

DEPARTMENT OF BUSINESS ADMINISTRATION  
GOVERNMENT DEGREE COLLEGE RAMNAGAR  
(NAAC ACCREDITED)

**Program Name: BBA**

**Program Outcomes**

- An Understanding of Business Functions
- Providing Global Perspectives
- Developing Critical and Analytical Thinking Abilities
- Interpersonal Skill Development
- Creating Social Sensitivity and Understanding CSR, Ethical and Sustainable Business Practices Demonstrate sensitivity to social, ethical and sustainability issues.
- Developing Entrepreneurship Acumen

**Program Specific Outcomes**

- Acquiring Conceptual Clarity of Various Functional Areas.
- Ability to analyze various functional issues affecting the organization.
- Demonstrating ability to evolve strategies for organizational benefits.
- Analysis and interpretation of the data which is used in Decision Making
- Demonstrate Effectively Oral and Written Communication
- Demonstrate Ability to work in Groups.
- Demonstrate understanding of social cues and contexts in social interaction.
- Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
- Understand ethical challenges and choices in a business setting.
- Demonstrate understanding of sustainability related concerns in varied areas.
- Analyze Global Environment and its Impact on Business.
- Understand the ecosystem of start up in the country.
- Demonstrate the ability to create business plans.

## Course Outcomes

| Sr. No. | Semester | Course Name  | Learning Outcome  |
|---------|----------|--|---|
| 1.1     | I        | Fundamentals of Management<br>UBBTC101<br>Credit: 6        | The objective of the course is to make the learners to understand the fundamentals of management in the diverse business scenario.  |
| 1.2     | I        | Statistics For Business Decisions<br>UBBTC102<br>Credit: 6 | 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 |
| 1.3     | I        | Managerial Economics<br>UBBTC 103<br>Credit: 6             | The purpose of this course is to apply economic concepts and techniques in evaluating business decisions taken by firms.  |
| 2.1     | II       | Organisational Behaviour<br>UBBTC201<br>Credit: 6          | The objective of the course is to make the learners understand the concepts and application of organisational behaviour in business scenario.                                       |

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| 2.2 | II  | Financial Accounting<br>UBBTC202<br>Credit: 6           | The course has been outlined with a purpose to enable students to understand accounting concepts, tools and techniques for taking managerial decisions.   |
| 2.3 | II  | India's Diversity And Business<br>UBBTE205<br>Credit: 6 | The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business. |
| 3.1 | III | Cost Accounting<br>UBBATC301<br>Credit: 6               | To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.  |
| 3.2 | III | Macro Economics<br>UBBATC302<br>Credit: 6               | To introduce the concepts of Macro Economics in the developing Indian economy   |
| 3.3 | III | Human Resource Management<br>UBBATC303<br>Credit: 6     | The objective of this course is to sensitize the students with the various facets of managing people and to create an understanding of the various policies and practices of Human Resource Management.   |

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| 3.4 | III | Personality Development &<br>Communication Skills<br>UBBATS304<br>Credit: 4 | To impart knowledge about basic communication skills and enhance their personality.  |
| 3.5 | III | Production and Operations<br>Management<br>UBBATGE305<br>Credit: 4          | To understand the production and operation function and familiarize students with the technique for planning and control.  |
| 4.1 | IV  | Financial Management<br>UBBATC401<br>Credit: 6                              | The objective of this course is to impart basic knowledge about the aspects of finance and its application to the business decisions and to acquaint participants with the nuances of banking and finance. |
| 4.2 | IV  | Principles of Marketing<br>UBBATC402<br>Credit: 6                           | To introduce the concepts, principles and techniques of Marketing Management   |
| 4.3 | IV  | Business Research<br>UBBATC403<br>Credit: 6                                 | The objective of the course is to introduce the concept of business research and its applications for effective decision making in the business organizations.   |

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| 4.4 | IV | IT Tools in Business<br>UBBATS404<br>Credit: 4                    | The objective of the course is to make students understand the basic fundamentals of computers and equip them with requisite skills required in business environment by training them on s/w packages used for word processing, worksheets, power point and databases |
| 4.5 | IV | Entrepreneurship Development<br>UBBATGE405<br>Credit: 4           | The course aims to introduce the fundamental concepts of issues and challenges in context of entrepreneurship to encourage and promote entrepreneurship among the young business leaders who aspire to be successful business entrepreneurs                           |
| 5.1 | V  | Management Science<br>UBBATC501<br>Credit: 6                      | To acquaint the students with basic concepts used in management science and how various tools can help in decision making.  |
| 5.2 | V  | Management Accounting<br>UBBATC502<br>Credit: 6                   | To develop knowledge and understanding of management accounting techniques to support management in planning, controlling and monitoring performance in a variety of business context   |
| 5.3 | V  | Consumer Behaviour & Marketing Research<br>UBBATE511<br>Credit: 6 | The objective of the course is to help the students to understand and apply the concepts of consumer behavior in the business organizations   |

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| 5.4 | V  | Advertising & Promotion<br>UBBATE512<br>Credit: 6                | To acquaint the students with the concepts and application of various tools of Advertising and Promotion.  |
| 6.1 | VI | Business Policy & Strategic Management<br>UBBATC601<br>Credit: 6 | To acquaint the students with basic concepts used in business policy and strategic management and understand the role of strategy in gaining competitive advantage of business.  |
| 6.2 | VI | Services Marketing<br>UBBATE611<br>Credit: 6                     | To acquaint the students with basic concepts used in services marketing and introduce the principles of marketing the services   |
| 6.3 | VI | Rural Marketing<br>UBBATE612<br>Credit: 6                        | To acquaint the students with importance of rural markets in overall business strategy and how rural marketing is unique. The student will be able to apply rural marketing approaches that integrate product, service, pricing, communications and channel decisions aiming at satisfying the rural consumers.  |
| 6.4 | VI | Summer training reports & Viva- Voce                             | Candidate shall be required to undergo summer Training in an Industrial /Business organization for four weeks immediately after the 4th semester. This Industrial training will be of four weeks. A candidates are supposed to submit a project report for the same to the Faculty concerned after the completion of the training as per the course specifications |

