

DEPARTMENT OF COMMERCE

Bachelor of Business Administration - BBA

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 situations

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 (2019 Pattern)

Semester-I

Course: BBA-101: Principles of Management

CO1: basic concept regarding org. Business Administration

CO2: 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. Show an ing 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 a 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: BBA-201: Business Organizations and Systems

- C01: Role and functions of modern business
- C02: Develop right understanding regarding business environment
- C03: How a business institution functions in a given economic set up
- C04: The purpose of business, learn how a business unit works and serves the society, historical progress of business as an economic entity, socio economic changes have led to economic development and assess the new trends in commerce
- C05: The significance of different forms of business organizations their types, function, merits and limitations
- C06: Understand main working aspects of organizations

Course: BBA-202: 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.
- C04: To understand marketing concepts its role functions & importance of marketing manager
- C05: To know about changing various factors which affect the marketing system & Indian marketing system and to know the types of segmentation
- C06: Marketing mix and to know each constituent of Marketing mix to get success in the market.
- C07: Different types of markets, their role & functions Awareness of recent trends in marketing

Course: BBA-203: Principles of Finance

- C01: Cultivate right approach towards money, finance, and their role in business
- C02: Develop right understanding regarding various sources of finance and their role and utility in business
- C03: Develop basic skills to concept of capital structure and its proper structure.
- C04: Develop Competence to apply various concepts in finance for decision making
- C05: Develop rational understanding regarding role and utility of different sources of finance
- C06: Importance of rational and sound financial structure, and role of capital as a determinant business success.
- C07: Understanding how modern business is changing and what are the new trends in business finance

Course: BBA-204: 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.
- C04: Importance of costing in decision making. Importance of costing and role of costing
- C05: Ability to examine different aspects of cost its total cost structure and sales price and prepare comprehensive cost sheet.
- C06: Concept of overhead as it contributes to total cost of a product or service ascertain and distinguish different types of overheads as it influences the total cost in a given situation.
- C07: Ascertain cost of a particular contract under different circumstances to ascertain cost of a particular process and calculation of normal/abnormal loss or gain.

Course: BBA-205: Business Statistics

- C01: 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
- C04: Recognizes the different methods of Classification and Tabulation Interprets the diagrams and graphs. Apply various methods to collect and represent data.
- C05: Recognizes central tendency and various measures of central tendency Evaluates and interpret Partition values – Quartiles, Deciles and Percentiles.
- C06: Recognize and evaluate the measures of dispersion-Range, Quartile deviation, Mean deviation, Standard deviation.
- C07: Calculate and interpret the correlation between two variables and regression analysis

C0 8. Interpret and use a range of index numbers commonly used.

Course: BBA-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.

C04: Main characteristics of Computer, fundamental hardware components that make up a computer's hardware and the role of each of these components, the basic ideas used in translating high level languages to machine language. Difference between hard copy and soft copy and devices which are used to input and output soft copy.

C05: Understand how OS evolved from simple control programs to batch OS, multiprogramming Structure and Modeling of computer networking and data communication in business process.

C06: Construct formulas, including the use of built-in functions, and relative and absolute references, create and modify charts as well they can use the Excel online Help feature. Students will analyze, design, implement through MS-Power point.

C07: Structure and Modeling of computer networking and software in business process.

S.Y.B.B.A. (2020 Pattern)

Semester-III

Course: BBA-301: Principles of Human Resource Management (301)

C01: Aware about the dimensions and importance of effective personality.

C02: Personality traits, formation and vital contribution in the world of business.

C03: Make the students aware about the various dynamics of personality development.

C04: Basic concept of HRM and develop knowledge about various functions, importance and role of HRM

C05: Learn and about the methods of Job Analysis & how Human Resource Planning play an important role in the Organization

C06: Explore the students in enhancing the knowledge about Career Planning, Employee Morale & Job Satisfaction

C07: Knowledge about Changing Environment of HRM and different trends in HRM after completion of this unit.

