Department of Business Administration

Programme Specific Outcome (BBA in **Business Administration**)

The programme specific outcome of the syllabus prescribed for the major students of BBA Department of Business Administration is mentioned below:

- After successfully completing this program, students should be able to effectively manage and plan key human resource functions, within the organizations.
- Upon completion of the program, the individual should be able to demonstrate maturity, professionalism and team tea working skills.
- Upon completion of the program, the students will have a general idea of operation in business.

COURSE OUTCOME

BBA in Business Administration (Honours) syllabus (CBCS)

1ˢᵗ Semester (Honours)

Paper Name: BUSINESS COMMUNICATION
Paper Code: ENG-AE-1014

Course Outcome	Unit/ Topic	Bloom's Taxonomy Level
After the completion of this course, the students will be able to: • The effective use of various types of oral, written and digital communication modes. • The planning, managing and communicating various business projects. • High level team work and analysis of team process.	Unit I: Communication theory and types	Remember , Understand
	Unit II: Speaking skills	Remember , Understand
	Unit III: Reading and understanding	Remember , Understand
	Unit IV: Writing skills	Remember , Understand

Paper Name: PRINCIPLES OF MANAGEMENT

Paper Code: BBA-HC-1026

Course Outcome	Unit/ Topic	Bloom's Taxonomy Level
After the completion of this course, the students will be able to: - Students will learn the techniques and processes for managing employee and team performance within the organization. - Through the subjects they can understand their roles and contribution to effectively manage performance and conduct at work. - By the end of the subject, student will understand on how performance management systems can be effectively utilized to raise the performance of individuals and terms to attain the desired goals.	Unit I: Evolution of Management	Remember , Understand
	Unit II: Management Concept	Remember , Understand
	Unit III: Management Principles	Remember , Understand
	Unit IV: Functions of Management	Remember , Understand
	Unit V: Concept of Coordination, MBO and MBE	Remember , Understand
	Unit VI: Emerging Horizons to Management	Remember , Understand

Paper Name: MANAGERIAL ECONOMICS

Paper Code: BBA-HC-1036

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: - Students will be able to demonstrate knowledge of the laws of supply and demand and equilibrium and also analysis responses of markets to external events. - Proper concepts to explain and calculate	Unit I: Demand, Supply and Market equilibrium	Remember, Understand, Analyse
	Unit II: Producer and optimal production choice	Remember, Understand, Analyse
	Unit III: Theory of firm and market organization	Remember, Understand, Analyse

price elasticity of demand and other elasticity.		

Paper Name: MATHEMATICAL TECHNIQUES IN BUSINESS
Paper Code: BBA-HG-1046

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Define basic term in the areas of business calculus and financial mathematics. • Explain basic methods of business calculus, types and methods of interest account and their basic application in practice.	Unit I: Arithmetic progression	Remember, Understand, Analyse
	Unit II: Logarithms	Remember, Understand, Analyse
	Unit III: Set Theory	Remember, Understand, Analyse
	Unit IV: Determinants	Remember, Understand, Analyse
	Unit V: Functions	Remember, Understand, Analyse
	Unit VI: Calculus	Remember, Understand, Analyse

<h3 align="center">2nd Semester (Honours)</h3>

Paper Name: ENVIRONMENTAL SCIENCE
Paper Code: ENV-AE-2014

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Understanding the various components of environment, their role and importance. • Gather the knowledge of bio diversity, ecological balance and other effects of pollutions.	Unit I: Introduction to Environmental Studies	Remember, Understand, Analyse
	Unit II: Ecosystems	Remember, Understand, Analyse
	Unit III: Natural Resources	Remember, Understand, Analyse
	Unit IV: Biodiversity and conservation	Remember, Understand, Analyse
	Unit V: Environmental pollution	Remember, Understand, Analyse
	Unit VI: Environmental policies & practices	Remember, Understand, Analyse

	Unit VII: Human Communities & the environment	Remember, Understand, Analyse
	Unit VIII: Field Work	Remember, Understand, Analyse

