Course Outcomes of BBA

FIRST YEAR

CO101:Management Process & Organisational Behaviour

The course aims to provide fundamental knowledge & exposure to the concepts, theories & practices in the field of management.

CO102:Cost Accounting

The course aims to make the student understand and effectively use the costing systems for production and service industries.

CO103:Business Mathematics

The course aims at equipping the students with abroad –based knowledge of mathematics with emphasis on business application.

CO104:Quantitative Techniques

The course aims at giving the statistical knowledge to the students so as to enable them to make statistical analysis in business which thereby help them in further studies in management.

CO105: Financial Accounting & Analysis

The course aims to provide the basic understanding of accounting principles & techniques in preparing the final accounts of firms and companies for the users of accounting information.

CO106: E-Commerce

The course aims to provide understanding of the concepts and the application issues of e-commerce like internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.

CO107:Business Economics-I

The course aims to make the students aware of how the Economy deals in Micro(Small/ single) market.

CO108: E-commerce Lab

This lab is based on paper 106 and will cover creating web pages using HTML tags, Elements , basic and advance text formatting, designing of web pages, document layout, working with frames , forms and controls and other relevant things.

CO109: Computer Applications

This a basic course for students to familiarize them with the computer and its applications in the relevant fields and also to make them aware of other related papers of IT.

CO110: Business Communications

The course aims to enhance the skills of the students in written as well as oral communication through practical conduct of this course and also to make them understand the principles and techniques of business communication.

CO111: Computer Applications Lab

This lab would be based on paper 109 and give practical exposure to all commands using windows, introduction to MS-word etc.

CO112: Business Environment

The course aims to help the students to get a practical knowledge of how the National Income is calculated in India and how Indian Economy operates at Macro level.

SECOND YEAR

CO 201:Business Laws

The objective is to impart the basic knowledge of the important business laws along with relevant case laws and acquaint the student with various business laws like The companies Act, Negotiable Instruments Act , The Law of Contract ,Sales of Goods Act ,etc.

CO 202: Human Resource Management

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention and also acqaint them with people related issues in an organisation.

CO 203:Marketing Management

The objective of this course is to provide the students with an understanding of the basic concepts and principles in the area of marketing management and to inculcate in them an awareness of the importance of understanding consumer needs and the processes involved in conceptualising , creating, communicating and delivering products aimed at fulfilling these needs.

CO 204:Financial Management

Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

CO205: Business Ethics and Corporate Social Responsibility

The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as aprelude to learn the skills of ethical decision -making and then, apply those skills to real and current challenges of the information professions.

CO206: Research Methodology

The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research Methodology can help the business manager in decision making.

CO 207: Management Accounting

The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

CO 208: Research Methodology Lab

The objective of this lab is to understand the various aspects of research, identification and use of various statistical tests using software tools available to the researcher. Research tools can help the business manager in decision making(By using any popular software like advance excel, SPSS etc.).

CO 209: Indian Economy

The object of the course is to help the students understand the basics of Indian Economy and to catch up with economic changes occurringh at national and international levels.

CO 210: Information Systems Management

The objective of the course is to acquaint the students about the concept of information systems and their components specially databases in business organisations.

CO 211: Environmental Science (NUES)

The basic objective of this paper is to understand the basic fundamental to environmental science, complexity of eco systems, major environmental problems including their causes and consequences. This course endeavors to provide a background to current and controversial environmental issues and possible solutions to environmental problems.

CO 212: Information Systems Management

The objective of this lab is to help students to understand the various aspects and components of Information Systems specially databases. Students are required to design the Data bases using E-R Model and run SQL queries on DDL commands, DML commands and aggregate functions.

CO 214: Managerial Skills Development (NUES)

The main aim of this course is to improve the self confidence and groom the personality. The topics in syllabus are indicated as course line and should be explored through application based exercise and workshops to provide fundamental knowledge and exposure to the students.