Course: BBA-302: Supply Chain Management (302)

C01: Impart knowledge of Business Ethics to the students.

C02: Promote Ethical Practices in the Business.

C03: Develop Ethical and Value Based knowledge among the future manager's / entrepreneurs.

C04: Concept & functions of supply chain

C05: Learn Supply chain Strategies

C06: GSCM & GSCM concept & Bull-whip effect in SCM

Course: BBA-303 Global Competencies and Personality Development

C01: Understand about the HRM, its importance in an organization.

C02: Understand about the HRM processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.

C03: Understand the nature and meaning of personality.

C04: Understand various factors affecting personality development of an individual.

C05: learn various theories of personality development.

C06: Concept of Global Competence.

C07: Understand various methods for positive attitude development

Course: BBA-304: Fundamentals of Rural Development (304)

C01: Impart basic knowledge of Management Accounting.

C02: Implications of various financial ratios in decision making.

C03: Significance of working capital in business.

C04: Concept of budgetary control and its application in business.

C05: Develop the calculating ability of various techniques of management accounting.

C06: Role of Rural Development in the Economic development

C07: Learn about different approaches of rural development.

Course: BBA-305 A: MM Consumer Behaviour& Sales Management

C01: Develop significant understanding of Consumer behaviour in Marketing.

C02: Relationship between consumer behavior & Sales Management.

C03: Conceptual based approach towards decision making aspects & its implementation considering consumer behavior in Sales Management.

C04: Consumer behavior is influenced by different environment.

C05: Develop the habit of taking calculated risks towards decision making process.

C06: Importance of target-based marketing to achieve desired results for sales organization.

Course: BBA-306 A: MM Discipline Specific Electives

C01: Provide basic understanding of forces that shape retail industry.

C02: Provide understanding of retail operations and strategy.

C03: Provide understanding of opportunities and challenges in retail industry.

- C04: Analysis the factors impacting store design and location selection.
- C05: Study store operations, merchandising and customer management.
- C06: Latest tool used in retail industry.
- C07: Innovative channels to recount the target customers to sustain in new markets.

Course: BBA-305 B: FM Management Accounting Discipline

- C01: The behavior of working of the economy as a whole.
- C02: Develop an analytical framework to the inter-linkages among the crucial macroeconomic variables.
- C03: Apply economic reasoning to problems of business and public policy.
- C04: Basic concepts of Management Accounting
- C05: Difference between Financial Accounting, cost Accounting and Management Accounting
- C06: Basic concepts of Management Accounting, difference between Financial Accounting, cost Accounting and Management Accounting

Course: BBA-306: Banking and Finance (306)

- C01: How to use new technology in banking operations along with its cyber security
- C02: Use of technology in banking and study of security measures while using E- banking.
- C03: The functioning and powers of various Regulatory Authorities in India.
- C04: The structure of Banking System in India.
- C05: Learn about the origin of Banking in India.
- C06: Various functions and activities of banks
- C07: Understand about various operations performed by Banks

Course: BBA-305 C: HRM Organisational Behaviour (OB)

- C01: Major theories, concepts, models and frameworks in the field of Organisational Behaviour
- C02: Organisational Behaviour at Individual, Group and Organisational Level.
- C03: Knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.
- C04: Theories of Motivation to motivate employees to achieve higher performance in Organization.
- C05: Different styles of Leadership.
- C06: Factors that create and sustain Organization's Culture.

Course: BBA-306 C: HRM Legal Aspects in Human Resources

- C01: Rights of employees at work place.