Paper Name: FINANCIAL ACCOUNTING
Paper Code: BBA-HC-2026

Course Outcome	Unit/ Topic	Bloom' Taxonomy
After the completion of this course, the students will be able to: • Understand the basic theory, concepts and practice of financial accounting. • Enable a student to understand information contained in the published financial statement.	Unit I: Financial Accounting	Remember, Understand, Analyse
	Unit II: Double Entry System of Book-keeping	Remember, Understand, Analyse
	Unit III: Final Accounts of Sole Proprietorship Firms	Remember, Understand, Analyse
	Unit IV: Accounts for Non-Profit Organization	Remember, Understand, Analyse
	Unit V: Accounting Information	Remember, Understand, Analyse

Paper Name: STATISTICS FOR BUSINESS DECISIONS
Paper Code: BBA-HC-2036

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Produce appropriate graphical and numerical descriptive statistics for different types of data. • Apply probability rules and concepts relating to continuous random variable	Unit I: Measures of Central value	Remember, Understand, Analyse
	Unit II: Correlation Analysis	Remember, Understand, Analyse
	Unit III: Analysis of Time Series	Remember, Understand, Analyse
	Unit IV: Probability	Remember, Understand, Analyse

Paper Name: INDIAN ECONOMIC SCENERIO
Paper Code: BBA-HC-2046

Course Outcome	Unit/ Topic	Bloom's Taxonomy

After the completion of this course, the students will be able to:	Unit I: Business Environment	Remember ,Understand
	Unit II: GATT/WTO	Remember ,Understand
• Understanding various aspects of Indian economy.	Unit III: Foreign Collaboration, Role of Foreign Aid, Balance of Payment Concepts	Remember ,Understand
• Understanding on different problems and approaches to economic planning and development in India.	Unit IV: Government Budget	Remember ,Understand
	Unit V: Planning in India	Remember ,Understand

Paper Name: COMPUTER FUNDAMENTALS
Paper Code: BBA-HG-2056

Course Outcome	Unit/ Topic	Bloom' Taxonomy
After the completion of this course, the students will be able to:	Unit I: History of Development of Computers	Remember ,Understand
• Understand the terms and components of hardware and software**.**	Unit II: Criteria for using the computers	Remember ,Understand
	Unit III: Types of Computers	Remember ,Understand
• To know about the Microsoft applications and their use.	Unit IV: Operating System and Office Automation	Remember ,Understand
	Unit V: Basic commands in MS Office	Remember ,Understand
	Unit VI: Information Technology	Remember ,Understand

3rd Semester (Honours)

Paper Name: COST AND MANAGEMENT ACCOUNTING
Paper Code: BBA-HC-3016

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to:	Unit I: Meaning, Nature and Scope of Cost and Management Accounting	Remember ,Understand, Analyse
• Demonstrate of costing system, cost management system, budgeting system and performance measures.	Unit II: Cost elements	Remember ,Understand, Analyse
	Unit III: Standard Costing	Remember ,Understand, Analyse
• Critical analyze to provide recommendations to improve the operations of organization	Unit IV: Budgets and Budgetary Control	Remember ,Understand, Analyse

Paper Name: HUMAN RESOURCE MANAGEMENT
Paper Code: BBA-HC-3026

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Provides understanding of personnel function and organizational goals, personnel management, job enrichment. • Administering the qualities of Recruitment, Performance monitoring and Appraisal Methods.	Unit I: HRM: Concept,functions,roles,skills	Remember ,Understand
	Unit II: Human Resource Planning	Remember ,Understand
	Unit III: Training: Concept, Needs, Methods	Remember ,Understand
	Unit IV: Industrial Relations	Remember ,Understand

Paper Name: PERSONALITY AND PERSONAL SKILL DEVELOPMENT
Paper Code: BBA-HC-3036

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Develop and accurate sense of nurturing deep understanding of personal motivation. • An understanding and practice of personal and professional responsibility.	Unit I: Personality	Remember ,Understand
	Unit II: Teams & groups	Remember ,Understand
	Unit III: Career development & planning	Remember ,Understand
	Unit IV: Business Etiquettes and manners	Remember ,Understand

Paper Name: OPERATIONS MANAGEMENT AND CONTROL
Paper Code: BBA-HG-3046

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Better understanding for clear concepts of production line, narrow bottleneck activities. • Provides thorough technical knowledge in production and industrial activities. • Civil and engineering related scheduling in production plants and various techniques in	Unit I: Production management	Remember ,Understand
	Unit II: Product design and analysis	Remember ,Understand
	Unit III: Facility location	Remember ,Understand
	Unit IV: Material management and inventory control	Remember ,Understand
	Unit V: Work study	Remember , Understand

operation management and control techniques.		

