

PROGRAM OUTCOMES, PROGRAM SPECIFIC OUTCOMES, COURSE OUTCOMES

BACHELOR OF BUSINESS ADMINISTRATION (BBA):

Program Outcome	<p>To make students understand the basic principles of business management education.</p> <p>To impart the knowledge of functional areas of management like HR, finance and marketing.</p> <p>To acquire entrepreneurial skills and analytical skills.</p> <p>To build self confidence and improve communication skills.</p> <p>To enhance the critical evaluation capability of the students.</p> <p>To make them employable through demonstration of ability to solve problems.</p> <p>To make students effectively coordinate and work in a team.</p> <p>To help students to make appropriate decision by analyzing data.</p> <p>To provide the platform for the overall development of the students.</p> <p>To inculcate professionalism in education through focused initiatives.</p>
Program Specific Outcome	<p>Developing specific managerial skills to own or manage business activities.</p> <p>Demonstrate effectively the best solution through application of knowledge supported by an evaluation of collected data. Students have choices to pursue professional courses such as CA, M.COM, MBA, CMA, ICWA, CS, etc Students are able to play roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills</p>
Course: BBA	Outcomes
Business mathematics Business statistics	Students acquire new skills on the application of statistical tools and techniques in Business decision-making, Popular Quantitative Tools used in Business, practical exposure on calculation of measures of average, correlation and regression
Organizational behavior	Students understand their personality, perception and group dynamics.
Company law	Knowledge of basic provisions regarding legal frame work governing the Indian corporate.
Modern banking management	Gather knowledge on banking and financial system in India, commercial banks and its products, familiarize banking system in India, Awareness about modern banking services like e-banking, m-banking and internet banking knowledge of the functioning of banks.
Managerial economics	Students gain knowledge of Economic and business environment, Demand Analysis, Supply Analysis, and theories of economics, able to different costing systems in practical scenario
Fundamentals of finance management	awareness about capital structure and theories of capital structure, cost of capital in wide aspects, dividend policies and various dividend models, working capital management
Cost & management accounting	Familiarize the concept of cost accounting preparation of cost sheet, material control, concept of overhead cost
Principles of management	Knowledge of functions of management, Principles of organization, Concept and importance of staffing, organizing & Motivation
Business environment & entrepreneurship	Familiarize the students with the factors like economic, legal, social, international influencing business environment and understand the entrepreneurial skills.
Marketing management	Gain idea about marketing and its functions, consumer behavior, product and its

	classifications, pricing policies
Accounting	To get knowledge on Accounting principles and practice.
Income tax	Enabling the students to have a fair idea on set-off and carry forward of losses, capital gain among students, concept of income from other source, assessment of individual income, compute the total income and tax liability of individual assesses and firms, expertise to file return of income tax and to take up job in filing of tax.
Business organization	To understand different forms of business organizations and an evaluation.
Managerial communication	To acquire managerial communication skills especially business letter writing.