

Government College Sanjauli, Shimla-6 Bachelor of Business Administration Program Outcomes and Course Outcomes



Vision

To emphasize on highest quality education with a strong foundation of management concepts for students to excel and enhance their skills.

Mission

To nurture intellectual excellence and social leadership amongst the educators and learners, in order to succeed in the increasingly competitive globalized world

Aims of the Bachelor's Degree Program with BBA

- The Aim of BBA degree is to Develop the overall personality of the students
- Degree offers combination of theoretical as well as practical knowledge application.
- The different disciplines covered in BBA degree are Marketing, Accounting, HRM, Strategic Management, Organizational Behavior which helps students in getting the wholesome knowledge of business environment.
- BBA is a stepping stone for MBA ,As students are mostly taught the same things which gives them deeper knowledge of the subjects in MBA.
- The management qualities such as planning, decision making is enhanced in students.
- This Degree provides professional outlook to the students.

Programme Objectives of Bachelor of Business Administration

- To provide knowledge regarding the basic concepts, principles and functions of management.
- To develop business and entrepreneurial aptitude among the students. To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
- To provide practical industrial exposure to the students to hone their managerial competencies and business acumen while attaining a holistic understanding of a business/industry.
- To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- To develop IT skills in the areas of information search, word processing, office management software, and presentation software needed to excel in business.

Program Outcomes and learning of BBA Program

- Business Analysis ,Critical Thinking and Problem Solving

Students will develop competencies in quantitative and qualitative analysis techniques along with the ability to think and analyze critically and apply the conclusions of rational decision-making process to problem solving in functional areas such as Marketing, Finance, Human Resources and Business Strategy.

- Skill Development and Pragmatic Approach for Innovative Solutions

Students will be able to practically apply the concepts, tools and techniques learnt during the program in real life business situations for devising optimal and innovative solutions to business problems.

- Effective Communication

Students will develop the ability to communicate effectively through oral as well as written modes using appropriate technology and logical reasoning to articulate ideas at a level which reflects competence.

- Socially Responsive and Ethical Leadership and Entrepreneurial Ability

Students will develop the ability to lead and build teams demonstrating ethical standards in business decision making with responsiveness to contemporary social issues. They will develop an aptitude for innovativeness and an attitude for taking calculated risks necessary for realizing the entrepreneurial potential in them leading to economic and social development of the country.

- Global Exposure and Cross-Cultural Functioning

Students will be able to develop a global outlook and an understanding of cross-cultural functioning of business.

- Business Environment and Domain Knowledge

Students will be able to identify and analyze economic, socio – cultural, political and legal factors present in the national and global business environment which have an influence over the conduct of business and gain the knowledge of various domains relevant to business. This helps in understanding the functioning of businesses and identifying potential business opportunities.

Continuous Comprehensive Assessment (CCA) Pattern:-

Distribution of marks for CCA in Each course in each semester and instructions for conducting Minor Test and Evaluation of Tutorial / Home Assignments/ seminars/ quiz/etc is as follows.

- *Distribution of marks for CCA in Each course in each semester*

Minor test (Marks)	Class test/ tutorials/assignment/seminar presentation	Attendance	Total Marks
15	10	5	30

Time allowed for conduction Minor Test will be one and half hours.

(A) Mode of conduction Minor Test (15 Marks). Minor test will be conducted after the completion of 48 teaching days (8 Weeks)

Three types of questions will be set in Minor Test:-

- Five MCQ (Choice: 1 out of 4) (True/ False) type of questions of 1 marks each= 5 marks
- Two questions of Short answer type in about 100-150 words each of 2.5 marks =5 marks
- One question of about 500 words , carrying 5 marks= 5 marks

Marks (Minor Test) = (i+ ii+ iii)=5 +5+5=15 marks

Students will have to pass both the components i.e. CCA and ESE separately to become eligible to be declared successful for the course.

(B) Distribution of marks for evaluation of Tutorial/Home Assignment etc:-

- 5 marks are to be assigned for the quality of contents and structure of the assignment.
- 5 marks are assigned for presentation in the class room.

