

Sri Balaji Society's

**Balaji College of Arts, Commerce &  
Science**

**COURSE OBJECTIVES AND COURSE OUTCOMES**

Of

**Bachelor of Business Administration**

**(2013 Pattern)**

## **First Year B.B.A**

### **Semester I**

#### **1. Course Name: Business Organization and System (101)**

##### **Course Objectives:**

1. To understand role and functions of modern business
2. To develop right understanding regarding business environment
3. To study how a business institution functions in a given economic set up

##### **Course Outcomes:**

1. To understand how a business functions carry on systematically and understanding the idea of business as an economic entity.
2. To understand modern commerce performs new business initiatives.

#### **2. Course Name: Business Communication skills. (102)**

##### **Course Objectives:**

1. To understand the concept, process and importance of communication.
2. To provide knowledge of various media of communication.
3. To develop business communication skills through the application and exercises.

##### **Course Outcome:**

1. Students develop the awareness about the various media of communication.
2. Students become able to communicate effectively in various situations.
3. Students will learn different usage the business correspondence serve for effective communication.

#### **3. Course Name: Business Accounting (103)**

##### **Course Objectives:**

1. To enable the students to acquire sound knowledge of basic concepts of accounting
2. To impart basic accounting knowledge
3. To impart the knowledge about recording of transactions and preparation of final accounts

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## **Course Outcomes:**

1. Understanding the Basic Accounting Concepts and Conventions.
2. Recording, Classifying and Interpreting the Financial data with specific format.
3. Preparation of Journal, Ledger and Trail Balance and Cash Book with Systematically.

## **4. Course Name: Business Economics (Micro) (104)**

## **Course Objectives:**

1. To expose Students of Commerce to basic micro economic concepts and inculcate an analytical approach to the subject matter.
2. To stimulate the student interest by showing the relevance and use of various economic theories.
3. To apply economic reasoning to problems of business.

## **Course Outcomes:**

1. Students will develop strong conceptual knowledge of the basics of economics.
2. Students will demonstrate an effective understanding of the relevance and use of various economic theories.
3. Students will develop analytical approach to the subject matter

## **5. Course Name: Business Mathematics**

## **Course Objectives:**

1. To understand applications of matrices in business.
2. To understand the concept and application of Permutations & Combinations in business.
3. To understand the concept of Transportation problems & its applications in business world.
4. To understand the concept of shares & share market.

## **Course Outcomes:**

1. After the completion on course, student develops the logical thinking.
2. Student will able to understand importance and utility of mathematics in share market.
3. Student will able to solve problems regarding transportation and able to find maximum profit and minimum loss.

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## **6. Business Demography and Environmental Studies**

### **Course Objectives**

1. To develop knowledge base for demographic and environmental factors affecting business.
2. To make the students aware of environmental problems related to business and Commerce.
3. To inculcate values of Environmental ethics amongst the students.

### **Course Outcomes**

1. Students will develop strong conceptual knowledge base for demographic and environmental factors affecting business.
2. Students will also gain insights into environmental problems related to business and Commerce.

## **SEMESTER II**

### **1. Principles of Management (201)**

#### **Course Objectives**

1. To provide conceptual knowledge to the students regarding nature, complexity and various functions of management.
2. To give historical perspective of management.
3. To provide basic knowledge on recent trends and international aspects of management.

#### **Course Outcomes**

1. Students will develop strong conceptual knowledge regarding nature, complexity and various functions of management and also a historical perspective of management.
2. Students will also gain insights into recent trends and international aspects of management.

### **2. Principles of Marketing (202)**

#### **Course Objectives**

1. To introduce the basic concepts of marketing, its nature, scope and importance to the students.

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2. To develop an understanding of the evolution and development of marketing over time.
3. To understand tools used by marketing manager in decision situations.

