

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SEMESTER-1**  
**PRINCIPLES OF MANAGEMENT**

**COURSE CODE :BBA101**

**Course Outcomes**

CO-1. Student understand the meaning, principles and evolution of management and further to enhance their knowledge in its functions.

CO-2: To present the importance of Planning and Decision Making.

CO-3: To acquaint student the concepts of Organizing, Span of Management, Patterns of organization and Common organizational structures.

CO-4: To present the sources of recruitment and Training.

CO-5 : To present the emerging issues in management.

## **SEMESTER-I**

### **BASICS OF MARKETING**

**Course Code : BBA102**

#### **Course Outcomes**

CO-1: To understand the concept of Marketing and Selling.

CO-2: To understand the concept of Market Segmentation and its importance in marketing.

CO-3: To present process of new product development.

CO-4: To present the techniques New Product Development and Pricing decisions during the life of a product.

CO-5: To understand the importance and effectiveness of Promotional Mix.

## **SEMESTER-I**

### **BUSINESS ECONOMICS**

**COURSE CODE :BBA103**

#### **Course Outcomes**

CO-1: To understand the nature and scope of Business Economics.

CO-2: To comprehend the Demand Concepts and Elasticity of Demand.

CO-3: To apprehend theory of production and cost concepts.

CO-4: To learn short and long run cost curves and economies and diseconomies of scale.

CO-5: To grasp the concept of market and its structures.

## **SEMESTER-II**

### **ORGANIZATIONAL BEHAVIOUR**

**COURSE CODE: BBA201**

#### **Course Outcomes**

- CO-1: To understand nature, factors influencing and scope of Organizational development.
- CO-2: To comprehend the concept, importance and theories of motivation and Leadership.
- CO-3: To apprehend of groups and group dynamics.
- CO-4: To understand the concept of management of Change.
- CO-5: To grasp the concept of Organizational Culture, Conflict and Effectiveness

## **SEMESTER-II**

### **BUSINESS STATISTICS**

#### **COURSE CODE: BBA202**

#### **Course Outcomes**

CO-1: To understand the importance of Statistics in Business decisions and classification of data.

CO-2: To introduce the measures of central tendency.

CO-3: To understand the significance and requisites of measuring dispersions, Skewness and kurtosis.

CO-4: To help the students in understanding the importance of Index Numbers in business decisions.

CO-5: To understand the concept of Correlation and Regression in business decisions

## **SEMESTER-II**

### **FINANCIAL ACCOUNTING**

**COURSE CODE: BBA203**

#### **Course Outcomes**

CO-1 : To understand the purpose and principals of Accounting and nature of Accounts.

CO-2: To learn preparation of various types of books.

CO-3: To learn preparation of Financial Statements.

CO-4: To learn analyzing of Financial Statements,

CO-5: To understand the importance of Accounting Standards, procedure for issue and importance of IFRS and Ind-AS

## **SEMESTER-4**

### **BUSINESS LAW & ETHICS**

**COURSE CODE :BBA401**

**COURSE OUTCOMES:**

CO1: To understand Introduction of law & Indian Contract act and its case studies

CO2: To Understand about special contracts and sale of goods act.

CO3: To Understand about company , its formation, directors, meetings.

CO4: To understand consumer protection law in India, rights of consumer awareness, Pollution and Environmental Control Law

CO5: To Understand Business ethics and efficiency.

## **SEMESTER-4**

### **MARKET RESEARCH**

**COURSE CODE :BBA402**

#### **Course Outcome**

CO-1 : To understand the need for marketing research and process of marketing research.

CO-2 : To present various sources of data and its collection.

CO-3 : To present various sources of secondary data

CO-4: To understand various measurement and scaling techniques.

CO-5: To understand various Sampling methods available.

## **SEMESTER-4**

### **MANAGEMENT SCIENCE**

**COURSE CODE :BBA403**

#### **Course Outcome**

CO-1: To understand the production and operations process and its functions.

CO-2 To understand the importance of capacity planning, factory location, plant layout, sequencing of operations and work study.

CO-3: To present the various purchase and stores management techniques.

CO-4: To know the importance of Operations Research and Linear Programming.

CO-5: To understand Transportation, Assignment and Queuing techniques.

## **SEMESTER-5**

### **BRAND MANAGEMENT**

**COURSE CODE :BBA501**

**Course Outcomes:**

CO1-TO understand the nature, scope and the meaning with significance of branding.

CO2- TO create the awareness in branding and advertising and their strategies.

CO3- To understand the concept of brand extensions .

CO4- TO learn about the brand positioning and re-positioning personality.

CO5- To understand the sources of branding and the concept of brand equity.

## **SEMESTER-5**

### **RETAIL MANAGEMENT**

**COURSE CODE :BBA502**

#### **Course Outcome**

- CO1- To understand the role of retailing and the concept of FDI in Indian Retailing.
- CO2- To understand the theories and formats of Retail Development.
- CO3- To know the meaning of Merchandising and analyzing performance.
- CO4- To create the awareness of Retail store designs and its significance.
- CO5- To know the role of physical distribution management.

## **SEMESTER-5**

### **CUSTOMER RELATIONSHIP MANAGEMENT**

**COURSE CODE :BBA503**

**Course Outcomes:**

CO1- To understand the concept and evolution of Customer Relationship.

CO2- TO Know the CRM concepts and its significance.

CO3- To know the steps in the planning and Strategy development process in CRM.

CO4- To understand the CRM marketing initiatives and service sectors.

CO5- TO understand the Implementation problems in CRM

## **SEMESTER-6**

### **BUYER BEHAVIOUR**

**COURSE CODE :BBA601**

#### **Course Outcomes :**

1. Be able to identify the dynamics of human behavior and the basic factors that influence the consumers' decision process
2. To understand the depth concept & theories of Consumer buying Behavior
3. To Know the impact of culture on Buyer Behavior.
4. To understand and evaluate the alternatives in the buying decision process.
5. To understand different models of buyer behavior and be able to demonstrate how they may be applied to marketing strategy

## **SEMESTER-6**

### **ADVERTISING AND SALES PROMOTION**

**COURSE CODE :BBA602**

#### **Course Outcomes:**

- 1) It helps the students to understand the importance of advertisements for promotion of products.
- 2) To understand Communication decision process, Types of Advertisements, Creative Approaches and Execution styles. Advertisement Appeals.
- 3) Identify the different range and characteristics of media evaluate the effectiveness of different media in relation to advertising.
- 4) students will have the ability to demonstrate the theories and concepts that are central to personal selling.
- 5) To understand different types and tools of Sales promotion and Implement the best sales management strategy for organization

## **SEMESTER-6**

### **RURAL MARKETING**

**COURSE CODE :BBA402**

#### **Course Outcomes :**

CO1.To expose the learners to the issues of Rural markets ,Reforms and Development in the last few decades.

CO2.To help the students in understanding the nature ,characteristics of rural markets and consumers and their buying decision process.

CO3.To understand Product Mix Decisions and Competitive product strategies for Rural Markets.

CO4.To understand Innovative pricing methods for Rural Markets ,Appropriate Media & Designing Right Promotion Mix.

CO5.To analyze appropriate channels of distribution and to explore new approaches to reach out rural markets