- C02. Applications of the different Legal Aspects in HR.
- C03. Applications of The Workmen's Compensation Act, 1923.
- C04. Knowledge & Applications of The Payment of Gratuity Act, 1972
- C05. Applications of Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013

Semester-VI

Course: BBA-401: Entrepreneurship and Small Business Management- GC-401

- C01: Provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.
- C02: Manufacturing technology and its role in developing business strategy.
- C03: Identify the role of operation function.
- C04: External and internal effects of five operation performance and its objectives
- C05: Concept of Entrepreneurship in growth and development.
- C06: How Entrepreneurship can take as a career.
- C07: Develop various thinking mode.
- C08: Concept of MSME and its challenges

Course: BBA-402: Production & Operations Management (402)

- C01: Knowledge about complexities between labor and management relationships.
- C02: Mechanisms of Industrial Dispute and friendly interventions to deal with employee employer problems.
- C03: Knowledge of laws & how law affects the industry & labor.
- C04: Concept of production and operation management.
- C05: Importance of PPC & how product developed, planned and controlled in manufacturing
- C06: People's efficiency in their working condition& quality management.
- C07: Changing Environment maintenance methods of production and operation

Course: BBA-403 Decision Making and Risk Management

- C01: Decision making and risk management and improve decision making and reduce risk in their management activities and organizations.
- C02: Best alternative in a decision with multiple objectives and uncertainty.
- C03: Process of making a decision.
- C04: Analyze an organization's decision-making system.
- C05: Develop a risk management process.

C06: Importance of Decision-making tools and models in business.

C07: To understand the role and importance of organizational values in Decision making and Risk Management

Course: BBA-404: International Business Management

C01: Acquaint the students with emerging issues in international business.

C02: Impact of international business environment on foreign market operations.

C03: Importance of foreign trade for Indian economy.

C04: Role and Scope of International Business.

C05: Role of International Business and its importance at National and International Level.

C06: Terms of trade in the International Market.

Course: BBA-405A- MM: Advertising and Promotion Management-

C01: Basic concept of advertising and social issues, ethics.

C02: Know effectiveness of advertising on performance and profit

C03: Concept of copy creations and media selection.

C04: Effectiveness of promotion

C05: Advantages of online advertising.

C06: Promotion techniques.

C07: Online advertising and various types.

Course: BBA-406 A –MM Digital MarketingC01 Role & Importance of Digital Marketing.

C02: Digital Strategy building & its effectiveness

C03: Importance of Digital Platforms & its impact upon the performance of the organizations in complex & varied environment.

C04: Digital tools effectively for marketing

Course: BBA-405 B –FM Business Taxation.

C01: Different concepts & definitions under Income Tax Act 1961.

C02. Importance of Taxation.

C03. Latest development in the subject of Taxation.

C04. The submission of Income tax returns.

C05. To be competent enough to take up to employment in tax planner.

C06. Develop ability to calculate taxable income of the person as per Income Tax Act 1961.

C07: Understand and study different heads of income under income tax act 1961.

C08: Computation of total taxable income.

C09: The procedure of online ITR filing.

C010: To acquire the knowledge about important concepts of Income tax act 1961, such as TDS, TCS, Advance tax etc.

Course: BBA-406 B –FM Financial Services.

C01: Financial services in India.

C02. Working of Indian financial system.

C03. To understand well acquainted regarding financial markets.

C04: Basic concepts of Indian Financial system.

C05: Functioning of primary & secondary market.

C06: The role of stock exchanges in India.

C07: To Study & examine various financial services provided by various financial institutions in India.

C08: Basic knowledge of derivatives & Commodity market.

Course: BBA-405 C –HRM Human Resource Management Functions& Practices.

C01: To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.

C02: The methods of Performance Appraisal, Training, Executive Development and Employee Compensation.

C03: Acquire knowledge about various HR practices adopted by the organization.

C04: Concepts of Performance Appraisal, Training and Executive Development.

C05: The Concepts of Employee Compensation and other functions of HRM.

C06: Develop an understanding about how Workers Participation is an important aspect in an organization and various forms of WPM

C07: Develop an understanding among the students regarding OD Programme and its interventions.

Course: BBA-406 C –HRM Employee Recruitment & Record Management.