## **Course Outcomes**

1. Students will demonstrate strong conceptual knowledge in the basics of marketing.
2. Students will demonstrate effective understanding of evolution and development of marketing over time.
3. Students will demonstrate effective understanding of relevant functional areas and tools of marketing and its applications.

### **3. Course Name: Principles of Finance (203)**

#### **Course Objectives:**

1. To provide understanding of nature, importance, structure of finance related areas and to impart knowledge regarding source of finance for a business.

#### **Course Outcomes:**

1. At the end of the course the student will be able to understand basics of financial management and sources of finance.
2. The student will get insight into the concept of capital structure and Leverage.
3. The student will get introductory knowledge of Mutual Funds, Venture capital and Leasing.

### **4. Course Name: Basics of Cost Accounting (204)**

#### **Course Objectives:**

1. To impart the knowledge of basic cost concepts, elements of cost & preparation of Cost Sheet.
2. To provide basic knowledge of important methods of costing.

#### **Course Outcome:**

1. After the completion of course student will understand basic concepts of cost. They will be able to identify elements of cost.
2. Student will be able to prepare cost sheet.
3. Student will get an idea of methods of costing in different industries.

## **5. Course Name: Business Statistics (205)**

### **Course Objectives:**

1. To understand the basics of statistics - concept of population and sample & to use frequency distribution to make decision.
2. To understand and to calculate various types of averages and variation.
3. To understand Correlation and use of regression analysis to estimate the relationship between two variables and its applications.

### **Course Outcome:**

1. Student will develop the understanding of sample, population and frequency distribution.
2. Student will able to calculate average and variance.
3. Student will acquaint with application of index numbers and time series in business.

## **6. Course Name: Business Informatics (206)**

### **Course Objectives:**

1. To know the basics of Computer .
2. To understand the basics of networking.
3. To know the basics of internet.
4. To know the basics of databases.

### **Course Outcome:**

1. After the completion of the course student will develop knowledge of computer, its applications in business.
  2. Student will learn basics about database management system, networking and internet.
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## **Second Year B.B.A**

### **Semester (III)**

#### **1. Course Name: Personality Development (301)**

##### **Course Objectives:**

1. To make the students aware about the dimensions and importance of effective personality.
2. To understand personality traits and formation and vital contribution in the world of business.
3. To make the students aware about the various dynamics of personality development.

##### **Course Outcomes:**

At the end of this course students will be able to:

1. To know various theories related to personality development
2. To understand various factors that impact personality development of an individual.
3. To understand the relationship between personality and various business management roles and responsibilities.

#### **2. Course Name: Business Ethics (302)**

##### **Course Objectives:**

1. To impart knowledge of Business Ethics to the students.
2. To promote Ethical Practices in the Business.
3. To develop Ethical and Value Based thought process among the future manager's entrepreneurs.

##### **Course Outcomes:**

1. Student will develop values and ethical approach in behavior.
2. Student will understand importance of ethics in business practices.

#### **3. Course Name: Human Resource management and Organizational Behavior (303)**

##### **Course Objectives:**

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1. To introduce to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization.
2. To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization
3. 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.

## **Course Outcomes:**

1. At the end of the course the student will understand the concept of HRM and core functions of HR.
2. The student can understand the core functions of HR, and how does these affect the organization.

## **4. Course Name: Management Accounting (304)**

### **Course Objectives:**

1. To impart basic knowledge of Management Accounting.
2. To know the implications of various financial ratios in decision making.
3. To understand the concept of budgetary control and its application in business.
4. To develop the calculating ability of various techniques of management accounting.

### **Course Outcomes:**

1. Learn Various financial data through Ratio Analysis, Comparative Statement, Common size analysis, Trend analysis, Fund Flow and Cash flow analysis.
2. Evaluate and develop the budgets for planning and controlling purpose.

## **5. Course Name: Business Economics (Macro) (305)**

### **Course Objectives:**

1. To study the behavior of working of the economy as a whole.
2. To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.
3. To apply economic reasoning to problems of business and public policy.

