

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 description	unit	outcome
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CO 1	Concept of Business economics	With this unit students should be able to understand importance of economics in their life. They should also be 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 be able to 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 various companies for analysis. .
- To cultivate right understanding regarding 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"> 1. Ability to apply the various concepts in business situation. 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.

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

FYBBA Semester II Pattern 2019

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.

	COURSE UNIT DESCRIPTION	OUTCOME
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 in business
2. To develop right understanding regarding various sources of finance and their role and utility in business
3. To develop basic skills as to concept of capital structure and concept of capital structure

	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	Basic concept in cost Accounting	<ul style="list-style-type: none"> • Understand importance of costing in decision making • Ability to understand importance of costing and role of costing
CO2	Elements of cost and Cost Sheet	<ul style="list-style-type: none"> • Ability to examine different aspects of cost as they influence total cost structure and sales price.

		<ul style="list-style-type: none"> • Ability to prepare comprehensive cost sheet.
CO3	Overheads	<ul style="list-style-type: none"> • Understand concept of overhead as it contributes to total cost of a product or service • Ability to ascertain and distinguish different types of overheads as it influences the total cost in a given situation
CO4	Contact and process cost and Methods of costing	<ul style="list-style-type: none"> • Ability to ascertain cost of a particular contract under different circumstances. • Ability to ascertain cost of a particular process and calculation of normal/abnormal loss or gain.

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

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"> • 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. • Students will understand the difference between hard copy and soft copy and devices which are used to input and output soft copy.
CO2	Unit 2:Basics of Computer Networks and Internet	<ul style="list-style-type: none"> • .How OS evolved from simple control programs to batch OS, multiprogramming OS. • To understand structure and modelling of computer networking and data communication in business process.
CO3	Unit 3: Introduction to Spreadsheet Software and Presentation Software	<ul style="list-style-type: none"> • . 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. • Students will analyze, design, implement through MS-Powerpoint.
CO4	Unit 4: Introduction to Internet and Cyber Security	<ul style="list-style-type: none"> • To understand structure and modelling of computer networking and software in business process.

Course: Principles of Human Resource Management
Course Code– GC – 301
Credits - 3

Course Objectives:

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students.

At the end of the course following outcome is expected:

	Course unit description	Outcome
CO 1	Introduction to HRM	1. After completion of this unit students understand the basic concept of HRM and develop knowledge about various functions, importance and role of HRM
CO 2	Job Analysis & Planning for Human Resources	1. After completion of this unit Students will learn and understand about the methods of Job Analysis & how Human Resource Planning play an important role in the Organisation.
CO 3	Career Planning , Employee Morale & Job Satisfaction	1. After completion of this unit will explore the students in enhancing the knowledge about Career Planning, Employee Morale & Job Satisfaction.
CO 4	HRM in Changing Environment & Trends in HRM	1. Students will get knowledge about Changing Environment of HRM and different trends in HRM after completion of this unit.

Course: Supply Chain Management(302)

Course Objectives :

1. To enable the students to have a comprehensive understanding of Supply Chain Management.
2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.
4. To understand supply chain network design & role of IT in SCM.

At the end of the course following outcome is expected :

	Course unit Description	Outcome
CO1	Introduction to Supply Chain Management	1. Students will understand concept & functions of supply chain 2. Students will learn Supply chain Strategies 3. Understand GSCM & GSCM concept & Bull-whip effect in SCM
CO2	Manufacturing & Warehousing	1. Students able to understand manufacturing scheduling & flow system 2. Students will understand warehousing & space management 3. Students will learn different Strategies of

		Warehousing.
CO3	Logistic Management & IT in Supply Chain management	1. Students will learn the methods of Logistics Planning. 2. Students will know the role of Inventory Management in Customer Service. 3. Understand the role of Information Technology in SCM.
CO4	Key Operation Aspects in Supply Chain	1. Understand the Supply Chain Network Design. 2. Students able to know the Role of Distributors in SCM. 3. Students will understand Relationship Management with Customers and Employees

Course :Global Competencies and Personality Development

Course Code :GC- 303

Course Objectives:

1. To build self-confidence, enhance self-esteem, and improve overall personality.
2. To enhance global and cultural competencies.
3. To groom for appropriate behaviour in social and professional circles.

