

Program Objective (PO)

- PO1:** Understand about the present scenario of and international trade and relationship of domestic trade with international trade.
- PO2:** Understand functions and activities related with various aspects of international trade.
- PO3:** Acquire basic knowledge and understanding as to how business decisions are taken while conducting international trade transactions.
- PO4:** Acquire basic knowledge about institutional and regulatory framework governing international trade.
- PO5:** Acquire basic skills useful to analyze various international business situation

Program Specific Objective (PSO)

- PSO1:** Basic knowledge of domestic and international Business, Import Export Procedures, institutional and regulatory framework governing international trade.
- PSO2:** Knowledge of Supply Chain Management, Production and operation Management.
- PSO3:** Basic Practical knowledge of industry through visiting and observing industrial functioning, writing Industrial visit report and project work.
- PSO4:** Knowledge of Foreign Language (German), International Marketing, and foreign exchange operations. International Relations.
- PSO5:** Understand modalities, functions and activities related to various aspects of international trade

COURSE OUTCOMES

F.Y.B.B.A (IB)

Semester-I

Course: BBA-101: Principles of Management

- C01: basic concept regarding org. Business Administration
- C02: To impart knowledge about various management principles
- C03: Develop managerial skills among the students

C04: To learn basic aspects of management thinking Develop ability of managerial thinking & cultivate business acumen.

C05: To understand different approaches of management scientist to management thought & philosophy

C06: To understand various approaches of management thinking

C07: To understand different functions of management & their roles and Develop ability to organize various programs & events.

C08: To understand the themes in modern management & changes in the business to learn about new systems of management.

Course: BBA-102: Business Communication Skills

C01: Role of communication in personal and business world.

C02: Various modes of communication and their utility

C03: Develop proficiency in how to write business letters and other communications required in business.

C04: Apply communication theories. Showing of opportunities in the field of communication.

C05: Demonstrate critical and innovative thinking. Display competence in oral, written, and visual communication

C06: Use current technology related to the communication field. Demonstrate positive group communication exchanges

C07: Respond effectively to cultural communication differences. Communicate ethically.

Course: BBA-103: Business Accounting

C01: Develop right understanding regarding role and importance of monetary and financial transactions in business

C02: Cultivate right approach towards classifications of different transactions and their implications

C03: Develop understanding in preparation of basic financial as to how to write basis accounting statement -Trading and P&L.

C04: Role and importance of accounting in Business and how accounting concept can be implemented in business

C05: How to record different financial transactions and their financial implications.

C06: The kind of accounting relationship between customer and bank.

C07: Growing importance of software and to know how to use software and to write books of accounts

Course: BBA-104: Business Economics –Micro

C01: Role of economics as it influences on society and business.

- C02: How different decisions are taken in relation to price demand and supply
- C03: Develop right understanding regarding Monopoly, perfect competition, revenue etc.
- C04: Importance of economics in the life, role and purpose of economics in society and be able to think in prudent manner.
- C05: How the concept of demand and supply works in particular economy. Examine the implications of changes in demand and supply on economics and ability to select right alternatives in a given situation.
- C06: The role and function of revenue in different economic decision.
- C07: Concept of market and different forces affecting completion of market under different economic circumstances and they also able to market forces governing economic situations

Course: BBA-105: Business Mathematics

- C01: Develop appropriate understanding as how to use mathematic like computation interest, profit etc
- C02: Cultivate right understanding regaining numerical aptitude
- C03: Develop logical approach towards analytical approach data.
- C04: Ability to develop mathematical competence for various interest related transaction and other activities.
- C05: Work with simple and compound interest, annuities, invoice preparation, trade discounts, taxes, and depreciation problems in various situations and use correct mathematical terminology, notation, and symbolic processes in order to be prepared for future coursework in business and mathematics that requires the use of and an understanding of the concepts of business mathematics.
- C06: Ability to examine concept of discounts in different business solutions.
- C07: Gain experience in using various techniques of mathematical permutation and combination to prove simple mathematical properties of a variety of discrete structures.
- C08: Ability to apply the various concepts in business situation.
- C09: Appreciate business mathematics concepts that are encountered in the real world, and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation.

Course: BBA-106: Business Demography

- C01: Give proper understanding regarding concept of demography in modern economic setup
- C02: Study how population and structure changes affecting quality of life and business
- C03: Develop clarity of concept regarding social economic process, urbanization and its impact on society.