C01: Employee acquisition and its importance in industry.

C02: To cultivate right approach towards employee recruitment and record management.

C03: To Study and Explain the Sources and Methods of Recruitment.

C04: To gain knowledge & Applications of Employee Record Management in Organization.

C05: To familiarize Computer applications used in particular department and understanding jargons of the field.

C06: Various concepts and steps relating to designing of computer technologies and its applications in various fields.

T.Y.B.B.A. (2021Pattern)

Semester-V

Course: Research Methodology (501)

C01: To develop an understanding of the right approach of Research Methodology and its role in Business.

C02. To develop an understanding of the basic framework of the identification of various sources of information for data collection.

C0 3. To develop an understanding of various Designs, Tools and Techniques of Research Study.

C0 4. To enable the students in conducting Research work and write Research Paper and Research Project Report.

C05: Objectives, types, significance, the process of Research.

C06: How to formulate Research Hypothesis and its importance.

C07: The process of sampling design and types of sampling.

C08: To provide sound knowledge about methods of collection of Primary Data and sources of collecting Secondary Data.

C09: To provide an understanding of Data Processing and Data Analysis.

C010: Meaning, need and different types of techniques of Interpretation

Course: BBA-502 : Database Administration and Data Mining

C01: Database Management System

C02: Data Mining Concepts

C03: Current trends in Data Management.

C04: Concepts of a database management system.

C05: Concept of transactions.

C06: To understand the working of DBMS.

C07: To understand the concept of Data Warehousing.

C08: To understand the concept of Data Analytics and Mining.

C09: To understand the concept of Cloud Computing.

Course: BBA-503 Business Ethics.

C01: Provide a comprehensive understanding of the concepts of the Business Ethics

- C02. Develop theoretical tools to the current ethical issues and their impacts on business.
- C03. To analyze the role of the Ethics in business, Government and Society.
- C04. To analyze the Ethical scenario concerning to Environment and consumer protection.
- C05. The Role and Scope of the Business Ethics.
- C06. Role of Ethics and its importance at National and International Level in the business as well as individual level.
- C07. The concepts and role of Business and Stakeholder ethics.
- C08. Understanding the concept of business, government, and societal ethics.
- C09. Identify the efficiency relevancy of CSR in today's world.
- C010. Marketing ethics and its importance.
- C011. Understanding the need for ethics and laws in consumer protection.

Course: BBA-504 Management of Corporate Social Responsibility

- C01: To understand the concept and process of CSR
- C02: To understand the industrial contribution for CSR Policy
- C03: To understand the context of CSR of present-day Management
- C04: To understand the contribution of CSR for the development of Society.
- C05: Understanding of the concept and evolution of CSR and the various models of CSR.
- C06: Understanding of the various stakeholder's roles and responsibilities in the CSR activities and its models.
- C07: Knowing the legal aspect of CSR
- C08: Voluntary contribution by the various corporate and Government Rules and Regulations regarding CSR in India.

Course: BBA-505 A MM Marketing Environment Analysis and Strategies.

- C01.To develop students' understanding of the factors shaping Marketing Environment.
- C02.To develop students' ability to analyze the Business Environment.
- C03.To develop students' understanding of the strategies for sustaining the forces in Marketing Environment.
- C04. To understand the forces shaping the marketing environment, required to analyze the Business position in the market.
- C05. To understand the Business Analysis process.
- C06. To understand the relevance of Marketing Research for finalizing the marketing strategies.

C07. To understand the focuses on the marketing strategies in the various business domains

Course: BBA-506 A MM Legal Aspects in Marketing Management.

C01. To understand the application of the different legal aspects in Marketing Management.

C02. To study law related to sales, home delivery, telesales and Direct Mail Sales

C03. To understand the rules and laws related to broadcasting ads via different forms

C04. To study claims for misled adv campaign

C05. To study the price-related laws and consumer rights for surcharge payment.

C06. To understand issues and laws related to online marketing.