Total marks 5+5 =10 marks

(C) Attendance =5 marks

Detail of Courses
BBA-1st Year (1st Semester)

Class	Semester	Subject Name	Course Code	Credits Theory
BBA 1 st Year	1 st Semester	Environmental Science	101	Common with B.A./B.Sc./B.Com.
BBA 1 st Year	1 st Semester	Fundamental of Management & Organizational Behavior	102	06
BBA 1 st Year	1 st Semester	Statics for business decision	103	06
BBA 1 st Year	1 st Semester	Entrepreneurship Development	104	06
BBA 1 st Year	1 st Semester	Managerial Economics	105	06

BBA-1st Year (2nd Semester)

Class	Semester	Subject Name	Course Code	Credits Theory
BBA 1 st Year	2 nd Semester	Business Communication (Language: English/ MIL)	201	Common with B.Com. Hon's
BBA 1 st Year	2 nd Semester	Managerial Economics	202	06
BBA 1 st Year	2 nd Semester	Business Accounting	203	06
BBA 1 st Year	2 nd Semester	Ethics and Corporate Social Responsibility	204	06

BBA-2nd Year (3rd Semester)

Class	Semester	Subject Name	Course Code	Credits Theory
BBA 2 nd Year	3 rd Semester	Macroeconomics	301	06
BBA 2 nd Year	3 rd Semester	Principles of Marketing	302	06
BBA 2 nd Year	3 rd Semester	Management Accounting	303	06
BBA 2 nd Year	3 rd Semester	India's Diversity & Business	304	06
BBA 2 nd Year	3 rd Semester	Personality Development & Communication Skills	305	06

BBA-2nd Year (4th Semester)

Class	Semester	Subject Name	Course Code	Credits Theory
BBA 2 nd Year	4 th Semester	Business Research	401	06
BBA 2 nd Year	4 th Semester	Human Resource Management	402	06
BBA 2 nd Year	4 th Semester	Financial Management	403	06
BBA 2 nd Year	4 th Semester	Tax Planning	404	06
BBA 2 nd Year	4 th Semester	IT Tools in Business	405	06

BBA-3rd Year (5th Semester)

Class	Semester	Subject Name	Course Code	Credits Theory
BBA 3 rd Year	5 th Semester	Quantitative Techniques for Management	501	06
BBA 3 rd Year	5 th Semester	Legal Aspects of Business	502	06
BBA 3 rd Year	5 th Semester	(DSE-I Finance) Investment Banking & Financial services/(DSE-II Marketing) Consumer Behaviour OR(DSE-III Human Resource) HRD: Systems and Strategies OR(DSE-IV Management of Global Business) International Trade: Policies and Strategies	503	06
BBA 3 rd Year	5 th Semester	(DSE-I Finance) Investment Analysis & Portfolio Management OR (DSE-II Marketing) Retail Management OR (DSE-III Human Resource) Training and Management Development OR (DSE-IV Management of Global Business) Global Business Environment	504	06

BBA-3rd Year (6th Semester)

Class	Semester	Subject Name	Course Code	Credits Theory
BBA 3 rd Year	6 th Semester	Business Policy & Strategy	601	06
BBA 3 rd Year	6 th Semester	Financial Institutions & Markets	602	06
BBA 3 rd Year	6 th Semester	(DSE-I Finance) Project Appraisal & Analysis OR (DSE-II Marketing) Distribution & Supply Chain Management OR (DSE-III Human Resource) Performance and Compensation Management OR (DSE-IV Management of Global Business) Multinational Business Finance	603	06
BBA 3 rd Year	6 th Semester	(DSE-I Finance) Project Report OR (DSE-II Marketing) Project Report OR (DSE-III Human Resource) Project Report OR (DSE-IV Management of Global Business) Project Report	604	06

Detail of the courses

Class	Course Name	Course Code	Description
BBA 1 st Semester	Environmental Science	101	<ul style="list-style-type: none">•Introduction of Environment Studies•Ecosystem•Natural Resources•Biodiversity and Conservation•Environmental Pollution•Environmental Policies and Practice•Human Communities and the Environment•Field work

Course Objective:-

To make students familiarize with the environment And various aspects of the environment.