Paper Name: COMPUTER APPLICATIONS
Paper Code: BBA-HE-3054

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Understand the terminology of the computer networking and enumerate the layers of OSI model. • Acquire knowledge of computer application	Unit I: Word Processing	Remember , Understand
	Unit II: Database management System	Remember , Understand
	Unit III: System development life cycle	Remember , Understand
	Unit IV: Tally	Remember , Understand

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4th Semester (Honours)

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Paper Name: ORGANISATIONAL BEHAVOIOUR AND INDUSTRIAL PSYCHOLOGY
Paper Code: BBA-HC-4016

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Focus on understanding the behavior of the employees working in the organization. • Enables of better understanding of Industrial-human psychology and coordination amongst various departmental levels of employee. • Managing how to face challenges in corporate-industrial conflict mgmt.	Unit I: Introduction: Meaning and concept of OB, Key elements of OB, Nature and Scope of OB	Remember , Understand
	Unit II: Individual Behaviour	Remember , Understand
	Unit III: Interpersonal Behaviour	Remember , Understand
	Unit IV: Group Behaviour	Remember , Understand
	Unit V: Organizational Issues	Remember , Understand
	Unit VI: Industrial Psychology:	Remember , Understand

Paper Name: FINANCIAL MANAGEMENT
Paper Code: BBA-HC-4026

Course Outcome	Unit/ Topic	Bloom's Taxonomy

After the completion of this course, the students will be able to: • Design the financial issues of determining the monetary resources needed by a business. • Knowledge of mix of these resources, the sources and use of funds, the benefit, risk and costs associated with it.	Unit I: Nature of Financial Management	Remember ,Understand, Analyse
	Unit II: Long Term investment decisions	Remember ,Understand, Analyse
	Unit III: Capital Structures	Remember ,Understand, Analyse
	Unit IV: Working capital management	Remember ,Understand, Analyse

Paper Name: PRINCIPLES OF MARKETING
Paper Code: BBA-HC-4036

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • State the role and function of marketing research, pros and cons in maintaining professional abilities towards product and business growth. • Provides brief understanding towards professional approach on various market research activities, ways to approach based on environment. • Enables to understand the presentation skills of marketing concepts, price, product, various promotional activities, when and where to approach.	Unit I: Introduction: Nature, Scope and Importance of Marketing	Remember ,Understand
	Unit II: Segmentation, Targeting and Positioning	Remember ,Understand
	Unit III: : Product & Pricing Decisions	Remember ,Understand
	Unit IV: Promotion Mix	Remember ,Understand

Paper Name: BUSINESS RESEARCH
Paper Code: BBA-HG-4046

Course Outcome	Unit/ Topic	Bloom's Taxonomy

After the completion of this course, the students will be able to: • Knowledge of market research project, ways to design the project sampling techniques, synopsis of research proposal. • Study of various scientific calculative techniques, survey instrument, manage data collection, conduct statistical analysis, questionnaire and sampling.	Unit I: Nature and Scope of Marketing Research	Remember,Understand, Analyse
	Unit II:Research Design	Remember, Understand, Analyse
	Unit III: Primary Data Collection, Qualitative Research Tools	Remember, Understand, Analyse
	Unit IV: Sampling	Remember, Understand, Analyse

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5ᵗʰ Semester (Honours)

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Paper Name: LEGAL ASPECTS OF BUSINESS
Paper Code: BBA-HC-5016

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Know rights and duties under various legal Acts. • Understand consequences of applicability of various laws on business situations. • Develop critical thinking through the use of law cases.	Unit I: The Indian Contract Act 1872	Remember, Understand
	Unit II: Sale of Goods Act 1930, Negotiable Instruments Act 1881	Remember, Understand
	Unit III: The Companies Act 2013, The Limited Liability Partnership Act 2008	Remember, Understand
	Unit IV: Consumer Protection Act 1986, The Right to Information Act 2005	Remember, Understand

Paper Name: SUMMER PROJECT (Duration 1st July to 15th August)
Paper Code: BBA-SE-5024

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Organise a way of project research process which is a mandated final year Industrial summer training	Unit I:	Understand, Analyse, Apply
	Unit II:	Understand, Analyse, Apply
	Unit III:	Understand, Analyse, Apply

	Unit IV:	Understand, Analyse, Apply
dissertation project, field survey, Data collection, Use various scientific tools practical knowledge of marketing research process.		