C07. To study the Terms and conditions in CRM.

C08. To introduce the general Marketing practices in Marketing origination.

C09. To make aware of different acts and laws and their application in real time.

Course: BBA-505 B FM Analysis of Financial Statements

C01. To develop the conceptual framework of financial analysis and provide the practical exposure to apply various tools of Financial Statement Analysis.

C02. Use of various types of ratios for financial and investment decisions.

C03. To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.

C04. To develop, critical & analytical skills for understanding the application of various tools of analysis of financial statements

C05. To develop the analytical and interpreting skills for evaluating the financial position of business corporations by calculating and comparing various ratios.

C06. To understand the cash management of any business corporations by preparing a cash flow statement.

C07. To understand the arrangement of funds for day-today business operations by preparing a fund flow statement

Course: BBA-506 B FM – Legal Aspects of Finance & Security Laws

C01: To understand the Legal Aspects of Finance & Security Laws.

C02: To know the legal provisions to obtain finance from various source of finance.

C03: To explore the various finance & securities-related laws in India.

C04: To know the basics of various financial instruments.

C05: To understand the process of fundraising through IPO. .

C06: To explore the legal procedure of IPO listing & Delisting.

C07: To study the basics of the Companies Act 2013.

C08: To study the legal norms regarding the selection of the appropriate source of finance.

C09: To study the basics of Goods & Service Tax.

C010: To study the various basic aspects related to GST.

Course: BBA-506 C HRM Cross-Cultural HR & Industrial Relations.

C01. To understand the Cultural Variables in Multinational Enterprises.

C0 2. To understand basic business etiquette and dining etiquette that will help to work in different countries across the globe

C03. To understand the relationship between Cross-Culture Management and Human Resource Management.

C04. To explain how employees can be prepared for international assignments.

C0 5. To understand the fundamental knowledge of Industrial Relations.

C06. To understand the knowledge to students of provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017

C07. To understand the impact of cross-cultural communication on international business.

C08. To understand Cross-cultural Differences and Managerial Implications.

C09. Acquire a solid theoretical, practical and ethical perspective on many aspects of industrial relations.

C010. To understand the knowledge to students of provisions under Strikes & Lockout and Lay-off.

C011 To understand the knowledge of provisions regarding the parameters such as the Safety, Health, Welfare, Leave with Wages and working hours employees in the organization.

Course: BBA-506 C HRM Cases in Human Resource Management + Project Viva

C01: To understand the application of theory into practice.

C02: Design critical thinking by making judgments related to problems in Case Studies of Human Resource.

C03: Develop critical thinking for solving Case Studies of Human Resource.

C04: To understand and analyze the broad fundamental components of HRM.

C05: To understand the gist of the Case Study and the way of attempt or solution. steps in solving case studies.

C06: To develop the ability about getting acquainted with the theory and its application in real-life scenario of the HR Department.

C07: To make students know about recent happening in important concepts of Human Resource.

C08: Design critical thinking by making judgments related to problems in case studies of Human Resource.

C09. To understand the challenges faced/confronted in recent times.

Semester-VI

Course: BBA-601 Essentials of E – Commerce

C01. To understand the importance, role, and activities of E-Commerce.

C0 2. To understand the various E-Money and E-Payment systems used in E-Commerce.

C0 3. To understand the concept of E-Marketing and its tools in E-Commerce.

C0 4. To understand the concept of Cyber Space and Cyber Security in E-Commerce.

C05. To understand the concept of various business models used in ECommerce.

C06. To understand the role of IT infrastructure in the development of E-Commerce in India.

C07. To understand the concept of digital currencies.

C08 To understand various modern digital payment systems used in Ecommerce.

C09. To understand the various tools and techniques used in E-Commerce, and the role of modern tools used in E-marketing.

C010. To understand the concept of cyber warfare and crimes that took place in cyberspace.

C011. To understand the role of IT Act -2000 with the Indian context.

