

BBA **(Marketing)**

Program Outcomes:

PO1: After the course completion the students will be capable of Understanding of Business Functions

PO2: The Course provides a Global Perspectives.

PO3: The program Develops Critical and Analytical Thinking Abilities

PO4: The Course als develops Interpersonal Skills.

PO5: It Creates Social Sensitivity and Understanding CSR, Ethical responsibilities of Business Practices

PO6: The Course demonstrates sensitivity to social, ethical and sustainability issues.

PO7: The program also promotes Entrepreneurship by developing Entrepreneurial competencies.

Course Objectives:

BBA1B01: Management Theory and Practices

Objectives:

This course intends to develop conceptual knowledge of Business Management.

The study approach also enables students to understand and analyse practical aspects of management.

To become skilled manager in a corporate business set up.

To acquire knowledge and capability to develop ethical practices in business.

BBA1C01 MANAGERIAL ECONOMICS

Objectives:

This course aims to acquaint the students with the economic concepts and principles relevant for business decisions.

It also intends to enable the students to apply the economic principles in managerial decisions.

BBA2B02 FINANCIAL ACCOUNTING

Objectives:

To equip the students with skills for preparing books of accounts of business organisation.

To enrich the students to prepare the financial statements of proprietary organisations.

To provide knowledge to the students in respect of accounting of issue of securities, accounting for hire purchase transactions and the accounting of branches.

BBA2B03 MARKETING MANAGEMENT

Objectives:

To orient the students with the marketing principles.

To familiarize them with the process of marketing in modern business firm.

To impart necessary knowledge which help the student to choose a career in the field of marketing.

To expose the students to the latest trends in marketing.

BBA3A11 – BASIC NUMERICAL METHODS

Objectives:

To enable the students to acquire knowledge of numerical equations, matrices progressions, financial mathematics and descriptive statistics.

BBA3A12- PROFESSIONAL BUSINESS SKILLS

Objectives:

To update and expand basic Informatics skills of the students.

To equip the students to effectively utilize the digital knowledge resources for their study.

BBA3B04 - CORPORATE ACCOUNTING

Objectives:

The course acquaints the students with the knowledge about corporate accounting.

To introduce the fundamental Indian accounting standard to students.

Equip the students with skills for preparing corporate accounts.

BBA3B05FINANCIAL MANAGEMENT

Objective:

This course aims to enable students to understand the basic concepts of financial Management.

To make the students aware of major decisional areas of financial management.

BBA3C02 - BUSINESS REGULATIONS

Objective:

This course aims to familiarise the students with major statutes affecting the operations of business organizations.

BBA4A13 - ENTREPRENEURSHIP DEVELOPMENT

Objectives:

☒ To familiarize the students with the concept of entrepreneurship.

☒ To identify and develop the entrepreneurial talents of the students.

☒ To generate innovative business ideas in the emerging industrial scenario.

BBA4A14 – BANKING AND INSURANCE

Objectives:

☒ To enable the students to acquire knowledge about basics of Banking and Insurance.

☒ To familiarize the students with the modern trends in banking

BBA4B06 COST AND MANAGEMENT ACCOUNTING

Objective:

The objective of the course is to acquaint the students with the basic Concepts and tools of cost and Management Accounting.

BBA4C03 CORPORATE REGULATIONS

Objective:

To familiarise the students with corporate law.

To make them aware of the applications of importance of company law in the management of organisations.

BBA4C04 - QUANTITATIVE TECHNIQUES FOR BUSINESS

Objective:

To familiarise student with the use quantitative techniques in managerial decision making.

BBA5B07 HUMAN RESOURCES MANAGEMENT

Objectives:

To give a conceptual understanding of human resource practices in organizations.

BBA5 B08 BUSINESS RESEARCH METHODS

Objective:

To provide an insight into the fundamentals of business research.

To acquire practical knowledge and required skills in carrying out research which they are expected to possess when they enter the industry as practitioners

BBA5B09 OPERATIONS MANAGEMENT

Objectives:

To familiarize the students with the concepts, tools and practices of operations management.

To learn about the decisions and processes of operations management in a business firm.

BBA5B10 (Elective 1) CONSUMER BEHAVIOR

Objectives:

☒ To understand the basics of consumer decision-making processes.

☒ To understand the information needs for helping the consumer in decision making.

BBA5B11(Elective 2): PRODUCT AND BRAND MANAGEMENT

Objectives:

☒ The aim of the paper is to acquaint the students with concepts and techniques of brand management and new product development.

☒ To give experience in the application of concepts in modern business world.

BBA5D01 - E- COMMERCE

Objectives:

To understand the importance of database systems for business management.

To gain a practical orientation to database development and maintenance.

BBA6B12 ORGANISATIONAL BEHAVIOR

Objectives:

☒ To familiarize the students with the basic concepts of individual behaviour and organizational behaviour.

☒ To enable the students to catch an idea about inter-personal and group behaviour.

☒ To acquire knowledge regarding the organizational change and organizational development.

BBA6B13 MANAGEMENT SCIENCE

Objective:

To provide a basic knowledge about operations research.

To acquaint the students some common operations research tools for various business decision marketing situations.

BBA6B 14 PROJECT MANAGEMENT

Objective:

To enable the students to acquire basic knowledge of different facets of Project Management.

BBA6B15 (Elective 3)ADVERTISING AND SALES PROMOTION

objective:

To provide basic knowledge about the advertisement and sales promotion activities.

BBA6B16 (Elective 4) SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Objectives:

☐ To impart knowledge and understanding to students on Supply Chain Management and its relevance to today's business decision making.

☐ To gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.