS –SEMESTER SCHEME)***

***PROGRAM OUTCOMES:***

- To prepare students to pursue careers in Finance, Marketing, Human Resource and other functional areas of a company with special reference to MSE sector, and allied dispensation.
- To prepare students to excel in industry/profession or postgraduate programs through quality education
- To enable students to get an intensive knowledge and management fundamentals to make them industry ready.
- To develop entrepreneurs and ethical managers with inter disciplinary knowledge
- To develop IT enabled global middle level managers for solving business problems.
- To develop business analysts for companies, capital markets and commodity markets.
- To prepare students to take up higher education to become business scientists, researchers, consultants and teachers with core competencies.
- To develop the students for competitive examinations of UPSC, KPSC, BSRB, Staff Selection Commission etc.
- To provide students a strong foundation in critical and analytical thinking skills required to solve managerial problems.
- To inculcate in students, professional and ethical attitude, effective communication skills, Team work, interpersonal skills, and an ability to relate managerial issues to broader social context.
- To sharpen problem solving techniques and decision-making skills of students using analytical /logical reasoning and innovative thinking.
- inculcate leadership skills both in their chosen professional field for achieving personal and professional excellence
- To develop entrepreneurship by equipping them with all the skills and knowledge required to start a business
- To blend spirituality with materialistic pursuits of business education students

## **PROGRAM SPECIFIC OUTCOMES (PSO'S):**

- Students will learn to manifest executive knowledge to handle varied business situations & tasks effectively to solve business problems
- Students will learn to identify & play effectively executive and supervisory roles in organizations
- Student will understand & apply ethical principles & make value based decisions as socially responsible citizens
- A platform to communicate & work in teams towards organizational goal
- Student will have knowledge about professional and ethical attitude, operative communication skills and decision-making issues to wider communal situation.
- They will develop entrepreneurial skills required to start their own business

## COURSE OUTCOME

Sl. No	Sem	Course	Objectives
1.3	I	Accounting for Business	The objective of this course is to help the students acquire conceptual knowledge of the discipline financial accounting and to impart skills for preparation of financial statements of different undertakings for acquiring practical wisdom
1.4		Enterprise management	The objective of this course is to enable the students to understand the principles of enterprise management of a business entity and its recent trends
1.5		Corporate Regulations	To create awareness amongst student's fraternity with the prevalent corporate laws and to nurture administration skills
1.6		Business Mathematics and Logical Reasoning	This course aims to equip the students with the mathematical background required for business management and skills of numerical abilities and aptitudes for cracking public service examinations and competitive examinations.
2.3	II	Financial accounting	The objective of this course is to help the students to acquire knowledge; financial reporting on the global scenario, skills and acumen of accounting treatment in respect of different categories of business undertakings and special type of business,
2.4		Human Resources Management Practices	The objective of this course is to enable the students to gain knowledge and skills of managing human resources in various organizations.
2.5		Statistical Application in Business	The objective of this course is to provide basic knowledge of fundamentals of Statistics for interpreting business data and their commercial application for decision making in a business. Entity

2.6		Production and Inventory Management	The objective is to make the student understand the concepts of production, operations and Inventory Management of an industrial undertaking and their benefits.
3.2	III	Corporate Skills	The objective of this course is to develop both Oral and written communication skill concerning organizational and busies issues.
3.3		Corporate Accounting	The objective of this course is to enable the students to have a comprehensive understanding about the provisions of the Company's Act and Corporate Accounts.
3.4		Modern Marketing	The objective is to enable students to understand the basic concept of marketing and recent trends in Marketing
3.5		Financial Institutions and regulatory bodies	To enable the students to acquaint about the functioning of Indian financial System with reference to its structure, organization, institutions and regulating bodies.
3.6		Business Finance	The objective is to enable students to understand the basic concepts of Financial Management and the role of Financial Management in decision-making.
4.2		IV	Cost Accounting
4.3	Banking Operations and Innovations		The objective is to familiarize the students with the law, operations and innovations of Banking.
4.4	Business Research Methodology		To familiarize students with research process, tools and techniques used along with report generation.
4.5	Behavioural Science		This course aims to improve students understanding of human behaviour in organizations and the ability to lead people to achieve more effectively toward increased organizational performance.