### **Course Outcomes:**

1. Students will demonstrate strong conceptual knowledge of behavior of working of the economy as a whole.



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2. Students will demonstrate effective understanding of the inter-linkages among the crucial macroeconomic variables.
3. Students will develop skills to apply economic reasoning to problems of business and public policy.

## **6. Course Name: I.T. in Management (306)**

### **Course Objectives:**

1. To understand the role of IT in Management.
2. To understand the basics of operating systems.
3. To know the current happenings.

### **Course Outcomes:**

1. Students will understand importance of Information technology and its role in corporates.
2. Students understanding about operating system will be developed.

## **Semester (IV)**

### **1. Course Name: Production & Operations Management (401)**

#### **Course Objectives:**

1. To provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.
2. To understand manufacturing technology and its role in developing business strategy.
3. To identify the role of operation function.
4. To understand the external and internal effects of five operation performance Objectives

#### **Course Outcomes:**

At the end of this course students will be able to:

1. To know the basics of production and operations management and its importance for business.
2. To know various types of plant layout and production system
3. To get acquainted with the product design and development process
4. To know about productivity and ergonomics and its role in production management.

### **2. Course name: Industrial Relations and Labour Law (402)**

#### **Course Objectives:**

1. To impart the students with the knowledge about complexities between labour and management relationships.

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2. To make the students aware about mechanisms of Industrial Dispute and friendly interventions to deal with employee-employer problems.
3. To impart the students with the knowledge of laws & how law affects the industry & labour.

## **Course Outcomes:**

1. Student will learn how to maintain relationship between labour and manager.
2. Student will get idea of mechanism to deal with industrial disputes and friendly interventions.
3. Insights about various labour laws will be provided through this course.

### **3. Course Name: Business Taxation (403)**

## **Course Objectives:**

1. To understand the basic concepts and definitions under the Income Tax Act, 1961.
2. To update the students with latest development in the subject of taxation.
3. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
4. To prepare students Competent enough to take up to employment in Tax planner.

## **Course Outcome:**

1. To know about taxation structure in India .
2. Identify and evaluate the impact of international aspects on a company's taxation.
3. Identify and evaluate the impact of different tax planning scenarios.
4. Calculation of Gross Total Income and their taxability.
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### **4. Course Name: International Business (404)**

## **Course Objectives:**

1. To acquaint the students with emerging issues in international business.
2. To study the impact of international business environment on foreign market operations.
3. To understand the importance of foreign trade for Indian economy.

## **Course Outcomes:**

1. Students will demonstrate a strong conceptual knowledge of the impact of international business environment on foreign market operations.
2. Students will develop an effective understanding of the emerging issues in international business and the importance of foreign trade for Indian economy.

## **5. Course Name: Management Information System (405)**

### **Course Objectives:**

1. To understand the concepts of Information System.
2. To study the concepts of system analysis and design.
3. To understand the issues in MIS.

### **Course Outcome:**

1. Student will understand the concept of information system.
2. Student will be able to identify issues in MIS.

## **6. Course Name: Business Exposure (406)**

### **Course Objectives:**

1. To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure
2. To help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom

### **Course Outcomes:**

1. Students will gain insights into practical real world functioning of the Industry.
  2. Students will develop a realistic and practical perception of the industry its layout, procedures, processes, organization structure.
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## **Third Year B.B.A.**

### **Semester V**

#### **1. Course Name: Supply Chain and Logistics Management (501)**

##### **Course Objectives:**

1. To introduce the fundamental concepts in Materials and Logistics Management.
2. To familiarize with the issues in core functions in materials and logistics management.

##### **Course Outcomes:**

1. Students will get clear idea about materials and logistics management.
2. Student will acquaint with issues in core functions in materials and logistics management.