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	Introduction to Personality and its Development	<ul style="list-style-type: none"> • study the nature and meaning of personality. • understand various factors affecting personality development of an individual. • learn various theories of personality development.
CO2	Global Competence and Self Development	<ul style="list-style-type: none"> • understand the concept of Global Competence. • decipher the characteristics of globally competent individual • develop self- esteem and self-confidence. • understand the concept of SWOC Analysis and learn goal setting by providing theoretical as well as practical knowledge.
CO3	Development of Social and Interpersonal Skills	<ul style="list-style-type: none"> • Learn various techniques for effective communication. • To train students for impressive self-introduction. • Understand how to introduce various methods for positive attitude development. • Learn various styles and qualities of leaders. • Understand the structure of team and to develop ability to work under pressure and flexibility at workplace. • To develop social empathy and explain social

		responsibilities of the individual.
CO4	Projecting a Positive Social Image	<ul style="list-style-type: none"> • To introduce various workplace ethics. • Learn the importance of positive social image of the individual. • Understands basics of grooming and effective use of body language. • Learn the importance of the time management. • Develop ability of effective public speaking. • Learn e-mails, telephone, international, social etiquettes and table manners

	Course Unit Description	Outcome
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Subject: Fundamentals of Rural Development (304)

Objectives

1. To understand the development issues related to rural society.
2. To find the employment opportunities for rural youth.
3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.
4. To discourage seasonal and permanent migration to urban areas.

CO1	Unit1:Introduction to Rural Development <ul style="list-style-type: none"> • Rural Development • Need of Rural Development • Approaches of Rural Development 	<ol style="list-style-type: none"> 1) Understand the role of Rural Development in the Economic development 2) Learn about different approaches of Rural development. 3) Understand the need of Rural development.
CO2	Unit 2:Rural Development Planning & Management <ul style="list-style-type: none"> • Rural Development Planning –District Rural Development Agency (DRDA)- Organisation Structure • Functions of DRDA • NGO’s and Rural Development • Self Help Groups (SHG’s) formation 	<ol style="list-style-type: none"> 1) Learn about the determinants of Rural Development planning. 2) Understanding the function of DRDA. 3) Develop the knowledge and ability of the students about the concepts of NGOs nad Rural Development
CO3	Unit 3: Agriculture Enterprise &Agro-based industries. <ul style="list-style-type: none"> • Agriculture Entrepreneur • Agri-business Enterprise Issues and prospectus • Micro Financing • Marketing and Management Agro based products • Agro based Industries 	<ol style="list-style-type: none"> 1) Understanding problems related to Rural Entrepreneurship 2) Learn about the determinants of agroprenuership 3) Understand the issues and prospectus of Agri business. 4) To learn that how to manage and market Agro based products
CO4	Unit 4: Information Technology and Rural Development <ul style="list-style-type: none"> • Rural Development and Internet. • Information & Communication Technology (ICT) for Rural Development • IT –Enable Services for an e-village • Challenges of Rural Development 	<ol style="list-style-type: none"> 1) Develop IT skills 2) Understand the role of Internet in Rural Development 3) Develop the knowledge & ability of the students about the concepts ICT and e-development in villages.

Finance Specialization –

Course Name: Management Accounting
Discipline Specific Electives (DSE- B- FM)
Course Code: B 305 FM
Credit: 3+1=4

Objectives:

1. To impart basic knowledge of Management Accounting.
2. To understand the implications of various financial ratios in decision making.
3. To understand Application and use of various tools of management accounting in the business.