Learning Outcomes of the course:-

- Understand the importance and dimension of a healthy environment, become environmentally conscious, skilled and responsible in all their actions with a concern for sustainable development.
- Comprehend the significance and issues related to ecosystems, natural resources and biodiversity and become aware of the need and ways to protect/ preserve them.
- Grasp the issues related to environmental pollution, solid waste management and climate change, and become conscious and proactive in the discharge of their responsibilities towards the environment.

Class	Course Name	Course Code	Description	Credits
BBA 1 st Semester	Fundamental of Management & Organizational Behavior	102	<ul style="list-style-type: none"> •Conceptual framework of Management •Evolution of management Thought •Planning & control •Organizing •Organization behavior : An introduction •Motivation & leadership •Group dynamics & transactional analysis •Organizational conflicts 	06

Course Objective:-

To acquaint the students with the fundamentals of business management and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and for us on Indian experiences approaches and cases.

Learning Outcomes of the course:-

- Understand the nature of management and describe the functions of management.
- Develop understanding of different approaches to designing organizational structure.
- Understand the role of personality ,learning and emotions at work.
- Discover and understand the concept of motivation, leadership power and conflict
- Understand the foundation of the group behavior and the framework for organizational change and development

Class	Course Name	Course Code	Description	Credits
BBA 1 st Semester	Statistics for business decision	103	<ul style="list-style-type: none"> •Measures of Central Tendency •Measures of Dispersion • Correlation Analysis •Regression Analysis •Times Series •Index Numbers •Probability •Hypothesis Testing 	06
<p><u>Course Objective:-</u> To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis . •Critically evaluate the underlying assumptions of analysis tools. •Understand and critically discuss the issues surrounding sampling and significance . •Discuss critically the uses and limitations of statistical analysis . •Solve a range of problems using the techniques covered . •Conduct basic statistical analysis of data. 				

Class	Course Name	Course Code	Description	Credits
BBA 1 st Semester	Entrepreneurship development	104	<ul style="list-style-type: none"> •Concept of entrepreneurship •Forms of Ownership •Entrepreneurship Creativity and Innovation •Social Entrepreneurship •Concept of Family Business •Business Groups and Role of Business Houses •Sources of Business Ideas •Mobilizing Resources 	06
<p><u>Course Objective:-</u> This course provides solid introduction to the entrepreneurial process of creating new businesses , role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies , context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Identify qualities of entrepreneurs. •Write project proposal . •Use various entrepreneurship models. •Understand various schemes supporting entrepreneurship. •Think creative and innovative. 				

Class	Course Name	Course Code	Description
BBA 2 nd Semester	Business Communication (Language : English)	201	<ul style="list-style-type: none"> •Nature of Communication •Business Correspondence •Report Writing •Vocabulary •Oral Presentation
	<p><u>Course Objective:-</u> The objective of this course is to equip students to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •The students will penetrate the communication skills used in business world. •To apprehend the importance of specifying audience and purpose and to select appropriate communication choices. •It will enable them to enhance their verbal communication using modern technology. 		

Class	Course Name	Course Code	Description	Credits
BBA 2 nd semester	Managerial Economics	202	<ul style="list-style-type: none"> • Demand , supply & Market Equilibrium • Consumer Behavior • Product Analysis • Costs And Scale • Market Structure • Perfect Competition • Monopoly • Monopolistic Competition 	06
<p><u>Course Objective:-</u> The purpose of this course is to apply micro economics concept and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternative.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Apply the knowledge of the mechanics of supply and demand to explain working of markets. •Describe how changes in demand and supply affect markets. •Understand the choices made by a rational consumer. • Explain relationships between production and costs. •Define key characteristics and consequences of different forms of markets. 				

