

ST. THOMAS COLLEGE, BHILAI

**Department of Management Studies**

**Course : BBA**

**BBA Program Outcome**

**PROGRAMME OUTCOMES:** Upon graduation, students will be able to:

**PO1:** Exhibit understanding of broad business concepts and principles.

**PO2:** To identify and define problems and opportunities.

**PO3:** Demonstrate the ability to identify a business problem, isolate its key components, analyze and assess the salient issues, set appropriate criteria for decision making, and draw appropriate conclusions and implications for proposed solutions.

**PO4:** Demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.

**PO5:** Demonstrate use of appropriate techniques to effectively manage business challenges.

**PO6:** Capable of recognizing and resolving ethical issues.

**PO7:** Effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.

**PO8:** Develop various real time applications using latest technologies and programming languages.

**PO9:** Possess strong foundation for their higher studies.

**PO10:** Blend analytical, logical and managerial skills with the technical aspects to resolve real world issues.

**PO11:** Become employable in various IT companies and government jobs.

**PROGRAMME SPECIFIC OUTCOMES:** BBA programme has been designed to prepare graduates for attaining the following specific outcomes:

**PSO1:** Critical Thinking Skills: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

**PSO2:** Communication Skills: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

**PSO3:** Technology Skills: Students are competent in the uses of technology in modern organizational operations.

**PSO4:** Entrepreneurship and Innovation: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

**PSO5:** Business Knowledge: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

### **BBA – Ist Semester**

#### **Paper – I : English**

**CO - I:** enable the students of Management to speak and write a fair degree of grammatical correctness.

**CO -II:** Understand the concept of Tense, Modals and Verb Structures. Detailed Study about Clauses.

**CO–III:** A brief Account of Simple, Compound and Complex sentence.

**CO –IV:** Study the significance of Reported Speech and Voice

**CO –V:** Know about Composition, Paragraph writing, Essay and Letter writing.

#### **Paper – II : Computer Applications**

**CO -I:** Study the significance of Computer System, Computer Hardware and Software. **CO-**

**II:** Understand the concept of Computer Organization

**CO – III:** Detailed study of E-Commerce

**CO –IV :** Study the concept of Mobile Commerce

**CO -V:** A brief account of Network Infrastructure and E-payment

#### **Paper –III: Business Mathematics**

**CO – I:** A Brief Account of Matrices and Determinants.

**CO - II:** Study the concept of Commission, Discount, Profit and Loss.

**CO – III:** Study the significance of Simultaneous Equations, Theory of Indices and logarithms.

**CO – IV:** Understand the concept of Average, Ratio and Proportions, percentages.

**CO – V :** Detailed study of Simple Interest and Compound Interest.

#### **Paper – IV: Principles of Management**

**CO – I:** Detailed Study of Concept of Management, Management thoughts of Fayol, Taylor, Elton Mayo and Functions of Management

**CO –II:** Study the significance of Planning, Objective, Strategies, Policies; Management by Objectives.

**CO–III:** Detailed Study of Organizing, Departmentation and Forms of organization structure

**CO –IV:** Study the significance of Decision Making.

**CO – V:** A Brief study of Controlling and Budgeting.

#### **Paper – V: Financial Accounting**

**CO - I:** Understand the concept of Accounting

**CO - II:** Study the significance of Capital and Revenue and to study the concept of Journal,

Ledger, Trial Balance, and Cash Book

**CO - III :** Understand the significance of Bank Reconciliation Statement, Rectification of Errors, Tally, Cloud Computing

**CO - IV :** Detailed study of Final Accounts, Trading Account & Profit and Loss Account, Balance Sheet

**CO - V:** A brief account of Depreciation, Hire Purchase and Installment System.

## **BBA - II<sup>nd</sup> Semester**

### **Paper – I: Hindi**

### **Paper – II: Business Economics**

**CO – I :** Understand the concept of Elasticity of Demand:

**CO - II:** A brief study of Production function.

**CO – III:** Study the significance of Perfect competition, Monopoly, Price Discrimination

**CO - IV:** Study the concept of Monopolistic Competition, Product Differentiation, Oligopoly

**CO - V:** Study the concept of Rent Profit and Interest

### **Paper III : Business Statistics**

**CO - I :** Understand the concept of Statistics, Processing and Presentation of Data.

**CO - II :** Detailed study of Mean Median, Mode, and Geometric Mean.

**CO - III :** Detailed study of Standard Deviation and Skewness.

**CO - IV :** A brief study of Correlation Analysis.

**CO - V :** Study the significance of Index Number and Time Series Analysis.

### **Paper – IV : Cost Accounting**

**CO - I :** Understand the concept of Cost Accounting

**CO - II :** Study the significance of Elements of Cost – Material, Labour and Overheads, and Functional Classification of Cost- Direct and Indirect Cost

