

**DEPARTMENT OF MANAGEMENT
GOVERNMENT J. THANKIMA COLLEGE**

**BACHELOR OF BUSINESS ADMINISTRATION
COURSE OBJECTIVES & OUTCOMES**

Introduction: Bachelors of Business Administration (BBA) with specialization in business functional areas is an undergraduate programme (regular degree) offered for running in constituent and affiliated colleges.

Objectives

- Enable young learners develop a business sense
- Learn principles and practice of management
- Equip and enable learners to gain skills for setting a business.
- Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business.
- Exhibit business-related behavioral skills including leadership, interpersonal, communication (written and oral), team, and lifelong learning skills

BBA/1/FC/01: BUSINESS COMMUNICATION

Course objectives: The objective is to get the students acquainted with the process of managerial decision making and to enable you to write lucid reports that recommend decisions based on rigorous analysis and systematic evaluation of options. As you develop and refine your managerial decision making and analytical thinking, you will also hone your analytical writing skills in English

Course outcome: The major outcome of the course is that students will be able to write better letters and reports. There is better understanding of communication and its importance in the organisation. The students will also have better presentation skills that are vital in the future.

BBA/1/CC/02: FUNDAMENTALS OF MANAGEMENT

Course objectives: The objective of this course is to sensitize students to the various facets of management, its theories and to create an understanding of various principles and practices of management.

Course outcomes: The outcome of this paper is participants will know the different managerial theories developed different parts of the world and its relevance and application in today's complex business environment along with required managerial skills.

BBA/1/CC/03: BUSINESS STATISTICS

Course objective: This course shall acquaint the students with the concepts and techniques used in statistics and enable them to apply this knowledge in business decision-making using spread-sheets.

Course outcome: Ability to make business decisions by using statistical tools.

BBA/4/CC/04 COMPUTER FUNDAMENTALS AND APPLICATIONS-I (Theory)

Course objectives: To familiarize students with computers and their applications. It will also emphasize the use of computers and technology throughout their future careers. Students will learn fundamental concepts of computer hardware and software and become familiar with a variety of computer applications, including word-processing, spread sheets, databases, and multimedia presentations.

Course outcomes: Able to apply information technology for efficient decision making.

BBA/4/CC/05: COMPUTER FUNDAMENTALS AND APPLICATIONS-II (Practical)

Course objective: This course provides a comprehensive study on the application of MS Office on effective Business Decision Making. Can able to generate Financial Statements.

Course outcome: The students will learn the application of Ms Word, Excel, power-point presentation in problem solving and decision making and acquainted with creating database which will help them in generating business documents.

BBA/2/FC/06: ORGANIZATIONAL BEHAVIOUR

Course objectives: This course introduces the study of organizational behaviour at individual, group and organization level. After completing this course, the student will have an understanding of human behaviour at individual, group and organization level.

Course outcomes: They will be Capable to analyse individual and group behaviour, and understand the implications of organizational behaviour on the process of management.

BBA/2/CC/07: MANAGERIAL ECONOMICS

Course objective: The objective of this course is to acquaint the students with the concept of managerial economics and to enable them to apply in business decision making.

Course outcome: The outcome of this course is that the students will know how to make business decisions in the most efficient and cost-effective way as they've come across the characteristics and behaviour of consumers and the importance of correct decision making for business purposes.

BBA/2/CC/08: BUSINESS ACCOUNTING

Course objectives: The course aims to acquaint the students with management accounting tools that are helpful in the process of managerial financial decision making, creation of policy and day to day operation of an organization.

Course outcomes: Student will have a thorough understanding of basic managerial accounting concepts and be able to apply this understanding to business situations.

BBA/2/EC/8(C): BUSINESS ENVIRONMENT

Course Objective: To analyse the overall business environment and to provide an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional business arena.

Course Outcomes: To understand the factors affecting business environment like political, technological and economic environment and to acquire in-depth knowledge about legal environment.

BBA/3/FC/09: OPERATIONAL MANAGEMENT

Course objectives: This paper aims to sensitize students to the concepts, processes, and methods of managing and controlling operations in manufacturing or service settings.

Course outcome: To solve problem at the time of running manufacturing plan regarding faster production, more quality oriented and more customer friendly process.

BBA/3/CC/10: PRINCIPLES OF MARKETING

Course objectives: The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Course outcome: Ability to identify core concepts of marketing and the role of marketing in business and society. Knowledge of social, legal, ethical and technological forces on marketing decision making

BBA/3/CC/11: FOUNDATIONS OF HUMAN RESOURCE MANAGEMENT

Course objectives: The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of various policies and practices of human resource management

Course outcome: The students will understand the basics of Human resource Management and be well acquainted with the different concepts of human resource management that will become a stepping stone for the student to excel in specialised Human resource subjects in the future.

BBA/3/EC/12(A): COST AND MANAGEMENT ACCOUNTING

Course objectives: Analyse the complexities associated with management of cost of product and services in the organization.

Course outcome: Explains the relationship between cost accounting-financial accounting and managerial accounting and explains the concept of management which will be beneficial for the students in their financial decisions.

BBA/1/CC/14: FINANCIAL MANAGEMENT

Course objectives: To inform the students about the basic concepts of financial management and contemporary theory and policy in order to master the concepts, theories and technique of financial management, what represents the condition of profitable business operations and survival?

Course outcomes: To advance the understanding of fundamental concepts of finance, financial markets and market participants, valuation techniques of financial instruments, and working knowledge of portfolio management

BBA/4/CC/16: ENTREPRENEURSHIP DEVELOPMENT

Course objectives: This course inspires entrepreneurial development through interactive lectures, workshops, and case studies in contemporary situations. Students will gain awareness of entrepreneurial skills, sources, structures and dynamics. Students will develop individual and group skills for generating innovative ideas and find ways to apply these ideas to address current issues and problems in different industries and settings.