THIRD YEAR

CO 301: Income Tax Law & Practice

The course aims to help students to comprehend the basic principles of the laws governing Direct Taxes. Students are expected to have only elementary knowledge of the topics specified in the syllabus.

CO302: Project Management

The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

CO303 :Production & Operations Management

The objective of the course is to develop basic understanding of concepts, theories and techniques of production process and operation management.

CO304: Digital Marketing

The course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing activities.

CO 305: Services Marketing

The objective of the course is to enable students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

CO 306: International Business Management

The basis objective of this course is to provide understanding to the students with the global dimensions of management and how to mange international business.

CO307 Entrepreneurship Development

It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

CO308: Business Policy & Strategy

The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

CO309: Goods & Services Tax

The objective of the course is to acquaint the student about the introduction of GST in India nad the replacement of all Indirect Taxes with GST to make India level playing feel with outside world.

CO310 : Sales & Distribution Management

The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organisation so as to help gain a competitive advantage.

CO 311: Summer Training Report

CO312 : Project Report

COURSE OUTCOMES OF BBA(CAM)

FIRST YEAR

CO101: PRINCIPLES OF MANAGEMENT

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

CO102: MARKETING MANAGEMENT

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

CO103 : BUSINESS ECONOMICS

The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

CO104 : HUMAN CAPITAL MANAGEMENT

The aim of the course is to familiarize students with the different aspects of managing people in the organization through the phases of acquisition, development and retention.

CO105 : BUSINESS MATHEMATICS

This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

CO106: BUSINESS STATISTICS & RESEARCH METHODOLOGY

The objective of this course is to provide in-depth knowledge of statistical tools to the students to enable them to make statistical analysis in business/industry, which are also highly important for further studies in management.

CO107 :FINANCIAL ACCOUNTING

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

CO108: OBJECT ORIENTED PROGRMMING USING C++

The objective of this course is to introduce object oriented programming concepts through C++.

CO109: INTRODUCTION TO COMPUTERS

This is a basic paper for Business Administration students to familiarize with computer and it's applications in the relevant fields and expose them to other related papers of IT.

CO110 : SOFTWARE ENGINEERING

The course aims at providing an insight into the various characteristics associated with the Software & software engineering. It also acquaints the student with the software development models as the basis for adoption in software projects. The student also learns the conventional system analysis & design methodology.

CO111 : MANAGERIAL PERSONALITY DEVELOPMENT

The course aims to enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication , interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding ,supervising and directing.

CO112 : MANAGERIAL PERSONALITY DEVELOPMENT

The course aims to enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication, interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding, supervising and directing.

CO151:   INTRODUCTION TO COMPUTERS LAB: C++lab

The objective of this course is to introduce object oriented programming concepts through C++.

CO154 : SOFTWARE ENGINEERING PROJECT (USING MS-PROJECT)

The objective of this course is to implement the concept of software engineering to develop the project using MS-Project Software.

SECOND YEAR

CO201: BUSINESS ENVIRONMENT

The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

CO202: ORGANISATIONAL BEHAVIOUR

The course aims to provide basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels.

CO203 : MERCANTILE LAW

The course aims to acquaint the student with a basic and elementary knowledge of the subject.

CO204:MANAGEMENT AND COST ACCOUNTING

The course aims at providing an insight into the various aspects of Cost and management accounting.

CO205 : PRODUCTION MANAGEMENT & TQM

The course is designed keeping in mind the students who are not having any direct experience with industry and production processes. The course is designed to give the students a virtual experience of the production processes.

CO206 : QUANTITATIVE AIDS TO DECISION MAKING

The course aims to make students aware of various programming problems through statistical tools, which further helps in resolving problems related to production.

CO207 : RDBMS

Database and database technology are having a major impact on the growing use of the computer. Databases are playing a very important role in different area like Business, Education and engineering, Medicine to store the Information in a very effective manner. Oracle and SQl Server are popular RDBMS available for use.