4.6		Advanced Corporate Accounting	The objective is to enable the students to develop awareness about Corporate Accounting in conformity with the provisions of Companies Act with adoption of Accounting Standards. and latest amendments thereto
5.1	V	Income tax-1	The objective of this subject is to make the students to understand the computation of taxable income and tax liability.
5.2		Entrepreneurship Development and startups	This course enables the learner to gain an insight in to starting of his or own enterprise
5.3		Management information and technology	The objective of the course is to familiarize the students with latest development in the fields of computers basics of management information systems and Tally for accounting in real time business practices
5.4		Financial analysis and reporting	The objective of this Course is to enable the students to understand the analysis and interpretation of financial statements with a view to prepare management reports for decision-making.
6.1		Income tax-II	The objective of this Course is to make the students to understand the computation of taxable Income and tax liability of individual assessee
6.2	VI	Auditing and Attestation	This course aims at imparting knowledge about the principles and methods of auditing and their applications
6.3		Goods and Service tax	This course exposes the students to the various provisions and computation of goods and service tax & customs duty and to enable the students to become independent tax practitioners
6.4		Business regulations	The objective of this course is to orient and familiarize students about relevant laws concerning business organizations.

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**PROGRAM OUTCOME:**

*(AS PER 14 - 15 Scheme)*

- To develop ethical managers with inter disciplinary knowledge
- To develop entrepreneurs
- To prepare students to take the responsibility of full line of Finance function of a company with special reference to SME sector.
- To prepare students to take the responsibility of full line of Marketing function of a company with special reference to SME sector
- To prepare students to take the responsibility of full line of Human Resource function of a company with special reference to SME sector.
- To develop IT enabled global middle level managers for solving real life business problems.
- To develop business analysts for companies, capital markets and commodity markets.
- To prepare students to take up higher education to become business scientists, researchers' consultants and teachers, with core competencies.
- Also to develop the students for competitive examinations of UPSC, KPSC, BSRB, Staff Selection Commission, etc.

**PROGRAM SPECIFIC OUTCOMES (PSO'S):**

- The student will be able to understand the practicality of the corporate world
- Analyze the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
- Determine conceptual and analytical abilities required for effective decision making.
- Develop proficiency in the Management of an organization.
- Attain necessary skills for effective business communication.
- Follow the ethics pertaining to business transactions.

**COURSE OUTCOME (CO'S):**

<b>Sl. No</b>	<b>Sem</b>	<b>Course name</b>	<b>Objective</b>
1.3	I	Fundamentals of Accounting	The acquaint students with the accounting concepts, tools and techniques influencing business organizations.
1.4		Business Organization and Environment	To familiarize students with aspects of Business Organization and its Environment
1.5		Quantitative Methods for Business - 1	To provide basic knowledge of quantitative methods and their application to commercial situations and fo4r decision making in business
1.6		Management Process	To familiarize the students with concepts and principles of Management
2.3	II	Financial Accounting	To acquaint students with the accounting concepts, tools and techniques influencing Business Organizations
2.4		Quantitative Methods for Business - II	To provide Basic knowledge of quantitative methods and their commercial application for decision making in business
2.5		Organizational Behavior	To enable the students to understand the Organizational Behavior and Organizational Change and dynamic of groups
2.6		Production and Operations Management	To make the students understand the concepts of production and operations management of an industrial undertaking and the benefits of automation
3.2	III	Soft skills for Business	To develop both oral and written communication skills relating to organizational and business issues

3.3		Corporate Accounting	To enable students to have a comprehensive understanding about the provision of the Company's Act and Corporate Accounts
3.4		Human Resource Management	To familiarize the students with concepts and principles of Human Resource Management
3.5		Business Regulation	To introduce students to various affecting business and to familiarize the students with such regulations
3.6		Corporate Environment	To enable students to get familiarized with the existing Company Law and Secretarial Procedure
3.7		Business Ethics	To provide basic knowledge of business ethics and values and its relevance in modern context
4.2	IV	Business Research methods	To create awareness of the Process of Research, the tools and techniques of research and generation of reports
4.3		Marketing Management	To enable students to understand the concept of marketing and its applications and the recent trends in Marketing
4.4		Financial Management	To enable students to understand the basic concepts of Financial Management in decision-making
4.5		Services Management	To familiarize the students with different services and prepare them with requisite skills to manage services
4.6		Banking Regulations and operations	To familiarize the students to understand the law and practice of banking
4.7		Cost Accounting	To familiarize students with various concepts and elements of cost

5.1	V	Entrepreneurship Management	To enable students the basic concepts of entrepreneurship and prepare business plan to start a small business
5.2		Computer Application in Business	To understand the concept of information systems used in business and to know the latest trends in doing business in internet environment
5.3		Investment Management	To enable develop skills in analyzing various types of securities and design and revise a portfolio of securities
5.4		Management Accounting	To enable students to understand the analysis and interpretation of financial statements with a view to prepare management reports for decision-making.
6.1	VI	International Business	To facilitate the students in understanding International Business in a multi-cultural world
6.2		E - Business	To expose the students to electronic modes of commercial operations
6.3		Income Tax	To expose the students to the various provision of Income Tax Act relating to computation of Income individual assesses only
6.4		Strategic Management or Project Report and Viva	To expose the students to the various strategic issues such as strategic planning, implementation and evaluation and preparation of final reports.