C04: Growing importance of Demography in modern economics and society and the components of demography Socio economic changes as an outcome of demographic changes

C05: To understand how the population growth influences economy and society.

C06: To understand importance of human resource in modern and socio- economic environment and to learn about role of literacy in economic development Ability to examine implications of changes in population

C07: Various determinants of urbanization and migration and ability to how urbanization affects the resource allocation and resource planning

Semester-II

Course Code 201 Basics of Cost Accounting

C01: develop rational understanding regarding concept of cost expenditure in business.

C02: Develop understanding how overheads influence the cost structure of goods and services

C03: Develop skills for computation of total cost for a particular product and services.

Course Code 202: Origin and Development of Global Business.

C01: Provide an understanding of the concepts of Global business and Trade.

C02: Understand the practical applications of trade theories and its contribution.

C03: Study the role of International Institutions in the development of modern trade.

Course Code 203: Commercial Geography

C01: Acquaint the students to understand commercial geography with its bases regarding commercial activities in different environments, referring to world resources in general and India in particular.

C02: Acquaint the students with the knowledge of Industrial resources of the world.

C03: Know about the determination and location of various industries in the world and its commercial prospects.

C04: Acquaint students with the knowledge of home trade, means of transportation and international markets through the study of commercial geography.

Course Code 204: Principles of Marketing.

C01: Develop right understanding regarding marketing environment in the country.

C02: Develop appropriate conceptual understanding as to develop basic marketing concept

C03: Develop new understanding regarding services, rural marketing and new trends in marketing.

Course Code 205: Business Statistics

C01: Understand role and importance of statistics in various business situations.

C02: Develop skills related with basic statistical technique

C03: Develop right understanding regarding regression, correlation and data interpretation.

Course Code 206: Fundamentals of Computers

C01: Develop Concept of information and their role in modern businesses

C02: Develop rational approach as to how Computers can be used in data process analysis in business.

C03: Develop understanding regarding cautions to be taken security, safety and security while using net based service.

S.Y.B.B.A -IB

Semester-III

Course Code 301: Elements of Human Resource Management.

C01: To introduce fundamental concepts of Human Resource Management.

C02: To introduce the processes pertaining to different functions of HRM.

C03: To introduce the recent trends with respect to global HRM.

C04: To understand the basic concept of Human Resource Management and its functions.

C05: To help understand the concept of Manpower Planning

C06: To understand the Recruitment and Selection process in detail.

C07: To gain knowledge about various sources and methods of the Recruitment and Selection.

C08: To help understand the concept of training and development.

C09: To know in brief the modern trends in HRM

Code 302: Global Competencies and Personality Development

C01: To understand the importance of personality leading to self-development.

C02. To help the students to build positive personality traits.

C03. To enhance one's Employability and life skills.

C04. To ensure all topics are taught not just for creating personality adaptable in domestic work environment but also globally.

C05: To understand complex personalities and what forms them.

C06: To study the Factors that build up the personality.

C07: Students will be able to get a clear idea of their own personality type and the areas of improvement to work upon with lot of practical exposure.

C08: Based on prior understanding of one's flaws and strengths, various techniques in this chapter will help towards building a strong and robust personality

C09: Building smart and presentable personalities while enhancing their employability skills.

C010: To make students aware about the global culture, so that in future students can adapt and fit in the professional set-up globally.

Course Code 303: International Economics

C01: To provide a comprehensive understanding of the concepts of International Economics.

C02: To develop theoretical tools to understand current international issues their impact on business.

C03: To analyze and test international trade models.

C04: To analyze the International Investment and risks associated with it.

C05: To understand financial crisis in world economies, their causes and solutions.

C06: Understand the Role and Scope of International Economics.

C07: Understand the concepts and role of international trade theories.

C08: Understanding terms of trade in the International Market.

C09: Analyze the nation's balance of payment policies.

C010: Understanding the Welfare and Gain concept.

C011: Evaluate the impact of tariff and non-tariff barriers.

C012: Understand how a foreign exchange market operates.

C013: Understand the functions of International Organization

Course Code 304: Production & Operations Management.

C01: To enable the students to have a comprehensive understanding of the subject.

C02: To understand key concepts and issues of Production and Operations Management.

C03: To understand Production Management and its role in developing Business Strategy.

C04: To understand the importance of Production Management.

C05: To learn how to handle waste in an Industry.

C06: To know the process of selecting location for a plant.

C07: To study the method of Material handling in an industry.

C08: To learn the production planning process.