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	UNIT 1 Introduction of Management Accounting	<ul style="list-style-type: none">• Understand basic concepts of Management Accounting• Understand difference between Financial Accounting, cost Accounting and Management Accounting
CO2	UNIT 2 Analysis and Interpretation of Financial Statement	<ul style="list-style-type: none">• Understand limitations of financial statement and importance Financial analysis• Understand different methods of analysis• Ability to calculate and apply various financial ratios in decision making.
CO3	UNIT 3 Marginal Costing	<ul style="list-style-type: none">• Understand concept of Marginal Costing• Ability to calculate contribution and breakeven point to reach profitability level of any business.
CO4	UNIT 4 Budget and budgetary Control	<ul style="list-style-type: none">• Understand the concept of budget, budgetary control and its application in business• Ability to prepare cash budget

Subject: Banking and Finance (306)

Objectives

1. Study of banking function and its operations.
2. To study the functioning of Regulatory Authorities in India.
3. To study recent technology in banking industry.

	Course Unit Description	Outcome
CO1	Unit 1:Introduction	1.Understand the structure of

	<ul style="list-style-type: none"> Origin, meaning and definition of bank, evolution of banking in India, structure of banking system in India 	Banking System in India. 2.Learn about the origin of Banking in India.
CO2	Unit 2: Functions of Banks <ul style="list-style-type: none"> Functions of Banks- 1. Primary functions- Accepting deposits and granting loans 2. Secondary functions- Public utility services and agency services 	1.Understand various functions and activities of banks. 2.Know about various operations performed by Banks.
CO3	Unit 3: Regulatory Authorities in India <ul style="list-style-type: none"> Reserve Bank of India (RBI) – Role and functions of RBI Insurance Development Authority (IRDA) SEBI- Objectives, power and functions of SEBI 	1. Understand the functioning and powers of various Regulatory Authorities in India.
CO4	Unit 4: Technology in banking <ul style="list-style-type: none"> Need and importance of technology in banking. ATM, Debit card, Credit card, Tele banking, Net banking, mobile banking, RTGS, NEFT, Swift cyber security in E- banking 	1. Learn about the use of technology in banking and study of security measures while using E-banking. 2. Understand how to use new technology in banking operations along with its cyber security.

HR Specilization

Discipline Specific Electives (DES- C- HRM)

Organisational Behaviour (OB)

Course Code: DSE- C -305 HRM

Credits: 3+1=4

Course Objectives:

- To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
- To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.
- To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals

	Course unit description	Outcome
CO 1	Introduction to Organisational Behaviour (OB)	1. After completion of this unit Students able to understand how Organisational Behaviour is important in corporate live.
CO 2	Individual Determinants of Organisational Behaviour	1. After completion of this unit Students will learn and understand about the determinants of OB at industrial levels and able to know the importance of various OB theories which

		make the overall personality development in students.
CO 3	Group Interaction & Organisational Behaviour	1. After completion of this unit it will explore the students in enhancing the knowledge about leadership skills, group formation etc.
CO 4	Dynamics of Organisation	1. After completion of this unit Students will get knowledge about OB at each organizational level, and they could know how to manage the forces that act as stimulants to change.

Discipline Specific Electives (DES- C- HRM)
Legal Aspects in Human Resources DSE - C 306 (HRM)
Course Code: DSE - C 306 (HRM)
Credits: 2+2=4

Course Objectives:

1. To study and explain rights of employees at work place.
2. To understand the Applications of different Legal Aspects in HR.

	Course unit description	Outcome
CO 1	Introduction of Legal issues related to HR in the Organisation.	1. After completion of this unit Students able to understand the rights of employees at work place and the legal issues related to HR in an organisation.
CO 2	Wage & Salary Administration and The Workmen's Compensation Act, 1923.	1. After completion of this unit Students will learn and understand about the basic concepts of Wage & Salary Administration and they will understand the Applications of The Workmen's Compensation Act, 1923.
CO 3	The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013.	1. After completion of this unit it will explore the students in enhancing the knowledge about the applications of The Payment of Gratuity Act,1972 and understand the Applications of Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013.