#### **2. Course Name: Entrepreneurship Development (502)**

##### **Course Objectives:**

1. To create entrepreneurial awareness among the students.
2. To help students to up bring out their own business plan.
3. To develop knowledge and understanding in creating and managing new venture.

##### **Course Outcomes:**

At the end of this course students will be able to:

1. To know what exactly entrepreneur/entrepreneurship is.
2. To know the difference between entrepreneur/entrepreneurship and employment
3. To know about various government schemes , rules and regulations for promotion of entrepreneurs/entrepreneurship

#### **3.Course Name: Business Law (503)**

##### **Course Objectives:**

1. To understand basic legal terms and concepts used in law pertaining to business.
2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.

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## **Course Outcomes:**

1. After the completion of the course student will acquaint with knowledge of legal terms used in business.
2. Student will understand applicability of legal principles in business world.

## **4. Course Name: Research Methodology (504)**

## **Course Objectives:**

1. To provide the students with basic understanding of research process and tools for the same.
2. To provide an understanding of the tools and techniques necessary for research and report writing.

## **Course Outcomes:**

1. Become knowledgeable of the research process and its different approaches
2. Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making.

## **5. Course Name: Analysis of Financial Statement (505- A)**

## **Course Objectives:**

1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.
2. To make the student well acquainted with current financial practices.
3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.

## **Course Outcomes:**

1. Understanding the Basic Financial Statement and to determine the ability of a business to generate cash, Working capital sources and uses of that cash, and fund through the study of Cash flow and Fund flow statement.
2. To investigate the details of certain business transactions, as outlined in the disclosures that accompany the statements.

## **6. Course Name: Sales Management (505-B)**

## **Course Objectives:**

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1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.
2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function- organization - sales individual.
3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques.

## **Course Outcomes :**

At the end of this course students will be able to:

1. To know the basics of Sales management and its importance for business.
2. To know types and structures of Sales organization.
3. To learn about recruitment and selection, training , motivation and compensation of sales staff

## **7. Course Name: Human Resource Management Principles and Functions (505 C)**

### **Course Objectives:**

1. To introduce the concept, principles and practices of H.R.M. to the students.
2. To make students aware about new trends in HRM and exit policy.

### **Course Outcomes:**

1. Student will develop understanding of framework of Human Resource management.
2. After the completion of course student will be able to understand new trends in human resource management and its policies.

## **8. Course Name: Long term Finance (506 A)**

### **Course Objectives:**

1. To make the study of long-term financing.
2. To make the student well-acquainted regarding current financial structure.

### **Course Outcomes:**

1. Student will gets through knowledge of long term financing.
2. Students gets well-acquainted with capital structure and capital budgeting.

## **9. Course Name: Retail Management (506- B)**

### **Course Objectives:**

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1. To provide insights into all functional areas of retailing.
2. To give a perspective of the Indian retail scenario.
3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.

## **Course Outcomes:**

1. Students will exhibit a good understanding of Indian retail scenario.
2. Students will demonstrate strong conceptual knowledge of all the functional areas of retailing.
3. Students will develop insights into the scope of technology and e-business in retailing.

## **10. Course Name: Human Resource Practices (506- C)**

### **Course Objectives:**

1. To familiarize the students with it & practices
2. The course aims at providing insights about organizational development, its programs, ethics and culture In organization.

### **Course Outcomes:**

1. After the completion, student will conceptually cleared with human resource practices, its utility in organizational development.

## **Semester VI**

### **1. Course Name: Business Planning and Project Management (601)**

#### **Course Objectives:**

1. To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management.

#### **Course Outcomes:**

1. Students will demonstrate a strong conceptual knowledge of the planning process in business and project management.
2. Students will develop an effective understanding of the functions and techniques of project management and its applications.

### **2. Course Name: Event Management (602)**

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## **Course Objectives:**

1. To acquaint the students with concepts, issues and various aspects of event management.
2. To know the role of event management in Business.