C09: To know different types of Production Control Systems used in production.

Course Code 305B: Foreign Language Paper I. Subject Name -: German.

C01: Students should get acquainted with the basic sentence patterns of French language so that they can communicate in French if required.

C02: The students should be able to read, write, understand and speak French with limited vocabulary.

C03: To know fundamental French vocabulary with respect to greetings and conversations.

C04 To know pronouns, articles, plural and some adjectives.

C05: To learn to communicate with simple questions.

C06: To know alphabets, and numbers.

C07: To converse regarding cities, languages known

C08: To understand orientation of time.

C09: To know numbers.

C010: To converse regarding travel.

C011: To know adjectives, articles and verbs.

Course Code 306 A: Supply Chain Management (I)+ Business Exposure(Viva - SPPU)

C01: To enable the students to have a comprehensive understanding of Supply Chain Management.

C02: To understand key concepts and issues of Logistics and Inventory Management.

C03. To understand Warehousing and its role in Space Management.

C04: To know what is Bull-Whip Effect.

C05: To understand the concept of Green Supply Chain Management.

C06: To know the process of Workflow Automation

C07: To get acquainted with different Strategies of Warehousing

C08: To learn the method of Logistics Planning.

C09: To know the role of Inventory Management in Customer Service

C010: To understand the role of Information Technology in SCM.

C011: To study the Role of Distributors in SCM.

C012: To understand Relationship Management with Customers and Employees

Semester-VI

Course Code 401: Import Export Procedure.

C01: To understand in detail concepts of Import and Export

C02. To introduce the procedure to be followed for import and export of goods.

C03. To introduce various schemes related to foreign trade.

C04: To understand the basic concept of import and export and its functions.

C05: To understand categories of export.

C06: To help understand export procedure in detail.

C07: To understand the import procedure in detail.

C08: To understand various schemes

Course Code 402: Research Methodology.

CO 1: To Develop appropriate understanding of Research

CO2. To understand the process of Research Designing

CO3. To make the students familiar to undertake small research projects.

CO4: To understand what is meant by research, why research is important, and what are limitations.

CO5: To understand the types of research.

CO6: To understand Research design and its essentials.

CO7: To understand the process of the research.

CO8: To understand the data collection process separately for Primary data and Secondary collection.

CO9: To understand sampling types.

CO10: To understand how the data is processed and analyse. And to understand how to write reports.

Course Code 403: Business Ethics.

CO1: To provide a comprehensive understanding of the concepts of Business Ethics.

CO2. To develop theoretical tools to understand current ethical issues and their impacts on business.

CO3. To analyse the role of ethics on business, Government and Society.

CO4. To analyse the Ethical scenario with respect to Environment and consumer protection.

CO5: To study the Role and Importance of Ethics at National and International Level in business.

CO6: To study the Role and Importance of Ethics at Individual level.

CO7: Understand the concepts and role of Business and Stakeholder ethics.

CO8: Modern Organization role and responsibility towards stakeholder ethics.

CO9: Understanding the Government policies and various Interest groups affecting the business operations.

CO10: Understand the role of Environmental rules and regulations in protecting the environment.

CO11: Understanding the need of ethics and laws in consumer protection.

Course Code 404: Management Information System.

C01: To understand the concepts of Information System

C02: To study the concepts of system analysis and design

C03: To understand the issues in MIS.

C04: To understand the concept of MIS, and its importance.

C05: To understand system approach in management.

C06: To understand the fundamentals of data processing.

C07: To know the meaning, components and characteristics of DSS.

C07: To understand concepts of EIS, ES, AI.

C08: To understand issues and challenges in MIS.

Course Code 405 B: Foreign Language -German. (II)

C01: Students should get acquainted with the basic sentence patterns of German language so that they can communicate in German if required.

C02: The students should be able to read, write, understand and speak German with limited vocabulary.

C03: To know different types of professions and activities carried out within it.

C04: To converse daily routine activities.

C05: To learn about different sightseeing places in Berlin, map reading and to understand excursion program

C06: To learn to write a postcard.

C07: To converse regarding shopping.

C08: To understand food and drinking habits, weather conditions.

C09: To converse regarding holidays and vacations in Germany.

C010: To understand fashion and clothes

C011: To know about body and health

C012: To learn to write a small letter/Text

Course Code 406 A: International Warehouse and Supply Chain Management.

C01. To identify and relate to the concepts of supply chain and warehousing globally and to be able to understand the process differences

C02. To understand international Warehouse management and supply chain in depth.