Paper Name: CONSUMER BEHAVIOUR
Paper Code: BBA-HE-5036 (DSE – II)

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Able to explain the basic concepts and models of consumer behavior. • Able to analyze the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results. • Able to distinguish the relationship between consumer behavior and marketing practices. • Able to define the importance of consumer behavior for businesses • Able to compare the relationship between consumer behavior and other disciplines. • Able to define the importance of group effects in consumer behaviour • Able to explain the consumer purchasing decision process. • Able to distinguish the digital age and its effects on consumer behavior	Unit I: Consumer Behaviour: Nature, scope & application, Importance	Remember, Understand
	Unit II: Consumer Needs & Motivation	Remember, Understand
	Unit III: Group Dynamics & consumer reference groups	Remember, Understand
	Unit IV: Diffusion of Innovation	Remember, Understand

Paper Name: MARKETING OF SERVICES

Paper Code: BBA-HE-5036 (DSE – II)

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Understand the Concept of Services and intangible products • Discuss the relevance of the services Industry to Industry • Examine the characteristics of the services industry and the modus operandi • Analyse the role and relevance of Quality in Services • Visualise future changes in the Services Industry	Unit I: The emergence of Service Economy	Remember, Understand
	Unit II: Marketing Mix	Remember, Understand
	Unit III: Service system positioning	Remember, Understand
	Unit IV: Service marketing strategy	Remember, Understand
	Unit V: Service quality	Remember, Understand

Paper Name: HUMAN RESOURCE DEVELOPMENT: SYSTEMS AND STRATEGIES
Paper Code: BBA-HE-5046 (DSE – III)

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Explain human resources development (HRD) and its theories, the difference between education, training, learning and the concept of the transfer of learning • Critique the relationship between organisational development (OD) and HRD contribution to organisational effectiveness • Evaluate the HRD role dealing with contemporary challenges.	Unit I: HRD: Concept ,origin & need	Remember, Understand
	Unit II: HRD Process	Remember, Understand
	Unit III: HRD Interventions	Remember, Understand
	Unit IV: HRD Applications	Remember, Understand
	Unit V: Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD	Remember, Understand

Paper Name: MANAGEMENT OF INDUSTRIAL RELATIONS

Paper Code: BBA-HE-5046 (DSE – III)

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • The best possible integration of the employee at work and knowledge of their rights. • Better business organisation as regards its relation with employees.	Unit I: Concept of Industrial Relations	Remember, Understand
	Unit II: Workers participation in management	Remember, Understand
	Unit III: Trade Union Act 1926,The Industrial Employment Act 1946,Yhe Industrial Disputes Act 1947	Remember, Understand
	Unit IV: The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948,and The Payment of Bonus Act 1965	Remember, Understand
	Unit V: The Factories Act 1948, definition, approval, licensing and registration, health and welfare measures	Remember, Understand
	Unit VI: The Provident Fund and Miscellaneous Provisions Act 1952 and Employees Pension Scheme and Employees State Insurance Act 1948	Remember, Understand

6th Semester (Honours)

Paper Name: BUSINESS POLICY AND STRATEGY
Paper Code: BBA-HC-6016

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Critically analyse the internal and external environments in which businesses operate and assess their significance for strategic planning. • Apply understanding for the theories, concepts and tools that support strategic management in organizations.	Unit I: Nature & importance of business policy & strategy	Remember, Understand
	Unit II: Environmental Analysis & Diagnosis	Remember, Understand
	Unit III: Formulation of competitive strategies	Remember, Understand
	Unit IV: Strategic Framework: Strategic analysis & choice, Strategic gap analyses, Portfolio analysis	Remember, Understand
	Unit V: The Factories Act 1948, definition, approval, licensing and registration, health and welfare measures	Remember, Understand

• Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level. • Have enhanced ability to identify strategic issues and design appropriate courses of action	Unit VI: The Provident Fund and Miscellaneous Provisions Act 1952 and Employees Pension Scheme and Employees State Insurance Act 1948	Remember, Understand