Course outcomes: Understanding the sources of opportunities and development of the skills to identify and analyse these opportunities for entrepreneurship. The industry dynamics and factors for developing successful innovations and apply this understanding to different sectors. Development of a personal skill set for entrepreneurship and specific concepts and tools for combining and managing an organization.

BBA/4/EC/17(A): RESEARCH METHODOLOGY

Course objectives: The course is designed to acquaint the students with methods of conducting systematic inquiry in the social sciences. The course while familiarizing the students with the different research methods and techniques will also focus on the considerations which enter into every step of the research process and understand the usage and limitations of various techniques of data analysis. It is designed to equip students with skills and knowledge needed to undertake the research project competently

Course outcomes: Ability to undertake qualitative and quantitative research for business decisions and development of business.

BBA/4/EC/17(B): RETAIL MARKETING

Course objectives: Understand how to create a shopping experience that builds customer loyalty. Merchandising: Learn how to receive, present and maintain merchandise. Human Resources: Learn how to identify, hire, retain and build retail talent.

Course outcomes: This course will be able to help students to define retailing and help them understand what marketing means to business executives and academics and to understand the needs and wants of the customers and build relationship with them.

BBA/4/EC/17(C): TOURISM AND HOSPITALITY MANAGEMENT

Course objectives: To provide training, skill development and education needed to prepare individuals for effective job.

Course outcomes: Engage in critical analysis and creative thinking • Apply the basic principles of analytical thinking and problem solving when examining hospitality management

BBA/5/CC/18: INDUSTRIAL TRAINING PROJECT

At the end of the fourth semester, students have to undergo industrial training for 6-8 weeks in a business organisation. This training should help the student develop a perspective of wholesome management of business activities. This would enable students to appreciate the importance of different business activities and see how different business activities are interrelated. At the end training the student will have to submit a report on the organisation and that will be evaluated based on the written industrial training report and presentation of the report by a panel of examiners. The examiners will be appointed by the Director/Head of the respective institute. The panel will jointly award the students, marks out of a maximum of 75 marks which will consist of Final Viva-voce/Presentation (25%) and Industrial Training Report (50%).

BBA/5/CC/19: INTRODUCTORY OPERATIONS RESEARCH

Course objectives: This course will provide students with

- 1) The ability to understand and analyse managerial problems in industry so that they are able to use resources (capitals, materials, staffing, and machines) more effectively;
- 2) The knowledge of formulating mathematical models for quantitative analysis of managerial problems in industry;
- 3) The skills in the use of Operations Research approaches and computer tools in solving real problems in industry; mathematical models for analysis of real problems in Operations Research.

Course outcome: Ability to develop mathematical skills to analyse and solve linear programming and network models arising from a wide range of applications.

BBA/5/EC/20(B): ADVERTISING

Course objectives: The objectives of this course are to develop the participants' basic analytical skills, conceptual abilities and substantive knowledge in the field of advertising management.

Outcome: Ability to research and evaluate a firm's marketing and promotional situation. Develop effective marketing communication strategies and programs.

BBA/5/EC/20 C: BANKING & FINANCIAL INSTITUTIONS

Course objectives: The course aims to help students to comprehend the basic principles of Banking and other financial institutions

Course outcomes: After completing this course under three-year BBA programme with specialisation in Finance and banking

BBA/5/EC/21(A) CUSTOMER RELATIONSHIP MANAGEMENT

Course objectives: Identify and examine your target market in order to create good customer relationship. Develop useable strategies for direct, offline and online marketing. Learn how to engage and activate your customers through targeted communications and specific messaging.

Course Outcomes: •Marketing Yourself • Marketing Your Company - Basics • Networking and Marketing to Your Local Community

BBA/6/CC/22 ESSENTIALS OF STRATEGIC MANAGEMENT

Course Objective: This course is designed to integrate the knowledge gained by students in the functional area of management. The course aims to help students; to understand the concept of strategy and strategic management process; to develop skills in identifying, analysing, and solving real-life business problems through a variety of instructional procedures of case studies, assignments and class discussions.

Course outcome: The student shall have an understanding of analysing strategic macro environmental issues and industry factors, and identify their impact on profitability and strategic positioning. The student will gain how to identify strategic capabilities and gaps; assess and evaluate SBU strategies; and analyse and implement strategy at the single business unit level

BBA/6/EC/23(A): RETAILING

Course objectives: The objective of this course is to sensitize students to the various facets of retail management, its theories and to create an understanding of sales in retail and its various aspects like retailing, segmentation in retailing, location of retail store and retail marketing strategies.

Course outcomes: The outcome of this paper, those participants will know the different aspects of retail like retailing, segmentation in retailing, location of retail store and retail marketing strategies.

BBA/6/EC/24(A): CONSUMER BEHAVIOUR

Course objectives: Throughout this course, we will focus on the understanding of consumer behaviour, how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase. Also, we will examine important concepts underlying consumer behaviour and apply principles, and theories from the various social sciences to marketing problems such as product development, pricing, and positioning.

Course outcome: Familiarize the students with their rights and responsibilities as a consumer. Understand social framework of consumer rights and legal framework of protecting consumer rights. Know the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. Able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

BBA/6/EC/25C MARKETING OF SERVICES

Course objectives: The objective of this course is to acquaint the students to the uniqueness of the services characteristics and its marketing implications. The intent of the course is to discuss measure and analyse several facets in the area of services marketing essential for the success of a service sector firm.

Course outcome: Students learned the importance of service and how dominance it is in the marketing spectrum. They know how to close the service gap in order to satisfy customer and even manage the service at the time of need.