

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

### **Semester 1**

#### **BBA1B01: MANAGEMENT THEORY AND PRACTICES**

- CO1: Discuss different schools of management thought
- CO2: Understand apply the concepts of planning, organizing, staffing and controlling for effective management
- CO3: Aware and apply the ethically and socially responsible behavior in Management, and
- CO4: Aware and pursue the modern management practices in business

#### **BBA1C01 MANAGERIAL ECONOMICS**

- CO1: Acquire knowledge regarding relevant economic concepts applicable in managerial decisions
- CO2: Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets
- CO3: Make optimal business decisions by integrating the concepts of economics

### **Semester 2**

#### **BBA2B02 FINANCIAL ACCOUNTING**

- CO1: Discuss and apply fundamental accounting concepts, principles and conventions
- CO2: Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business

CO3: Record accounting transactions in respect of hire purchase and installment system and branches

### **BBA2B03 MARKETING MANAGEMENT**

CO1: Understand and develop insights and knowledge base of various concepts that driving marketing strategies.

CO2: Develop skills in organizing for effective marketing and in implementing the market planning process

## **Semester 3**

### **BBA3A11 – BASIC NUMERICAL METHODS**

CO1: Understand numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.

### **BBA3A12- PROFESSIONAL BUSINESS SKILLS**

CO1: understand Professionalism, internet based learning, business analytics, Socio cyber informatics and Digital marketing

### **BBA3B04 - CORPORATE ACCOUNTING**

CO1: Understand and apply fundamental Ind AS on inventories, PPE, provisions, income tax, borrowing cost and intangible assets

CO2: Prepare annual financial statements for companies and compute accounting ratios.

CO3: Record accounting transactions in respect of redemption of preference shares and debentures

### **BBA3B05FINANCIAL MANAGEMENT**

CO1: Understand and develop insights and knowledge base of various concepts of finance

CO2: Develop skills for effective Financial, Investment and Dividend decisions making,

## **BBA3CO2 - BUSINESS REGULATIONS**

- CO1: Analyze statutory provisions and the core concepts in business laws
- CO2: Analyze legal issues arising in day-to-day business operations prevalent in India
- CO3: Discuss possible solutions to issues in organizations in the frame work of business laws

## **Semester 4**

### **BBA4A13 - ENTREPRENEURSHIP DEVELOPMENT**

- CO1: Develop idea generation, creative and innovative skills
- CO2: Aware of different opportunities and successful growth stories
- CO3: Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.
- CO4: Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship.
- CO5: Run a small enterprise with small capital for a short period and experience the science and art of doing business.

### **BBA4A14 – BANKING AND INSURANCE**

- CO1: Understand the risks faced by banks and ways to overcome them
- CO2: Understand the difference between life and non-life insurance

### **BBA4B06 COST AND MANAGEMENT ACCOUNTING**

- CO1: Understand cost and management accounting concepts and its application for decision making.
- CO2: Aware as to cost consciousness and the various methods and techniques of costing

## **BBA4C03 CORPORATE REGULATIONS**

CO1: Understand the features and different types of companies

CO2: Aware as to the formation of companies and also as to different documents of companies

CO3: Understand the share capital and other relevant provisions of the same

CO4: Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI, and

CO5: Understand the provisions of conducting meetings and also the winding up procedure of companies.

## **BBA4C04 - QUANTITATIVE TECHNIQUES FOR BUSINESS**

CO1: Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.

CO2: Develop skills for effectively analyze and apply Quantitative Techniques in decision making.

### **Semester 5**

## **BBA5B07 HUMAN RESOURCES MANAGEMENT**

CO1: Develop insights on various concepts and Functions of Human Resource Management

CO2: Learn the latest trends in human Resource Management.

## **BBA5 B08 BUSINESS RESEARCH METHODS**

CO1: Understand and develop insights and knowledge base of various concepts in Research.

CO2: Develop skills for conducting business research

## **BBA5B09 OPERATIONS MANAGEMENT**

CO1: Understand the different concepts of operation Management.

CO2: Acquire the knowledge to make plans at the operational level of an industry

### **BBA5B11 - (Elective 2) FINANCIAL MARKETS AND INSTITUTIONS**

- CO1: The course helps to understand different aspects and components of financial Institutions and financial markets. This will enable the students to take rational decisions on financial market and institutions.
- CO2: To differentiate between fund based and fee based financial activities of the Indian Financial system.
- CO3: To acquire an understanding of various concepts related to leasing, hire purchase, factoring, bill discounting, VC and Merchant banking.

### **BBA5B10 (Elective 1) INCOME TAX**

- CO1: Acquire the complete knowledge of basic concepts of income tax
- CO2: Understand the concept of exempted incomes.
- CO3: Understand the provisions of agricultural income
- CO4: Calculate Residential status of a person.
- CO5: Identify and comply with the relevant provisions of the Income Tax Act as it relates to the income tax of individuals
- CO6: Compute the income under the head "Income from Salary" Compute income under the head "Income from House Property"
- CO7: Compute income under the head "Income from Business or Profession



## **Semester 6**

### **BBA6B12 ORGANISATIONAL BEHAVIOR**

CO1: Understand the different concepts of Organizational Behavior

CO2: Analyze individual and group behavior

CO3: Understand and deal with organizational change, development and stress

### **BBA6B13 MANAGEMENT SCIENCE**

CO1: Able to apply the concepts & principles of management in real life industry.

CO2: Able to design & develop organization chart & structure for an enterprise.

CO3: Able to apply PPC techniques, Quality Control, Work-study principles in real life industry.

CO4: Able to maintain Materials departments, & Determine EOQ

CO5: Able to identify Marketing Mix Strategies for an enterprise.

CO6: Able to apply the concepts of HRM in Recruitment, Selection, Training & Development.

CO7: Able to develop PERT/CPM Charts for projects of an enterprise and estimate time & cost of project=

### **BBA6B 14 PROJECT MANAGEMENT**

CO1: Understand the different concepts of managing a project

CO2: Analyze the viability of a project.

### **BBA6B15 (Elective 3) FINANCIAL SERVICES**

CO1: On completion of the course students will be able to aware of various financial services available in Indian financial system

### **BBA6B16 (Elective 4) INVESTMENT MANAGEMENT**

CO1: Aware of various investment opportunities from an investor's perspective of maximizing return on investment.

CO2: Students will be able to develop an appropriate portfolio for a given investor and market conditions.