Marketing Specialization

Course: Retail Management

Course Code- DSE A 306 MM

Credits 2+2=4

Course Objectives

- 1.To provide basic understanding of forces that shape retail industry
2. To provide understanding of retail operations and strategy

3. To provide understanding of opportunities and challenges in retail industry.

	Course unit Description	Outcome
CO1	Introduction to Retailing	To understand retail concepts, strategy. To know and understand retail new innovations along with opportunity & challenges
CO2	Retailing Strategy	To understand strategic planning for retail business. To understand the factors which affect store designing and layout.
CO3	Managing the Retail Business	To know and understand the challenges while implementing the plan for retail business.
CO4	Future of Retailing	To understand recent trends in retail and develop the critical thinking ability to analysis challenges in retail sector.

Consumer Behaviour & Sales Management

SY BBA Course Code- A 305 MM

Credits 3+1=4

Course Objectives:

1. To develop significant understanding of Consumer behaviour in Marketing.
2. To understand the relationship between consumer behaviour & Sales Management.
3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.

	Course unit Description	Outcome
CO1	Introduction and Determinants of Consumer Behaviour	To understand the concept of consumer behaviour. To know opportunities and its challenges
CO2	Consumer Decision Making Process	To understand Strategy building & its effectiveness.
CO3	Basics to Sales Management & its Organization	To understand sales organizations & its impact upon the performance of the organizations.
CO4	Training, Managing & Motivating the Sales Force	To understand the tools and techniques to Manage & Control the sales function - organization - sales individual.

Class: SYBBA

Semester : IV

Subject: Entrepreneurship and Small Business Management- GC-401

Course Code – 401

Credits – 3

Course Objectives:

1. To understand the concept and process of Entrepreneurship.
2. To Acquire Entrepreneurial spirit and resourcefulness.
3. To get acquainted with the concept of Small Business Management.
4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

	Course unit Description	Outcome
CO1	Entrepreneurial Perspective	To understand the concept of Entrepreneurship in growth and development. To understand and develop a vision how Entrepreneurship can take as a career.
CO2	Business Opportunity Identification	To understand Environment scanning with various tools. To understand and develop Various thinking mode.
CO3	Management of MSMEs and Sick Enterprises	To understand the concept of MSME and its challenges.
CO4	Study of Women-founded Start-ups in India and Entrepreneurs' biography	To Understand the key aspects of success and failure of businesses.

Course : Production & Operations Management (402)

Course Code – 402

Credits – 3

Course Objectives :

- 1.To understand the key concepts of Production and Operation Management.
2. To understand the various manufacturing methods and role in managing business.
3. To create awareness about the various safety measures and ergonomics in industries.

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	Introduction to Production & Operations Management	1.The basic concept of production and operation management.

		2. Understanding the manufacturing methods and various plant layouts used in industries.
CO2	Production Design, Planning, Control	1. Understand importance of PPC & how product developed, planned and controlled in manufacturing. 2. Develop the Problem- solving and decisionmaking skills
CO3	Productivity and Ergonomics	1. understand the peoples efficiency in their working condition& quality management. 2.knowledge to the students regarding Ergonomics and safety measures..
CO4	Maintenance Management	1.Understand the Changing Environment, maintenance methods of production and operation

Course: Decision Making And Risk Management

Course code 403 –GC

Credits: 3

Objectives:

1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.
2. Find the best alternative in a decision with multiple objectives and uncertainty.
3. Describe the process of making a decision.
4. Analyze an organization's decision making system.
5. Develop a risk management process.

	Course unit	Outcome
CO1	Introduction to Decision making and Risk Management	To understand the role and scope of Decision making and Risk management in organizations
CO2	Decision making Tools and Models	To understand the importance of Decision making tools and models in business.
CO3	Role of Decision Making and leadership	To understand the role of leadership and its allied aspects while making decisions.
CO4	Organizational Values in Decision Making and Risk Management	To understand the role and importance of organizational values in Decision making and Risk Management

Course Name: International Business Management

Course Code: 404 GC

Credit: 3

Objectives:

1. To acquaint the students with emerging trends and issues in International Business.
2. To study the impact of International Business Environment on foreign market operations.
3. To analyze International trade models.
4. To analyze the International Investment and its risks associated.
5. To understand financial aspects in world economies, their need and functionality