**CO - III :** A brief account on Accounting of Material, Labour and Overheads Cost

**CO - IV :** Study the importance of Unit Costing, Contract Costing, Process Costing

**CO - V :** Explain the study of Standard Costing and Budgetary Control

### **Paper – V: Environmental Studies**

**CO - I :** Familiarize with the multidisciplinary environmental issues and to develop public awareness for it.

**CO - II :** Study the significance of Ecosystems

**CO - III :** Brief study of Bio-diversity and its conservation

**CO - IV :** Detailed study of Environmental pollution and Disaster management

**CO - V:** Familiarize the effects of Social issues and environment and to study Environment Protection Act

## **BBA – III<sup>rd</sup> Semester**

### **Paper – I : Managerial Economics**

**CO - I:** Familiarize the concept and theory in decision making of firm and its application in managerial function

**CO - II :** Detailed study of Business Cycles and National Income

**CO - III:** Understand the concept of Objectives of Business Firms and Profit

**CO - IV:** Detailed study of Capital Budgeting and Investment decisions under Risk and Uncertainty.

**CO - V :** Study the concept of Cost of Capital

### **Paper – II : Business Communication**

**CO - I :** Develop effective business Communication skills

**CO - II :** Brief study of Corporate Communication

**CO - III :** Detailed study of Barriers and Improvement in Communication

**CO - IV:** Understand the concept of Report Writing, Business Letters, Official Letters

**CO - V:** Detailed study of Presentation Skills, Interviewing Skills and Writing resume and letter of application.

### **Paper - III : Business Laws**

**CO – I :** Provide the basic knowledge of provisions of Companies Act, 2013

**CO - II :** Detailed study of Negotiable Instruments Act, 1881 and Partnership Act, 1932. **CO**

**- III :** Detailed study of Contract Act

**CO – IV:** Detailed study of Consumer Protection Act, 1986 and its provisions

**CO - V :** Brief study of Sale of Goods Act

### **Paper - IV: Business Environment**

**CO - I :** Acquainting with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.

**CO - II:** Brief study of Economic trends (over view): Income; Savings and Investment; Structures of Indian Industry-Public and Private sector. Trade (Foreign) - Balance of Payments

**CO - III :** Study the significance of Problems of Growth, Unemployment, Poverty, Regional imbalances, Social injustice, inflation, Parallel economy. Industrial sickness and the current Five Year Plan

**CO - IV :** Detailed study of Monetary and Fiscal Policy; industrial Policy. Industrial Licensing, Privatization, Liberalization, Globalization, Digital Initiatives: e-Governance.

**CO - V :** Study the significance of International Trading Environment, Trends of World Trade and the Problems of Developing Countries and International Economic Grouping: GATT, WTO, World Bank, IMF, UNCTAD.

### **Paper – V : Management Information System**

**CO - I:** Brief study of Management Information System.

**CO - II :** Study the significance of Structure of MIS

**CO - III :** Familiarize the Process of MIS Development

**CO - IV :** Detailed study of Implementation, Evaluating and Maintenance of MIS

**CO - V :** Explain the concept of Information system particularly Finance Information System, Marketing Information, System and Human Resources Information System

## **BBA – IVth Semester**

### **Paper – I : Organizational Behaviour**

**CO - I :** Familiarize with basic concepts and behavioral process in an organization to enable him to develop and adopt effective strategies.

**CO - II :** Study the significance of Needs, Motivation, Perception, Learning & Personality.

**CO - III:** Detailed study of Leadership and Supervision

**CO - IV :** Brief Study of Organizational Change and Conflict Resolution Management.

**CO - V :** Explain the concept of Organizational Development.

### **Paper – II : Marketing Management**

**CO - I :** Familiarize the modern Marketing Concepts, tools and techniques to develop their skills required for the performance of marketing functions.

**CO - II :** Detailed study of marketing system and environment, consumer behavior, Consumer market and industrial Market, Market Segmentation, Marketing Mix, Product Mix, Branding and Packaging Decisions, Promotion mix.

**CO - III:** Study the significance of Pricing Decisions, Pricing Strategies, and Product Promotion

**CO - IV :** Explain the concept of Channels of Distribution, marketing Channels And Agency.

**CO - V :** Brief Study of Marketing Research and Marketing Information System.

### **Paper - III: Human Resource Management**

**CO - I :** Acquire and Develop decision making skills in relation to meaning people in organizations..

**CO - II :** Study the significance of Human Resource Management, Human Resource Planning, Job analysis and Job description, Recruitment and Selection Process.

**CO - III :** Detailed study of Employee Training and Development, Performance evaluation and Job evaluation.

**CO - IV :** Brief Study of Compensation and Reward Systems, Industrial Disputes, Trade Unions and Participative Management.

**CO - V :** Explain the concept of Human Resource Information System, Human Resource Development, Collective Bargaining.

### **Paper – IV : Financial Management**

**CO - I :** Familiarize with basic concepts and the various accounting techniques in financial decision making and control.

**CO - II :** Study the importance of Finance Functions, Financial Management and Fund Flow Statement, Cash Flow Statements.

**CO - III:** Detailed Study of Ratio Analysis

**CO - IV :** Study the significance of Working capital Management.

**CO - V :** Explain the concept of Capital Budgeting

### **Paper – V : Production Management**

**CO - I :** Impart the knowledge of basic concepts, techniques, and methods of Production Management.

**CO - II :** Detailed study of Production Management, Production Planning and Control, Production System, Plant Layout and Plant Location.