Class	Course Name	Course Code	Description	Credits
BBA 2 nd Semester	Business Accounting	203	<ul style="list-style-type: none"> • Theoretical Framework • Accounting Process • Depreciation Accounting • Bank Reconciliation Statement • Preparation of Financial Statements of Sole Proprietor • Financial Statements of Joint Stock Company • Financial Statement Analysis • Ratio Analysis 	06
<p><u>Course Objective:-</u> To familiarize students with the mechanics of preparation of Financial Statement, understanding corporate financial statement, their analysis and interpretation.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •To record the basic journal entries. •Memorize how to calculate depreciation by applying various methods. •Maintain the financial statements of a business entity. •Rectify errors in accounts. 				

Class	Course Name	Course Code	Description	Credits
BBA 2 nd Semester	Ethics and corporate social responsibility	204	<ul style="list-style-type: none"> •Conceptual framework of business ethics •Moral Issues in business •Corporate Governance •Major Corporate Governance Failures •Concept of Corporate social responsibility •Issues in CSR •Regulatory Framework of Corporate Governance •Role of auditing in corporate governance 	06

Course Objective:- The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance; It also talks about the corporate social responsibility.

•Learning Outcomes of the course:-

- Incorporate the concept of Business Ethics and Corporate Social Responsibility (CSR) into business decisions.
- Apply a pragmatic and pluralistic approach to business ethics and CSR
- Evaluate how decisions are actually made in business ethics.
- Explain the rights and duties of employees to the organization and the issues around this stakeholder group.
- Identify the key ethical elements with respect to suppliers and competitors.

Class	Course Name	Course Code	Description	Credits
BBA 3 rd Semester	Macroeconomics	301	<ul style="list-style-type: none"> •Measurement of macroeconomic variables •Classical theory of income and employment •Keynesian theory of Income and employment •ISLM model •Money •Inflation •Open Economy 	06

Course Objective:- This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables ; level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

Learning Outcomes of the course:-

- Explain the concepts of Macroeconomics and its interrelations with Microeconomics.
- Associate the current economic phenomenon with existing theory and put their views on contemporary economic issues.
- Apply the principle of Macroeconomics in explaining the behavior of Macroeconomic variables at national as well as global level.

Class	Course Name	Course Code	Description	Credits
BBA 3 rd Semester	Principles of Marketing	302	<ul style="list-style-type: none"> •Introduction to marketing •Portfolio approach •Segmentation, Targeting and Positioning •Product & Pricing Decisions •Promotion Mix •Types of Intermediaries •Marketing of Services 	06

Course Objective:- This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases.

Learning Outcomes of the course:-

- To understand the role of marketing within society and within an economic system.
- To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business..
- To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
- To learn key marketing principles and terminology.

Class	Course Name	Course Code	Description	Credits
BBA 3 rd Semester	Management accounting	303	<ul style="list-style-type: none"> •Nature and Scope of Management Accounting •Meaning, Scope, Objectives, and Importance of Cost Accounting •Cost-Volume-Profit Analysis •Relevant Costs and Decision Making •Budgets and Budgetary Control •Responsibility Accounting Standard Costing and Variance Analysis. 	06
<p><u>Course Objective:-</u> To acquaint students with role of Management Accounting in planning, control and decision-making.</p> <p><u>•Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Identify and interpret accounting information to inform users and make decisions. •Apply critical thinking skills by identifying and analyzing accounting issues using relevant accounting frameworks. •Analyze financial and contextual information to make decisions, estimate costs and determine tax implications, audit risk, and engagement procedures. 				

Class	Course Name	Course Code	Description	Credits
BBA 3 rd Semester	India's diversity and business	304	<ul style="list-style-type: none"> •Recognizing, Accommodating and valuing diversity. •Regional bases of India's diversity •People, Livelihood and Occupational Diversity •Linkages between Diversity and India's Socio-economic challenges •Regional variations in terms of geographic and socio-economic factors •Diversity and Business •Indian Consumers and marketing •Diversity and Innovation 	06
<p><u>Course Objective:-</u> The objective of the course is bring about personality development with regard to the different behavioral dimensions that have far reaching significance in the direction of organizational effectiveness.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •To develop an understanding of different types of diversity. •To understand the inter linkages between diversity and socio economic challenges •To understand impact of diversity on business opportunities and decisions. 				

