

**PROGRAM NAME: BACHELOR OF BUSINESS ADMINISTRATION
(BBA)**

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):

Sl. No	Sem	Course name	Objective
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

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.