C03. To understand in depth about warehousing and its importance in supply chain..

C04. To understand various Warehousing strategies and concept.

C05. To know how supply chain impacts warehousing decisions and vice versa

C06. To understand modern and upcoming trends with respect to global warehousing..

C07. To know the challenges associated with global warehousing.

C08. To understand how supply chain succeeds internationally.

C09 To know the challenges associated with the global supply chain.

T.Y.B.B.A -IB

Semester-V

Course Code 501: International Relations

C01: To know and understand foreign affairs & global issues with international business system

C02: To introduce various regional groupings their contributions to strengthening of international relations.

C03: To know about the various dispute settlement machineries involved in international relations.

C04: To know at length about the socio-cultural and trade relations.

C05: To understand the basic concept of international relations.

C06. To understand role, functions of various categories of international relations

C07: To help understand in detail various regional groupings.

C08: To gain in depth knowledge of various practices and achievements of these regional groupings.

C09: To know about the dispute redressal system of WTO.

C010. To know in detail about GATs, TRIMs TRIPs and Commodity Agreements.

C011: To know the socio-cultural background of India and its effect on international relations.

C012: To understand the role and functions of culture, culture sensitivity on the creation of a global culture.

C013: To know at length about instruments of trade policy.

Course Code 502: International Business Law

C01: To understand basic concepts related to international business laws

C02: To introduce various institutions and their contributions to internal economic laws.

C03: To know about the various dispute settlement machineries involved in international trade.

C04: To know at length about the role of various Indian government bodies in international trade law.

C05: To understand the basic concept of international economic laws.

C06: To understand role, functions of various international institutions with respect to internal economic laws.

C07: To help understand in detail various models governing international trade.

C08: To gain in depth knowledge of various conventions relating to international trade.

C09: To know about the dispute redressal system of WTO

C010: To know in detail about international court of justice

C011: To know in detail about International Clauses for Settlement of Investment Disputes ICSID and ICAEF.

C012: To study various laws framed in India that support international trade laws.

C013: To understand the role and functions of Indian Government Bodies promoting international trade in detail.

Course Code 503: Business Reporting and Analysis.

C01: To develop student's abilities to analyse & interpret various Economic

C02: Factors that affect Business decision making.

C03: Similarly, to understand reporting pattern followed in corporate sector as a part of MIS.

C04: To introduce the concept of business reporting, its scope and factors affecting Reporting.

C05: To understand categorization and segmentation.

C06: To understand analysis parameters.

C07: To know and understand areas of business reporting and analysis.

C08: To know and understand about Business Analysis, its tools and techniques.

Course Code 504: Foreign Exchange Management

C01: To understand various financial terminologies and transactions involved in FOREX market.

C02: To understand operations of foreign market.

C03: To understand the principles of currency values.

C04: To introduce foreign Exchange, its structure, basic of transactions and limitations.

C05: To get the knowledge about Exchange rates, convertibility of rupees etc.

C06: To understand how foreign exchange market functions, to know about payment systems.

C07: To study and understand methods of exchange control.

C08: To know about FEMA, its features and provisions.

Course Code 505 A: International Marketing Management (I)

- C01: To develop Disciplinary Knowledge in International Marketing.
- C02: To encourage entrepreneurial spirit in students; to make them effective in International Business.
- C03: To acquire Analytical reasoning necessary to understand International Marketing.
- C04: To understand the scope in International Marketing
- C05: To understand the concept of MNCs and TNCs.
- C06: To know how to select International Market.
- C07: To get acquainted with Entry Modes and Market Entry Strategies.
- C08: To know what is Product Standardization and how products are positioned Internationally. To understand the role of Branding in International Market.
- C09: To learn what are the Global Pricing Policies.
- C010: To study International Promotional decisions

Course Code 506: [A] Legal Dimensions in International Marketing (II)

- C01: To acquaint students with the legal dimensions of international business.
- C02: To acquaint with the importance of legal/political aspects in global marketing.
- C03: To enable students to formulate strategies as compatible with laws and treaties governing international business operations
- C04: To make the students aware of complexities of international trade law
- C05: To understand Principles of International Business Contract.
- C06: To know the Dispute settlement mechanism.
- C07: To get acquainted with Antidumping.
- C08: To know different guidelines and agreements relating to International Marketing.
- C09: To make the students understand how to resolve issues involving double taxation of passive and active income.
- C010. To learn Concepts Relating to International Business.
- C011. To study International Ethical Consideration.