Paper Name: TAXATION LAWS
Paper Code: BBA-HC-6026

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Identify the technical terms related to Income Tax • Determine the residential status of an individual and scope of total income • Compute income from salaries, house property, business/profession, capital gains and income from other sources • Discuss the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961 • Compute the net total income of an individual	Unit I: Law relating to Income Tax	Remember, Understand , Analyse
	Unit II: Heads of Income	Remember, Understand , Analyse
	Unit III: Computation of Gross Total Income and Total Income	Remember, Understand , Analyse
	Unit IV: Concept of Incidence, Impact and Shifting of Tax	Remember, Understand , Analyse
	Unit V: Goods and Services Tax (GST)	Remember, Understand , Analyse

Paper Name: RETAIL MANAGEMENT
Paper Code: BBA-HE-6036 (DSE – II)

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to:	Unit I: Introduction to Retailing	Remember, Understand
	Unit II: Retail Formats	Remember, Understand

	Unit III: Store Planning	Remember, Understand
• Understand the Organised retail sector and its operations		
• Understand the various strategies involved with the retail sector	Unit IV: Retail Marketing	Remember, Understand
• Learn how to deal with customers and understand their needs to sustain in the market	Unit V: Retail Merchandising	Remember, Understand
	Unit VI: Merchandise pricing	Remember, Understand
• Understanding how to manage retail during crisis	Unit VII: Retail Operation	Remember, Understand

Paper Name: PERSONAL SELLING AND SALES FORCE MANAGEMENT
Paper Code: BBA-HE-6036 (DSE – II)

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Explain the concepts of sales management, personel selling and sales task	Unit I: Introduction to Personal Selling	Remember, Understand
• Summarize history of sale stages. • Explain the personel sale strategies and environmental factors that affect the personel sales	Unit II: Theories of Selling	Remember, Understand
• Explain the preparations before contact the customer, how and when salesperson deal with a customer, ways of identifying customer needs and submission of the product to the customer	Unit III: The Selling Process	Remember, Understand
• Comprehend the stages of sales process in retail • Explain the preparations before contact the customer, how and when salesperson deal with a customer, ways of identifying customer needs and submission of the product to the customer • Recognize the formal and non-formal structures in sales organizations, what are the differences between them, the basic principles of organizations of sales force	Unit IV: Introduction to sales force management	Remember, Understand

Paper Name: TRAINING AND MANAGEMENT DEVELOPMENT
Paper Code: BBA-HE-6046 (DSE – III)

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Understand the evolution of training & development from a tactical to a strategic function • Provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training • Understand the concept of training audit & training evaluation • Learn how design a training module and execute it • Understand the need for and concept of Performance Management • Understand various strategies used by organizations to measure performance & reward for the same • Understand the concept of Learning Organizations & its benefits	Unit I: Organization vision & plans, assessment of training needs	Remember, Understand
	Unit II: Tasks of the training function	Remember, Understand
	Unit III: Training methods	
	Unit IV: Management Development Programme Methods	Remember, Understand
	Unit V: Organisational Development (OD)	Remember, Understand

Paper Name: PERFORMANCE AND COMPENSATION MANAGEMENT
Paper Code: BBA-HE-6046 (DSE – III)

Course Outcome	Unit/ Topic	Bloom's Taxonomy
After the completion of this course, the students will be able to: • Understand the dynamics of performance appraisal and performance management to develop	Unit I: Introduction- Concept, Philosophy, History from	Remember, Understand

criteria and standards for performance assessment • Analyze how effective appraisal systems can be linked to managerial objectives and compensation • Comprehend the components of executive compensation and understand how jobs are priced to establish compensation levels • Understand incentive systems and non-economic rewards • Understand International aspects of Performance Appraisal and Compensation.	performance appraisal to performance development; Objectives of performance management system; Performance Management process	
	Unit II: Performance management and reward systems	Remember, Understand
	Unit III: Introduction to Job Evaluation; Methods of Job Evaluation; Company Wage Policy	Remember, Understand
	Unit IV: Incentives plans for production employees and for other professionals	Remember, Understand
	Unit V: Wages in India; Methods of state regulation of wages	Remember, Understand