

BBA
NEP (Scheme)

I SEMESTER

Management Principles & Practice
Course Code: BBA1.1

Course Outcomes:

1. The ability to understand concepts of business management, principles and function of management.
2. The ability to explain the process of planning and decision making.
3. The ability to create organization structures based on authority, task and responsibilities.
4. The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
5. The ability to understand the requirement of good control system and control techniques.

Fundamentals of Business Accounting
Course Code: BBA1.2

Course Outcomes:

1. Understand the theoretical framework of accounting as well accounting standards.
2. Demonstrate the preparation of financial statement of manufacturing and non-manufacturing entities of sole proprietors.
3. Exercise the accounting treatments for consignment transactions & events in the books of consignor and consignee.
4. Understand the accounting treatment for nonprofit organizations.
5. Exercise the accounting treatments for Joint Venture transactions.

Marketing Management

Course Code: BBA1.3

Course Outcomes:

1. Understand the concepts and functions of marketing.
2. Analyze marketing environment impacting the business.
3. Segment the market and understand the consumer behavior.
4. Describe the 4p's of marketing and also strategize marketing mix.
5. Describe 7p's of service marketing mix.

Computer Applications for Business (SEC-SB)

Course Code: BBA1.4

Course Outcomes:

1. To import computer skills and knowledge for commerce students.
2. Provide insights on Microsoft office tools.
3. To inculcate presentation skills.
4. To acquire knowledge on hardware and software system.

Open Elective course

Business Organization and Management

Course Code: BBA1.5

Course Outcomes:

1. An ability to describe the different forms of organizations.
2. An understanding of the basic concepts of management.
3. An understanding of functions of management.
4. d) Compare and choose the different types of motivation factors and leadership styles.
5. Choose the best controlling techniques for better productivity of an organisation.

Office Organization and Management

Course Code: BBA1.5

Course Outcomes:

1. Understand the primary and administrative functions of office.
2. Understand the essentials of good filing system.
3. Exercise the centralization of mail handling work.
4. Understand the importance of office forms, advantages of using forms.
5. Understand the Annual, revised and estimated office budget.

Service Sector Management

Course Code: BBA1.5

Course Outcomes:

1. Understand the importance of service sector in India.
2. Understand the marketing mix for services sector.
3. Understand the customer care programme.
4. Understand the insurance marketing strategy.
5. Understand the recent trends of Advertising services.

Corporate Administration

Course Code: B.Com1.5

Course Outcomes:

1. Understand the framework of Companies Act of 2013 and different kind of companies.
2. Identify the stages and documents involved in the formation of companies in India.
3. Analyze the role, responsibilities and functions of Key management Personnel in Corporate Administration.
4. Examine the procedure involved in the corporate meeting and the role of company secretary in the meeting.
5. Evaluate the role of liquidator in the process of winding up of the company.

BBA (NEP Scheme)

II SEMESTER

Financial Accounting and Reporting

Course Code: BBA.2.1

Course Outcomes:

1. Understand the accounting treatment for royalty transactions & articulate the Royalty agreements.
2. Learn various methods of accounting for hire purchase transactions.
3. Learn various methods of accounting for installment purchase transactions.
4. Deal with the inter-departmental transfers and their accounting treatment.
5. Demonstrate various accounting treatments for dependent & independent branches.

Human Resource Management

Course Code: BBA2.2

Course Out comes:

1. Ability to describe the role and responsibility y of Human resources management functions on business.
2. Ability to describe HRP, Recruitment and Selection process.
3. Ability to describe to induction, training, and compensation aspects.
4. Ability to explain performance appraisal and its process.
5. Ability to demonstrate Employee Engagement and Psychological Contract.

Business Environment

Course Code: BBA 2.3

Course Outcomes:

1. An Understanding of components of business environment.
2. Ability to analyze the environmental factors influencing business organization.
3. Ability to analyze the impact of economic environmental factors on business.
4. Ability to explain the impact of fiscal policy and monetary policy on business.
5. Ability to analyze the impact of technological and natural environmental factors on business.

Business Mathematics
Course Code: BBA 2.3

Course Outcomes:

1. The Understanding of the basic concepts of business Mathematics and apply them to create solve and interpret application problems in business.
2. Ability to solve problems on various types of equation.
3. Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.
4. Ability to apply the concept of simple interest and compound interest bills discounted etc. and apply the min day-to-day life.
5. Ability to solve problems on Arithmetic progression, Geometric progression and Construct logical application of these concepts.

Open Elective Course

People Management
Course Code: BBA.2.6

Course outcome:

1. Ability to examine the difference between People Management with Human resource Management.
2. Ability to explain the need for and importance of People Management.
3. Ability to explain role of manager in different stages of performance management process.
4. Ability to list modern methods of performance and task assessment.
5. Ability to analyse the factors influencing the work life balance of a working individual.

Retail Management
Course Code: BBA2.6

Course Outcomes:

1. An understanding of the types and forms of Retail business.
2. Ability to examine Consumer Behavior in various environments.
3. Ability to analyze various Retail operations and evaluate them.
4. Ability to analyze various marketing mix elements in retail operations.
5. An understanding of Information Technology in retail business.

Event Management
Course Code: BBA

Course Outcomes:

1. An understanding of the types, analysis of the event.
2. An ability to describe the event management procedures.
3. To know about different types of corporate events
4. Learn in details about conduct of an event.
5. To acquire knowledge about corporate events.

E-Commerce
Course Code: BBA1.5

Course Outcomes:

1. Understand the Importance of E-commerce.
2. Analyze the Business models.
3. Understand the Marketing Strategies.
4. Gain knowledge on electronic payment system.
5. Understand the Issues in E- Commerce.