Class	Course Name	Course Code	Description	Credits
BBA 3 rd Semester	Personality Development & Communication Skills	305	<ul style="list-style-type: none"> •Techniques in Personality development •Written communication Communication skills and Personality Development •Corporate Grooming • Dressing Etiquette • Preparing for Interview • Emotional Quotient 	06

Course Objective:- The objective of the course is bring about personality development with regard to the different behavioral dimensions that have far reaching significance in the direction of organizational effectiveness.

•Learning Outcomes of the course:-

- Developing the effective communication skills among students.
- Inculcating the soft skills in theoretical and practical ways.
- Learning about the essential factors for personality development and bringing them into practice.
- Create understanding of the non-verbal forms of communication.
- Involving students in adapting the techniques of personality development.

Class	Course Name	Course Code	Description	Credits
BBA 4 th Semester	Business Research	401	<ul style="list-style-type: none"> •Nature and Scope of Marketing Research •Research Design •Primary Data Collection •Sampling •Measurement & Scaling 	06

Course Objective:- To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.

•Learning Outcomes of the course:-

- Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues.
- Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making .
- Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.
- Students should be able to identify the overall process of designing a research study from its inception to its report.
- Students should be familiar with good practices in conducting a qualitative interview and observation.

Class	Course Name	Course Code	Description	Credits
BBA 4 th Semester	Human Resource Management	402	<ul style="list-style-type: none"> •Human Resource Management •Human Resource Planning •Training •Industrial Relations 	06
<p><u>Course Objective:-</u> The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •To develop an understanding about the functions of HRM. •To distinguish between Recruitment and Selection. •To relate the various stages in Training cycle. •To develop an understanding about basics of compensation management and Performance appraisal. •To discuss about managing employee relations. 				

Class	Course Name	Course Code	Description	Credits
BBA 4 th Semester	Financial Management	403	<ul style="list-style-type: none"> •Nature of Financial Management •Long -term investment decisions •Concept and Measurement of Cost of Capital •Capital Structure •Working Capital Management •Receivables Management 	06
<p><u>Course Objective:-</u> To acquaint students with the techniques of financial management and their applications for business decision making.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Recognize the importance of financial management from a strategic perspective •Compute cost of capital and develop innovative financial strategies •Analyze the capital structure decisions through relevant models •Discuss the dividend policy of a firm •Take both long-term and short-term financing decisions 				

Class	Course Name	Course Code	Description	Credits
BBA 4 th Semester	Tax Planning	404	<ul style="list-style-type: none"> •Income tax concepts •Theory and Practical •Computation of Income under the Head •Clubbing of Income •Computation of total income and •tax liability of an individual and Business Units 	06

Course Objective:- The objective of this course is to acquaint the students with the tax structure for individuals and corporate and also its implications for planning.

Learning Outcomes of the course:-

- Students would identify the technical terms related to Income Tax.
- Students would determine the residential status of an individual and scope of total income.
- Students would compute income from salaries, house property, business/profession, capital gains and income from other sources.
- Students would compute the net total income of an individual.

Class	Course Name	Course Code	Description	Credits
BBA 4 th Semester	IT Tools in Business	405	<ul style="list-style-type: none"> •Spreadsheets •Word-processing •PowerPoint presentation •Databases 	06
<p><u>Course Objective:-</u> The objective of this course is to acquaint the students with Information Technology tools which includes various Office Automation Tools for individuals and corporate.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Make meaningful representations of data in the form of charts and pivot tables. •Draw analysis on data using spreadsheets and use interpretation to make decisions. •Generate word documents with appropriate formatting, layout, proofing. •Manage data for generating queries, forms and reports in a database. 				

