

# BACHELOR OF BUSINESS ADMINISTRATION

## Programme Outcome

The three-year Graduate Course in Business Administration is a programme which will help and prepare our young people to be professionally trained personnel. The Programme has been tailored in such a way so as to expose the student to the functional areas of Business Administration such as Production and Operations Management, Organization Behaviour, Finance, Marketing, Economics and Human Resource Management.

The Programme is a blend of theory and practice which include case studies which can help the student analyse the different business situations and problems thus preparing a student to approach the real world with greater confidence. Furthermore, the programme intends to hone the managerial skills of a student to enable him or her to opt confidently for self-employment avenues, for which Entrepreneurship Development is an important component of the programme.

## Programme Specific and Course Outcome

PSOs and COs for Business Administration Programme is one and the same as the course is very specific.

There is a total of 18 courses out of which 9 are Honours courses and the remaining 9 are core courses which are integral to the programme.

<b>COMPULSORY COURSES (9 PAPERS)</b>	<b>HONOURS COURSES (9 PAPERS)</b>
BBA C 101: ENGLISH FOR BUSINESS PURPOSE BBA C 102: QUANTITATIVE ANALYSIS BBA C 201: PRINCIPLES OF ECONOMICS BBA C 202: FINANCIAL ACCOUNTING BBA C 301: COST AND MANAGEMENT ACCOUNTING BBA C 401: BUSINESS ENVIRONMENT BBA C 402: PRODUCTION AND OPERATIONS MANAGEMENT BBA C 501: BUSINESS LAW COMMON PAPER: ENVIRONMENTAL STUDIES	BBA H 103: BUSINESS MANAGEMENT AND ORGANISATIONAL BEHAVIOUR BBA H 203: PRINCIPLES OF MARKETING BBA H 303: HUMAN RESOURCE MANAGEMENT BBA H 302: FINANCIAL MANAGEMENT BBA H 502: STRATEGIC MANAGEMENT BBA H 601: ENTREPRENEURSHIP AND PROJECT ANALYSIS <b>SPECIALIZATION GROUPS</b> <b>1. FINANCIAL MANAGEMENT GROUP</b> BBA H 403 [FM]: RISK MANAGEMENT AND INSURANCE BBA H 503 [FM]: FINANCIAL SERVICES AND DERIVATIVES BBA H 602 [FM]: PROJECT PLANNING AND CONTROL <b>2. HUMAN RESOURCE MANAGEMENT GROUP</b> BBA H 403 [HR]: HUMAN RESOURCE DEVELOPMENT BBA H 503 [HR]: COMPENSATION MANAGEMENT BBA H 602 [HR]: INDUSTRIAL RELATIONS AND LABOUR LAWS <b>3. MARKETING MANAGEMENT GROUP</b> BBA H 403 [MM]: CONSUMER BEHAVIOUR AND MARKETING RESEARCH BBA H 503 [MM]: SALES AND ADVERTISING MANAGEMENT BBA H 602 [MM]: SERVICES MARKETING

### **ENGLISH FOR BUSINESS PURPOSE:**

The objectives of this course are firstly, to expose students to a selection of works of art that will appeal to their heart as well as to their mind. The second objective is to equip students with strategies such as critical thinking, language and vocabulary learning skills, interpretative techniques and a range of communication skills that will serve them in good stead in the future, academically and professionally.

### **QUANTITATIVE ANALYSIS**

The objective of this course is to show how simple statistical methods can be applied to business situations so as to assist the manager in assessing the significance of the data available from external and internal sources and to develop in the students an ability to use mathematical and statistical methods to solve managerial problems.

### **BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**

The Objective of this course is to provide a broad overview of Management and Organizational behaviour (OB). The goals of this paper are threefold: to understand the various content areas (e.g., managerial functions, Individual behaviour like attitudes, personality, leadership, Group and team dynamics) in the OB field, to advance oral competencies through professional presentations and intra-class discussion/debate.

### **PRINCIPLES OF ECONOMICS**

The objectives of this course are to introduce the student to the principles of economics which will aid them in the decision-making process at the organizational level.