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	UNIT 1 Introduction to International Business	<ul style="list-style-type: none">• Understand the Role and Scope of International Business.• Understand the concepts and role of International trade theories.
CO2	UNIT 2 International Business Environment	<ul style="list-style-type: none">• Understand role of International Business and its importance at National and International Level.• Understand International Business study in Business Environment.
CO3	UNIT 3 International Finance	<ul style="list-style-type: none">• Understand terms of trade in the International Market.• Understand various Finance and Trade techniques at International level.• Understand the Global Finance Institutions functioning
CO4	UNIT 4 International Economic Zones and Foreign Trade	<ul style="list-style-type: none">• Understand the functions of International Organizations.• Understand the opportunities and risks for India with respect to financial globalization.• Understand the world economy and factors affecting it through Case Studies.

Marketing Specialization

Course: Advertising and Promotion Management- DSE- 405 A-MM

Course Code - 405 A-MM

Credits – (3+1)=4

Course Objectives:

1. To develop knowledge and understanding of importance of advertising.
2. To understand different sales promotion techniques.

3. To know about promotion management.

	Course unit Description	Outcome
CO1	Introduction and Advertising Effectiveness.	To understand the basic concept of advertising and social issues, ethics. To know effectiveness of advertising on performance and profit.
CO2	Copy and medias decisions	To Understand concept of copy creations and media selection.
CO3	Promotion Management	To understand the effectiveness of promotion.
CO4	Online advertising	To understand the advantages of online advertising.

Course: Digital Marketing- DSE 406 A- MM

Course Code – 406 A-MM

Credit –(2+ 2) = 4

Course Objectives:

1. To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.
2. To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration.
3. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing.

	Course unit Description	Outcome
CO1	Introduction to Digital Marketing	To understand the role & Importance of Digital Marketing.
CO2	Digital Marketing Planning and Structure	To understand Digital Strategy building & its effectiveness.
CO3	Social Media Marketing	To understand the importance of Digital Platforms & its impact upon the performance of the organizations in complex & varied environment.
CO4	Computer Laboratory Work	To Understand the of digital tools effectively for marketing

Finance Specialization

Course: Business Taxation- 405- B-FM

Course code 405 –B-FM

Credits: (3+1) = 4

Objectives:

1. To understand different concepts & definitions under Income Tax Act 1961.
2. To understand the importance of Taxation to the students.
3. To update the students with the latest development in the subject of Taxation.
4. To acquire knowledge about the submission of Income tax returns.
5. To prepare students competent enough to take up to employment in tax planner.
6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.

	Course unit	Outcome
CO1	Introduction to Income Tax act 1961.	<ul style="list-style-type: none"> • Understand the basic concepts of Income tax act. • Know & study the tax structure of India. • Understand the historical background of Indian Income tax structure.
CO2	Heads of Income and computation of total income as per Income Tax 1961.	<ul style="list-style-type: none"> • Understand & study different heads of income under income tax act 1961. • know various exemptions & deductions under Income tax act 1961. • know the tax compliances of business & Individual person.
CO3	Computation of Total Taxable Income & Filing of Online ITR.	<ul style="list-style-type: none"> • Ability of computation of total taxable income. • Understand the procedure of online ITR filing.
CO4	Other important aspects of Income tax act 1961	<ul style="list-style-type: none"> • Understand important concepts of Income tax act 1961, such as TDS, TCS, Advance tax etc.

Course: Financial Services. 406 B- FM

Course code: 406 B-FM

Credits: 4 = (2+2)

Course Objectives:

1. To Study in detail financial services in India.
2. To study & Understand working of Indian financial system.
3. To make the students well acquainted regarding financial markets.

	Course unit Description	Outcome
CO1	Indian Financial system: an overview	<ul style="list-style-type: none"> • Understand the basic concepts of Indian Financial system.
CO2	Fundamental of Financial Markets	<ul style="list-style-type: none"> • Understanding of the functioning of financial markets of India.
CO3	Financial Services in India and Derivatives &Commodity Market	<ul style="list-style-type: none"> • Understand functioning of financial institution of India.