CO208:OPERATING SYSTEM - LINUX

Operating system provides an excellent interface between the user and the hardware. It plays a very important role during the designing, development and execution phases of applications and other software.

CO209 : COMPUTER NETWORKS

The course aims:
(i)   To familiarize the student with the following in the context of computer networks: Components; topologies; media; devices; organization and operation of computer networks
(ii) To enable the student to evaluate and select among different networks systems . On the basis of performance and security level offered.

CO210: INTRODUCTION TO VISUAL BASIC PROGRAMMING

The course aims to familiarize with Front-end concept for developing various IT applications Project.

CO211 :MANAGERIAL PERSONALITY DEVELOPMENT

The course aims to enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication , interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding ,supervising and directing.

CO212 : MANAGERIAL PERSONALITY DEVELOPMENT

The course aims to enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication , interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding ,supervising and directing.

CO213: SUMMER TRAINING REPORT & VIVA VOCE

CO251 : ORACLE LAB

SQL (Structured Query language) is very popular Query language among all other Query languages available in the market. By using the SQL we can maintain all the information of any organization in a very effective manner. PL/SQL stand for Procedural language for SQL .it is a enhance version of SQL. By using PL/SQL We can manipulate SQL statement in the programmatic way.

CO252:LINUX LAB

This course is designed to acquire familiarity with LINUX operating System, its operating commands and brief about its programming environment.

CO254 :VISUAL BASIC LAB

The Lab will be based on Introduction to Visual Basic Programming BBA(CAM)-210 .

CO301 :SALES AND DISTRIBUTION MANAGEMENT

The primary objective of the course is to familiarize the student with the sales operations and sales management functions and customer relationship management. Endeavor is to provide both theoretical inputs and applications of practical aspects.

CO302 : ENTREPRENUERSHIP DEVELOPMENT & CORPORATE ETHICS

The objective of this course is to acquaint the students with the growth of Entrepreneurship and its role in Industrial Development of country and impact knowledge of the basic problems of management of small business units.

CO303 :FINANCIAL MANAGEMENT

The objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

CO304 :INTERNATIONAL BUSINESS

The basic objective of this course is to students with the global dimensions of management.

CO305 : CONSUMER BEHAVIOUR

In the era customer Satisfaction and customer delight it is very important to understand the behaviour of the customers. The course is designed to enable the various individual and organisational aspects that influence the buying decisions of the customer.

CO306 : SOFTWARE PROJECT

The Project should be based on Front-end and Back-end applications .

CO307: MANAGEMENT INFORMATION SYSTEM

The objective of the course is to acquaint the students about the concept of information system in business organizations , and also the management control systems.

CO314 : E-COMMERCE

 The rapid advancement & simplicity of use of Internet in the new millennium has brought a change in our life style. The courses of electronic commerce is building the base on the various aspects of the E-commerce, its implications, uses, risks & prospective.

CO 309 : WEB DESIGNING & DEVELOPMENT

The aim of the course is to familiarize the students with various Web based packages to develop customize web site.

CO311: BUSINESS POLICY & STRATEGY

This course is intended to acquaint the students with the nature Business Policy and Strategy.

CO313: INDUSTRIAL TRAINING/PROJECT

Each student shall undergo for industrial training of twelve weeks duration after the end of Fourth semester in an approved business/industrial/service organization and submit at least two copies of the Industrial Training Report to the head of the Institution at least two weeks before the commencement of End Term Examination of Sixth Semester. Alternatively, they shall pursue Industrial project under the guidance of an internal supervisor to be appointed by the Director/Principal of the concerned Institution.

CO318 : SERVICES MARKETING

 The primary objective of the course is to familiarize the student with basic concepts of service marketing and equip them with tools and techniques for applications of there concepts to real life

problems and issue in service environment. Looking at perspective both in Indian and Global Context.

CO351:WEB DESIGNING & DEVELOPMENT LAB

The Lab will be based on BBA(CAM)- 309 : Web Designing and Development.