## **Course Outcomes:**

At the end of this course students will be able to:

1. To know the basics of event management and its importance for business.
2. To know various facets of event management and execution of an event
3. To understand the role of technology in event management
4. To know about various strategies for event management and evaluation process of an event.

### **3. Course name: Management Control System (603)**

## **Course Objectives:**

- 1) To explain the various concepts of M.C.S. in easy, understandable & comprehensive way.
- 2) To gain information about fundamentals of M.C.S. in accurate form.
- 3) To study how to evaluate the performance of different organizational resources.

## **Course Outcomes:**

- 1) Students will acquire balanced knowledge of theory as well as practice.
- 2) Students will know how M.C.S. is implemented in small, medium, large scale companies & in service organization.
- 3) To gain knowledge about M.I.S. decision support & expert system.

### **4. Course Name: E- Commerce (604)**

## **Course Objectives:**

1. It aims to provide understanding of the concepts and the application issues of ecommerce like internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.
2. To know the concept of electronic commerce.
3. To know the concept of Cyber Law & Cyber Jurisprudence.
4. To know Internet marketing techniques.

## **Course Outcomes:**

1. Student will able to assess all electronic payment systems.
2. Student will able to understand legal issues and privacy in E-Commerce.



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## **5. Course name: Financial Services (605- A)**

### **Course Objectives:**

1. To study in detail various financial services in India
2. To make the students well acquainted regarding financial markets.

### **Course Outcomes:**

1. At the end of the course the student will understand concepts of financial system.
2. To make the student understand and analyze the instruments traded in market

## **6. Course Name: Advertising and Sales promotion (605- B)**

### **Course Objectives**

1. To develop knowledge and understanding of importance and functions of advertising.
2. To understand Key features of Sales Promotion.

### **Course Outcomes**

3. Students will demonstrate strong conceptual knowledge of the basics and functions of advertising.
4. Students will demonstrate an effective understanding of sales promotion techniques and importance.

## **7. Course Name: Labour laws (605 C)**

### **Course Objectives:**

1. To acquaint the students with important legal provisions governing the industrial employees.
2. The course is designed to provide knowledge about legality in industrial and employee related matters.

### **Course Outcomes:**

1. Student will learn provisions in The Child Labour (Prohibition and Regulation) Act,1986, The Employees Provident Funds And Miscellaneous Provisions Act,1952, The Employees State Insurance Act,1948.

## **8. Course Name: Cases in Finance**

### **Course Objectives:**

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1. To know about the various financial statements.
2. To Analysis & interpretations of financial statement with the help of Techniques like Ratio analysis, Fund flow Analysis, Cash flow Analysis.
3. To Selecting Best Project Proposals through Capital Budgeting.
4. To Prepare Statement showing Working Capital.

## **Course Outcomes:**

- 1) Preparation of Project Report.
- 2) Solve the Cases of Finance and to write Conclusion as per the analysis.
- 3) Use various techniques and select the suitable Project for Business.

## **9.Course Name: Cases in Marketing (606 B)**

### **Course Objectives:**

1. To understand application of theory into practice.
2. To know how various situations, problems in business are/can be tackled.

### **Course Outcomes:**

At the end of this course students will be able to:

1. To understand various perspectives of business marketing management i.e., launch of product, branding, product positioning, segmentation, market research etc.
2. To understand the alternative solutions for addressing various business problems/situations

## **10.Course Name: Cases in Human Resource Management (606 C)**

### **Course Objectives:**

1. To know about ever changing challenges about H.R.M. topics.
2. To provide meaningful insight into the case studies in H.R.M.
3. To generate interest in the minds of students & awake in them a curiosity to understand the contents of H.R.M.

### **Course Outcomes:**

1. Students will gain information on different situations & issues regarding various aspects that are related to H.R.M.
2. Case studies help students to understand proper solutions to run an organization successfully.
3. It's a suitable way to introduce practice into the classroom.