Course: BBA-602 Management Information System

C01. Understanding basic concept of Information Technology and Management Information System .

C02. Role of information technology and information systems in business.

C03. Understand the contrast and compare how MIS support business processes.

C04. Fundamental knowledge of Structured System Analysis and Design.

C05. To understand the role of Information Technology in Management Information System.

C06 To understand how MIS can be used as an instrument for Organizational Change.

C07. To understand the models of Decision Making and their application Decision-Making Process.

C08. To inculcate knowledge of the different System Development Model.

C09. To provide sound knowledge about DSS – GDSS - DSS applications in E enterprise.

C010. To understand the relation between Enterprise Model System and E-Business.

Course: BBA-603 Business Project Management.

C01. To develop a significant understanding of Project Management.

C02. To develop a concept based approach towards Management of Business Projects.

C03. To develop the relationship between the significance of Businesses Projects & their Management.

C04. To understand the role & importance of Management in Business Projects.

C05. To develop the skills of managing the Business Projects.

C06. To develop conceptual clarity in Planning & Implementation of Business Projects.

C07. To develop the quest of taking calculated risks towards Managing the Business Projects.

C08. To provide an understanding of the tools & techniques necessary to effectively manage & control the projects in businesses.

C09. To the relevance of a technique-based project management system in the success of business projects

C010. To develop the basic understanding behind Business Project Issues & strategies.

C011. To develop a mindset of calculation-based business projects to minimize the chances of its failure.

Course: BBA-604 Management of Innovations & Sustainability

C01. To understand the concepts of Innovation and Sustainability in a practical sense.

C02. To better know the significance of organizational sustainable development and the economic implications of sustainable development.

C03. To learn about the most common errors made when handling sustainable growth.

C04. To understand the concept of Sustainability Innovation. socio-political aspects of sustainable development – social responsibility aspect.

605 A MM : International Brand Management

C01. To develop students' understanding of the concept of developing brands

C02. To develop students' understanding of the concept of brand equity

C03. To develop students' understanding of the strategies in managing brand portfolios

606 A MM 606 A: : Cases in Marketing Management + Project.

C01: To make student know the gist of the case study and way of attempt or solution.

C02: To develop the ability about getting acquainted with the theory and its application in a real-life scenario.

C03: To make students know about recent happening in marketing.

C04: To understand the challenges faced/confronted in recent times

605 B FM Financial Management

C01: To know various sources of finance of business

C02: To understand the capital structure of the company and its cost of capital

C03: To understand the optimum capital mix & concept of over capitalization & undercapitalization.

606 B FM Cases in Finance +Project .

C01: To understand the importance of fund raising.

C02: To understand study & the practical applications of Capital Budgeting.

C03: To understand the concept & importance of Working Capital Management.

C04: To study and understand the practical applications of Working Capital.

C05: To study and understand the basics of ROCE, ROI & Cost of Capital.

C06: To study and understand the practical applications of Cost of Capital.

C07: To study and understand implications of selected core areas of finance under study.

C08: To understand the data collection & data analysis methods.

C09: To understand inculcate research culture through conducting research in finance.

605 C. HRM Global Human Resource Management.

C01: To understand the concepts, theoretical framework, and issues of HRM in Global Perspective

C02: Identify and issues and practices about the major HRM functions within the context of the global environment.

C03: To understand how to conduct the strategic human resource management in an international setting.

C04: To understand how companies manage their expatriates.

C05: To understand the HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.

C06: Understanding of international approaches while dealing with people in organizations.

606 C. HRM Recent Trends & HR Accounting + Project

C01: To understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.

C02: To understand various Employee Engagement Strategies to enhance Employee Engagement.

C03: To understand the uses of Human Resource Information Systems in organizations.

C04: To understand the different methods used to calculate the value of human Resources.

C05: To understand Human Resource Audit and outline its scope.

C06: To understand the methods of Human Resource Valuation