Class	Course Name	Course Code	Description	Credits
BBA 5 th Semester	Quantitative Techniques for Management	501	<ul style="list-style-type: none"> •Linear Programming •Elementary Transportation •Elementary Assignment •Formulation of Integer programming •Network Analysis •Introduction to Game Theory •Introduction to Simulation 	06
<p><u>Course Objective:-</u> To acquaint students with the construction of mathematical models for managerial decision situations and to use computer software packages to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation and interpretation.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Identify, formulate and solve Linear Programming Problems graphically, mathematically and by using excel solver. •Solve optimization problems like transportation and assignment problem mathematically and by using excel solver. •Develop critical thinking and use PERT and CPM techniques to improve decision making. •Identify different types of decision-making environments and choose the appropriate decision making approaches for each. 				

Class	Course Name	Course Code	Description	Credits
BBA 5 th Semester	Legal Aspects of Business	502	<ul style="list-style-type: none"> •The Indian Contract Act 1872 •Sale of Goods Act 1930 •Negotiable Instruments Act 1881 •The Companies Act 2013: •Consumer Protection Act 1986 •The Right to Information Act 2005 	06
<p><u>Course Objective:-</u> To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also, to understand the applications of these laws to practical commercial situations.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Know rights and duties under various legal Acts. •Understand consequences of applicability of various laws on business situations. •Develop critical thinking through the use of law cases. 				

Class	Course Name	Course Code	Description	Credits
BBA 5 th Semester	(DSE-I finance) Investment banking and financial services	503	<ul style="list-style-type: none"> •Introduction-Overview of Indian Financial System •Issue Management •Leasing and Hire Purchase •Venture Capital 	06
<p><u>Course Objective:-</u> Introduction: An Overview of Indian Financial System, Investment Banking in India, Recent Developments and Challenges ahead, Institutional structure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Understand the importance and relevance of Investment Bankers in any Financial System. •Understand the entire process of raising funds from primary markets along with the concerned regulations applicable in India. •Understand the various financial services available in financial markets particularly in India along with the latest innovations and technological integration in the field of finance. 				

Class	Course Name	Course Code	Description	Credits
BBA 5 th Semester	(DSE-III human resource) HRD: systems and strategies	503	<ul style="list-style-type: none"> •Human Resource Development (HRD) •HRD Process •HRD and diversity management •Evaluating the HRD Effort •Integrated Human Resource Development Systems •HRD Experience in Indian Organizations 	06
<p><u>Course Objective:-</u> The course gives an overview of the need for HRD and HRD practices which can develop and improve an Organization's systems and strategies leading to an optimal HRD climate.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •The integration of HRD with other areas of HRM and overall business strategy. •The identification and uses of competencies in the process of determining development and potential. •The main components and variations in management development systems within organizations. 				

Class	Course Name	Course Code	Description	Credits
BBA 5 th Semester	(DSE-I finance) Investment analysis and portfolio management	504	<ul style="list-style-type: none"> •Basics of risk and return •Share valuation •Fundamental analysis •Company analysis •Technical analysis •Price indicators •Volume indicators •Concept of efficiency •Portfolio analysis •Markowitz portfolio model •systematic investment plans 	06

Course Objective:- The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system.

Learning Outcomes of the course:-

- Value financial assets such as stocks and bonds.
- Measure the risk and return of a stock or a portfolio position.
- Diversify and manage investment portfolios in accordance with a person's risk Preferences.

Class	Course Name	Course Code	Description	Credits
BBA 5 th Semester	(DSE-III human resource) Training & management development	504	<ul style="list-style-type: none"> •Organization vision & plans •Spiral model of training. •Training methods •Management Development Programme Methods •Training impact on individuals and organizations •Organizational Development (OD) •Training Experiences 	06
<p><u>Course Objective:-</u> To familiarize the students with the concept and practice of training and development in the modern organizational setting.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Understand the need and process of training need analysis in organizations. •Understand the process of designing a training programme and its evaluation. •Understand various training methods and their applicability in different organizational situations. •Comprehend the tools and techniques of management development. 				

