

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM OUTCOMES

The program's content, student experiences, and teaching methodologies are then aligned in an optimal way to help students achieve these learning outcomes. The college employs a continuous improvement process to evaluate and improve the effectiveness of each academic program. Striving towards achieving the mission of the college the efforts are directed to equip the students with an

PO1. Train the student by product based and applied learning

PO2. Entrepreneurship development.

PO3. Corporate live project.

PO4. Business plan competition/ teamwork.

PO5. Exposure to CSR project – internship

PROGRAM SPECIFIC OUTCOMES

PSO1. Students will develop ability to process and analyze the business environment and its components objectively so as to make rational business decisions.

PSO2. Students will be proficient in concepts related to functional areas of management and will be able to apply the same in business contexts.

PSO3. Students will be able collect primary and secondary data and analyze the same using tools of statistical analysis and Information technology to derive business insights and present it in a meaningful manner.

PSO4. Students will develop an understanding of Information Technology and its application in modern businesses.

PSO5. Develop an ability to work in a team setup while demonstrating effective leadership skills.

COURSE OUTCOMES

I SEM

Principles of management

1. The main objective of management is to secure maximum output with minimum effort.
2. They should be consistent with the organizational policies and procedures.
3. Objectives promote motivation empowerment of employees.

Principles of marketing

1. To introduce the marketing concept and how we identify, understand and satisfy the needs of customer and markets.
2. To analyze company and competitors and to introduce marketing strategy to increase awareness of strategic and tactical decisions behind today's top performing brands.

BUSINESS ECONOMICS

1. Students understand the basics of Managerial Economics.
2. Explanation on the different types of organizations is informed Determine the role of Public Sector developments in India

II SEM

BUSINESS STATISTICS

Upon successful completion of this course, a student will be able to:

1. Predict values of strategic variables using regression and correlation analysis.
2. Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data.
3. Calculate measures of central tendency, dispersion and asymmetry
4. Interpret the meaning of the calculated statistical indicators.
5. Choose a statistical method for solving practical problems.
6. Express the fundamentals of Statistics.

ORGANIZATION BEHAVIOUR

1. To know the overview of organization.
2. To study planning procedure.
3. To identify the organizational structure and forms.
4. To familiarize with communication motivation and leadership towards directing.

To analyze the process of controlling

FINANCIAL ACCOUNTING

Upon successful completion of this course, the student will be able to:

1. Describe the role of accounting information and its limitations.
2. Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP
3. Acquire conceptual knowledge of basics of accounting. Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
4. Equip with the knowledge of accounting process and preparation of final accounts

of sole trader

5. Identify and analyze the reasons for the difference between cash book and pass book balances
6. Recognize circumstances providing for increased exposure to errors and frauds.

III SEM

FINANCIAL MANAGEMENT

1. To develop knowledge about business Finance and Accounting and Management
2. To make students aware about the challenges and opportunities of Financial Management

HUMAN RESOURCES MANAGEMENT

1. To know the basic of human resources management .
2. To analysis human resources planning .
3. To familiarize recruitment and selection procedures .
4. To study the trains methods and career development plan .

To know the methods of wage and salary administration – compensation plans

IV SEM

BUSINESS LAW

Upon successful completion of Business Law the student will be able to:

1. Demonstrate, understand and communicate all the Legal Terminology of Business.
2. Understanding Development of Business Law in India
3. Outline Essentials of a valid Contract and agreements expressly declared to be void
4. Wagering Agreements from Contingent contracts and classify different modes of Discharge.
5. Acquire knowledge about Sale of Goods Act 1930 and Consumer Protection Act 1986
6. Explain Intellectuals Property Rights , Information Technology Act & Environmental Protection Act

MARKETING RESEARCH

1. To know the modern marketing concepts and evaluation
2. To study the consumer behavior
3. To analyze the product and price
4. To analyze the promotion mix
5. To explore the place mix and strategies decisions