### **FINANCIAL ACCOUNTING**

The course is intended to be an introduction to accounting principles and procedures. This course is meant to enable the student to use and interpret all forms of accounts with knowledge of principles underlying the compilation of accounting statements and reports.

### **PRINCIPLES OF MARKETING**

The Objective of this course is to introduce students to the concepts and principles of marketing and its applications.

### **COST AND MANAGEMENT ACCOUNTING**

The Objective of this course is to help expose the students to the basic concepts and tools used in cost accounting.

### **FINANCIAL MANAGEMENT**

The course focuses attention on formulating financial decisions in business enterprises with the object of developing in the student a skill for carrying out the functions of planning, raising, investing and controlling financial resources.

### **HUMAN RESOURCE MANAGEMENT**

The Objective of this course is to provide a general understanding to the nature, concepts, principles and practices in human resource management.

## **BUSINESS ENVIRONMENT**

The Objective of this course is to familiarize students with the Business environment and the organisation and functioning of various banks and non-bank institutions in the money and capital markets of India.

## **PRODUCTION AND OPERATIONS MANAGEMENT**

Production/operations management involves the integration of numerous activities and processes to produce products and services in a highly competitive global environment. High performance in Production and operations, i.e., in product design, manufacturing, engineering and distribution, is essential in order to compete and survive in the long run.

This course considers the operations from a managerial perspective. It will help business students have a basic understanding of how the operations department functions and the interface between the operations department and the other departments of a business. In addition, they will also get to know about many of the tools and techniques used to manage a business' operation. The course will help to achieve the following objectives:

- a) To acquaint students with Production and operations terminology and concepts.
- b) To teach students how to analyze and understand situations from an operations perspective.
- c) To familiarize students with different tools and techniques available to managers for directing the day-to-day operations of a business firm.
- d) To assist students in understanding how the different functional areas interact and how that interaction ultimately affects the performance of the business.

## **RISK MANAGEMENT AND INSURANCE**

The objective of this course is to acquaint the students with the various kinds of risks faced by individuals and business enterprises and to understand the role of insurance in managing those risks.

## **HUMAN RESOURCE DEVELOPMENT (HRD)**

This course is aimed at familiarizing students with the need of HRD in the changing pattern of organizational requirements of human talent and understanding the linkage of HRD practice in planned change and development of organizations.

## **CONSUMER BEHAVIOUR & MARKETING RESEARCH**

The objective of this course is to provide the students with a general understanding of consumer behaviour, its diversity and the role of marketing research assisting management decisions.

## **BUSINESS LAW**

The objective of this course is to familiarize the student with Business Laws and its interpretation.

## **STRATEGIC MANAGEMENT**

The objective of this course is to introduce students to the applications of Strategic Management which will enable them to develop appropriate Strategies for Small and Medium Business Enterprises.

### **FINANCIAL SERVICES AND DERIVATIVES**

introduce the principles of financial services prevailing in the Indian markets and to expose the learners to contemporary ideas and concepts related to financial derivatives.

### **COMPENSATION MANAGEMENT**

The objective of this course is to familiarize students with the basic issues involved in the compensation and to understand the critical role it plays in accelerating economic growth of employees and ensuring competitive performance for an organisation.

### **SALES AND ADVERTISING MANAGEMENT**

The course is aimed to familiarize the students with the basic concepts, tools and techniques of advertising and sales.

### **ENTREPRENEURSHIP AND PROJECT ANALYSIS**

The objective of this course is to promote the chances of entrepreneurial success and to develop an understanding of the roles of the entrepreneur with an ability to recognize the qualities required to these roles. It will also help students understand the concepts and process of entrepreneurship and industrial growth.

### **PROJECT PLANNING AND CONTROL**

The course is aimed at providing the student with skills necessary to create, plan and control a new enterprise.

### **INDUSTRIAL RELATIONS AND LABOUR LAWS**

The objective of this course is to develop an understanding of the interaction pattern among labour, management and the State and to build awareness of certain important and critical issues in Industrial Relations besides understanding legislations pertaining to industrial workers.

### **SERVICES MARKETING**

The objective of this course is to familiarize the students with the concepts of Services Marketing, by revisiting the fundamental principles and application of Marketing, from a Services perspective.