Class	Course Name	Course Code	Description	Credits
BBA 6 th Semester	Business Policy and Strategy	601	<ul style="list-style-type: none"> •Nature & importance of business policy & strategy •Company's vision and mission •Environmental Analysis & Diagnosis •Internal analysis •Formulation of competitive strategies •Strategic Framework •Behavioral considerations affecting choice of strategy 	06
<p><u>Course Objective:-</u> To equip students with the necessary inside into designing strategies for an organization and linking the organizations strategies with the changing environment. The course will focus on Indian cases, approaches and experiences.</p> <p><u>Learning Outcomes of the course:-</u></p> <ul style="list-style-type: none"> •Make Competitive Analysis of an Industry as well that of a Company •Use Strategic management models to formulate possible solutions to the problems faced by the firm. •Develop Directional Strategy for his own entrepreneurial venture. 				

Class	Course Name	Course Code	Description	Credits
BBA 6 th Semester	Financial Institutions and Markets	602	<ul style="list-style-type: none"> •Structure of Indian Financial System •Structure of Indian Financial System •Introduction to Financial Markets in India •Performance of Primary Market in India •Secondary Market in India •Settlement mechanism at BSE & NSE •Money Markets & Debt Markets in India •Market for Government /Debt Securities in India. 	06

Course Objective:- The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment.

Learning Outcomes of the course:-

- To introduce students to the world of financial services.
- To enrich student's understanding of the fundamental concepts and working of financial service institutions.
- To equip students with the knowledge and skills necessary to become employable in the financial service industry.

Class	Course Name	Course Code	Description	Credits
BBA 6 th Semester	(DSE-I finance) Project appraisal and analysis	603	<ul style="list-style-type: none"> •Project Appraisal •Basic Principals of Project Analysis •Market Analysis •Financial analysis •Social cost benefit analysis •Project Appraisal parameters 	06

Course Objective:- To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives. This course intends to involve students to apply appraisal techniques for evaluating live projects.

Learning Outcomes of the course:-

- Perform appraisal of projects with detailed feasibility analysis.
- Develop the profitability projections.
- Develop the strategies employed in managing risk.
- Practice project management decisions and control.

Class	Course Name	Course Code	Description	Credits
BBA 6 th Semester	(DSE-III human resource) Performance and compensation management	603	<ul style="list-style-type: none"> •Introduction: Concept, Objectives of performance management system •Performance management and reward systems. •Introduction to Job Evaluation •Incentives plans for production employees 	06

Course Objective:- To familiarize students about concepts of performance and compensation management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance.

Learning Outcomes of the course:-

- Understand the dynamics of performance appraisal and performance management to develop criteria and standards for performance assessment.
- Analyze how effective appraisal systems can be linked to managerial objectives and compensation.
- Comprehend the components of executive compensation and understand how jobs are priced to establish compensation levels.

Class	Course Name	Course Code	Description	Credits
BBA 6 th Semester	Project Report Discipline Specific Elective (DSE- I Finance)	604	Introduction, Review of literature, Research Methodology, Results and Discussions, Summary and conclusions	06
	Project Report Discipline Specific Elective (DSE- III Human Resource)	604	Introduction, Review of literature, Research Methodology, Results and Discussions, Summary and conclusions	06

Course Objective:- To familiarize students with the process of thesis writing and to know the various stages involved in the research project.

Learning Outcomes of the course:- Learning outcomes are specific statements of what students will be able to do when they successfully complete a learning experience. They are always written in a student-centered, measurable fashion that is concise, meaningful, and achievable.

Short Term Courses

- EEE- English Employability and Entrepreneurship

Introduction: This is a skill development course offered to the students to inculcate skills regarding their communication, vocational guidance and innovation in the field of business apart from their curriculum.

Type of course: Certificate Course

Duration of Course: 155 Hours

Assessment: Students are assessed on the basis of online objective type exam.