Semester-VI

Course Code 601: New Venture Creation and Start-up.

- C01: To understand basic concepts related to entrepreneurship
- C02: To introduce the methods tools and techniques for new venture creation and start-ups
- C03: To know about the process of creation of a start-up and business plan preparation.

C04: To know at length about the role of various Indian institutes offering assistance to new ventures and start-ups.

C05: To understand basic concepts related to entrepreneurship.

C06: To know the Knowledge, skills and abilities desired by an entrepreneur.

C07: To understand the role, responsibilities and opportunities of an entrepreneur.

C08: To understand the fundamentals of how to manage a new venture.

C09: To know the various functional requirements and their sources while starting a new venture.

C010: To analyse the role of information technology in new venture development.

C011: To know the process of creation of a start-up.

C012: To know in detail about the various types of feasibility analyses required in new venture creation.

C013: To know the fundamentals of a business plan and different types of business plans in detail.

C014: To know about project report formulation and presentation in detail.

C015: To know at length about the role of various Indian institutes offering assistance to new ventures and start-ups.

602: International Project Management.

C01: To know and understand basic concepts regarding project management

C02: To introduce various tools and techniques for project management.

C03: To know in detail about project delivery and control.

C04: To understand the effect of cultural factors on project management in the global context.

C05: To understand the basic concept of international project management.

C06: To understand role, functions of project manager.

C07: To know about different complexities and challenges in international project management.

C08: To help understand role of strategic planning in project management.

C09: To gain in depth knowledge of various concepts involved in project planning and initiation.

C010: To know about the social impact of a project.

C011: To know about time cost and quality relationship in project management.

C012: To know in detail about various techniques for measurement of time cost and quality dimensions.

C013: To understand the need for a control system in project management.

C014: To understand the role and functions of various elements of a control system.

C015: To know at length about project completion and handover activities

Course Code 603: Decision Making and Risk Management.

C01: To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.

C02: To find the best alternative in a decision with multiple objectives and uncertainty.

C03: To describe the process of decision making.

C04: To analyse an organization's decision-making system.

C05: To develop a risk management process.

C06: To understand the role and scope of Decision making and Risk management in organizations.

C07: To understand the importance of Decision-making tools and models in business.

C08: To understand the role of leadership and its allied aspects while making decisions.

C09: To understand the role and importance of organizational values in Decision making and Risk Management

Course Code 604: Management of Agribusiness and Agri Exports.

C01: To develop adequate conceptual base in different areas of Agribusiness

C02: To encourage entrepreneurial spirit in students; to make them effective in the Agri enterprise sector.

C03: To acquire sufficient operating skill in using modern management tools and techniques in different functional areas of Agribusiness.

C04: To understand the structure of Agribusiness

C05: To know what are the features of Agribusiness.

C06: To understand the concept of Contract Farming.

C07: To know the Classification of markets.

C08: To understand Agricultural Marketing.

C09: To get acquainted with prerequisites for effective.

C010: To know the role of Banks in Agri Business

C011: To understand the role of cooperative institutions.

C012: To learn how to make Marketing Plan of Agri Export

C013: To know the export documents required for Agri export

C014: To understand impact of WTO agreement on Agri trade

Course Code 605 A: International Service Management (I)

C01: To develop adequate conceptual base in International Service Management.

C02: To develop an understanding of the "state of the art" of International Service Management thinking.

C03: To appreciate and acquaint students with the entrepreneurial opportunities in services.

C04: To understand the Classification in International Service Sector.

C05: To understand the role of service employee.

C06: To know Service Marketing Triangle.

C07: To get acquainted with Internal and external service marketing.

C08: To know the impact of 7'Ps in service marketing

C09: To understand the Service Life Cycle.

C010: To learn what are is Blueprinting and Service Mapping.

C011: To study the Service Failures and Recovery Strategies.

606 A: Brand Management (II)

C01: To develop adequate conceptual base in Brand Management.

C02: To empower students with knowledge and capacities to understand and analyse. Brand and Brand Management.

C03: To achieved and analyses carefully the key concepts of Brand Management.

C04: To understand Branding Challenges and Opportunities.

C05: To understand the Brand Equity Concept.

C06: To know Competitive Advantage through Strategic Positioning of Brands.

C07: To get acquainted with Points of Parity.

C08: To know the different image dimensions.

C09: To understand brand audit