**CO - III :** Brief Study of Aggregate Planning, Capacity Planning, Material Requirement Planning, Just in Time Manufacturing (JIT).

**CO - IV :** Study the importance of Quality Control, Inspection and Statistical Quality Control,

**CO - V :** Detailed Study of Work study.

## **BBA – Vth Semester**

### **Paper – I : Marketing Research**

**CO - I :** Enable the process, tools and techniques of Marketing Research and Marketing Information System.

**CO - II:** Study the significance of Marketing Research Management, Research Design.

**CO - III :** Brief Study of Marketing Research Process:

**CO - IV :** Detailed study of Data Processing, Analysis of Data, Testing Hypothesis, Experimental design, Interpretation and Report Writing.

**CO - V :** Study the importance of Application of Marketing Research, Sales Analysis and Forecasting, Advertising Research, Product Research, Identifying Market Segments

### **Paper – II : Quantitative Techniques**

**CO - I :** Understanding the various quantitative techniques in Business studies.

**CO - II :** Study the concept of Variables and Elements of Calculus

**CO - III :** Detailed study of Probability

**CO - IV :** Brief Study of Sampling and Sampling Distribute (T-test, Z-test, f-test, Chi-square test).

**CO - V :** Detailed Study of Linear Programming

### **Paper – III: Sales and Advertisement Management**

**CO - I :** Acquaint with management of a firms sales operationsas well also with the theory and practice of Advertising.

**CO - II :** Explain the objectives of Sales Management and Theories of Selling. Brief study of Sales Force Management

**CO - III:** Detailed Study of Advertising Management

**CO - IV :** Explain the Steps in preparation of advertisement

**CO - V :** Study the significance of Advertising appeals and advertising effectiveness

### **Paper – IV : Investment Management**

**CO - I :** Understand various issues in security Analysis and Portfolio Management

**CO - II :** Study the concept of Investment Management, New Issue Market and Secondary Market operations

**CO - III :**Brief Study of Valuation of securities i.e., Bonds and Shares

**CO - IV :** Detailed study of Fundamental Analysis and Technical Analysis

**CO - V :**Brief Study of Portfolio Analysis, Sharpe Index and Markowitz Theory

### **Paper – V : Material Management**

- CO - I :** Acquainting with the importance and Various techniques of Material Management.
- CO - II :** Explain the importance Scope, Importance and Functions of Material Management, Objectives of Material Management, Manpower planning, Materials Planning, Capacity Requirements Planning.
- CO - III :** Study the significance of Inventory Management-
- CO - IV :** Brief study of Cost Reduction Techniques- Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control and Inspection, ISO 9000 series, Material Information System.
- CO – V :** Detailed study of Future of Material Management and Capital Investment Decisions.

## **BBA – VIth Semester**

### **Paper – I : Business Policy and Strategy**

- CO - I :** Formulate and strengthen the effective strategies of day to day business.
- CO - II :** Study the significance of Business Policy, Mission and objectives, strategic Intent Analysis of external and internal environment, SWOT Analysis.
- CO - III :** Detailed Study of Strategy Implementation;
- CO - IV :** Detailed Study of Strategy formulation;
- CO - V :** Brief Study of Evaluation of Strategy and Content

### **Paper – II: Entrepreneurship and Small Business Management**

- CO - I :** Provide Exposure to the entrepreneurial culture and industrial growth so as to prepare to set up and manage their own small units.
- CO - II :** Explain the concept of Entrepreneur; Emergence of Entrepreneurial Class and Theories of Entrepreneurship; Study the significance of Promotion of Venture;
- CO - III :** Study the difference between Innovation and Entrepreneur
- CO - IV :** Detailed Study of Entrepreneurial Development Programs (EDP), **CO – V:** Brief Study of Small Scale Industries:

### **Paper - III: Business Taxation**

- CO - I :** Impart knowledge about the concepts, provisions and justification of Income Tax and Wealth Tax in India. Study the significance of Law relating to Income tax:
- CO - II :** Detailed Study of income from salary, income from house property,
- CO - III :** Brief Study of Residence and tax liability
- CO - IV :** Study the importance of Concept of tax planning, Tax avoidance and tax evasions.
- CO - V :** Familiarize the Computation of total income of individuals, computation of tax liability of individuals, recovery and refund of tax, appeal and revision.

### **Paper – IV: Business Ethics**

- CO -I :** Study the concept of Objective of Business Attitudes, Beliefs and value Principal of Business Ethics.
- CO - II :** Brief Study of Social Responsibilities of Business concept,.
- CO -III :** Detailed Study of Ethics in Managing Ethical Theories,

**CO - IV :** Explain the importance of Social Audit

**CO - V :** Study the importance of Social Responsibilities of Indian Businessmen/Managers-Towards Shareholders, Consumers, Government, Community.

**Paper – V : Project Viva Voce:**

**CO – 1:** Acquaint the students with the importance of making project Report