

BBA COURSE OUTCOMES

Semester 1:

Principles of Management

- Recognize the Nature and Significance of Management.
- Identify the contributions of Indian Management Ethos, Classical and Modern thinkers towards the field of Management.
- Recall the principles and functions of Management.
- Relate to the trends in Management Practices.
- Interpret the Role and Skills required for Managerial jobs.

Business Communication Skills

- Identify the importance of Effective Communication.
- Recognize the role of Communication in personal and business world.
- Interpret the systems and methods of Communication and their utility.
- Construct effective business messages and presentations both in internal or external business setups.
- Develop an ability to demonstrate Workplace Etiquettes.

Business Accounting

- Identify the role and importance of accounting in business
- Describe the right approach towards classification of different transactions and their implications
- State the meaning and development of Accounting Standards in India
- Demonstrate proficiency in preparation of basic financial statements
- Recognize the reasons for decrease in the value of fixed assets and its calculation thereof.

Business Economics – Micro

- Ability to relate and recognize how markets organize core economic activities, such as production, distribution, etc.
- Ability to explain the economic theories and analyze economic issues under fields of applied microeconomics.
- Ability to recognize and demonstrate ethical values and its role in economic decisions-making.
- Ability to describe governmental efforts to address market failure such as monopoly power, externalities, etc.
- Ability to describe and evaluate the Managerial aspects of Microeconomics through the application of mathematical and optimization techniques.

Business Mathematics

- Develop the ability to recall, relate and apply matrices to solve linear system business problems
- Develop the ability to recall, identify and apply permutations and combination to analyze business problems.
- Develop the ability to define the instruments of the equity market, types of shares and its use to evaluate business situations.
- Develop the ability to recall, recognize and apply the concepts of Interest, Annuity, EMI, to evaluate Financial problems
- Develop the ability to comprehend the concepts of LPP, formulate a suitable real-world problem and solve.
- Develop the ability to comprehend the concept of a Transportation problem and its use to evaluate solution for the same.

Business Demography

- Recognize and describe the concept of Demography and the various attributes of Population
- Recognize and relate demographic data and explain reports based on demographic analyses.
- Apply the demographic concepts and population theories to explain characteristics of population and the related socio-economic issues and current status.
- Discuss the relationship between the policies of the Government and Demographic change.

Semester II:

Business Organization and System

- Comprehend the aspects of modern business and their trends.
- Relate the global view of organizational establishments which supports the business.
- Identify how to generate business ideas and develop business plans.
- Recall sources of finance and other resources to start new business.
- Recognize the importance of networking to increase professional network.

Principles of Marketing

- Identify the role of marketing in organizations and society.
- Construct their marketing and branding skills
- Apply their mind to environment of marketing
- Analyze consumer behavior.
- Demonstrate their skills in the fields of pricing and promotion mix.

Principles of Finance

- Recognize the importance of Finance Function for a Business Organization.

- Describe the different Sources of Finance available to a company
- Apply the mind to construct the basic Financial Structure for a company
- State and explain the technical concepts of Capital Structure and Capitalization
- Relate to the new and emerging trends in the field of Business Finance.

Basics of Cost Accounting

- Underline the importance of Cost Accounting as a Branch of Accounting
- Differentiate between Financial Accounting and Cost Accounting
- Demonstrate an understanding into the concept of cost for a business organization
- Examine the different types of Cost and Cost Classification
- Apply the skills for computation of total cost for a product
- Identify the overheads and its influence on the cost structure
- Recognizing how cost is ascertained for different types of processes
- Computing cost of a particular contract

Business Statistics

- Ability to determine, relate and evaluate the connections between theory and applications.
- Ability to analyze, apply, experiment and evaluate statistical reasoning, formulate a problem in statistical terms, perform exploratory analysis of data by graphical and other means, and carry out a variety of formal inference procedures.
- Ability to describe, examine and apply the concept of average and estimation which would help them in business forecasting.
- Ability to identify, predict, validate and explain decision making using statistical models.

Fundamentals of computers

- Comprehend the Fundamentals of Computing Devices and reinforce Computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing.
- Recognize the basic components of a computer operating system, and its types.
- Express an ability to organize files and documents.
- Demonstrate hands on Windows and MS. Office.
- Relate the concept of information technology and its role in modern businesses
- Express cautions to be taken while using NET based service.