HR Specialization

Course- Human Resource Management Functions& Practices- DSE 405 C- HRM

Course Code: DSE- 405 –C-HRM

Credits – 3+1=4

Course Objectives:

1. To acquire comprehensive Knowledge of Human Resource Management Functions &Practices.
2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3. To acquire knowledge about various HR practices adopted by the organization

	Course unit description	Outcome
CO 1	Introduction to HRM Functions, Performance Appraisal, Training and Executive Development	<ul style="list-style-type: none">• After completion of this unit students understand the basic concept of HRM functions and different methods of performance appraisal.
CO 2	Employee Compensation and Other Functions of HRM	<ul style="list-style-type: none">• After completion of this unit Students will learn and understand about the concepts of Employee Compensation and other functions of HRM.
CO 3	Introduction to HRM Practices, Workers Participation in Management	<ul style="list-style-type: none">• After completion of this unit students will explore about how Workers Participation is an important aspect in an organization and various forms of WPM
CO 4	Organisational Development	<ul style="list-style-type: none">• Students will get knowledge about an understanding regarding OD Programme and its interventions.

Course: Employee Recruitment & Record Management DSE- 406 C- HRM

Course Code: DSE-406 C- HRM

Credits: 2+2=4

Course Objectives:

1. To study and explain employee acquisition and its importance in industry.
2. To cultivate right approach towards employee recruitment and record management

	Course unit description	Outcome
CO 1	Manpower Planning and Forecasting	<ul style="list-style-type: none">• After completion of this unit Students able to understand the process and Importance of Manpower Planning and will understand the Techniques of Manpower Forecasting.
CO 2	Recruitment and Selection	<ul style="list-style-type: none">• After completion of this unit Students able to understand the Sources and Methods of Recruitment and they will understand detailed Process of Selection in the Organization.

CO 3	Employee Record Management	<ul style="list-style-type: none">• After completion of this unit students gain knowledge & Applications of Employee Record Management in Organization and they will understand the types of Employee Records.
CO 4	Computer Course (Prescribed Course or Online Course)	<ul style="list-style-type: none">• After completion of this course students will be familiarise with Computer applications used in• Particular department and understanding jargons of the field and they will understand various concepts and steps relating to designing of computer technologies and its applications in various field.

CBSCTA

(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 thestudents.
- 2.To help students to up bringly out their own businessplan.
- 3.To develop knowledge and understanding in creating and managing new venture.

	Course Unit Description	Outcome
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 with cybercrime and electronic commerce in India.
CO 5	The Right To Information Act, 2005	Students should be able to understand the basic concept of The right to information act 2005 . This law empowers Indian citizens to seek any accessible information 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.

	Course unit description	Outcome
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.

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

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

	Course Unit Description	Outcome
CO1	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
CO2	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

CO3	Capital Budgeting:	Learn to take investment decisions in the business with the help of capital budgeting techniques.
CO4	Specialized Private Financial Institutions-	Know about different financial institutions and their role in the development of the industries.
CO5	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.

	Course unit Description	Outcome
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:

	Course unit description	Outcome
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	With this unit students should be able to manage

	Development	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.

	Course unit Description	Outcome
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.
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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.

	COURSE UNIT DESCRIPTION	OUTCOME
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
CO1	Indian Financial System : An Overview	Students understand about the key roles of different intermediaries in the financial system.
CO2	Introduction to Financial Markets- Capital Market, Money Market	Students differentiate between different financial instruments used in capital market and money market.
CO3	Financial Services in India Mutual Fund Venture Capital	Recognizes different financial services provided in India.
CO4	Banking and Insurance Sector in India	Understand the structure of banking and insurance sector in India.
CO5	Recent Trends in Accounting and Finance <ul style="list-style-type: none"> • Zero Base Budgeting • Inflation Accounting • Human Resource Accounting 	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.

	Course Unit description	Outcome
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.

	Course Unit description	Outcome
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.