

BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES (BBA)

COURSE OUTCOMES (OBJECTIVES)

NEW SYLLABUS 2019-2020

BBA (CBCS REGULAR) DEGREE SEMESTER SCHEME

- ✚ To prepare students to pursue careers in Finance function of a Company with special reference to SME sector.
- ✚ To prepare students to pursue careers in marketing function of a Company with special reference to SME sector.
- ✚ To prepare students to pursue careers in Human resource function of a Company with special reference to SME sector.
- ✚ To develop ethical managers with inter-disciplinary knowledge.
- ✚ To develop entrepreneurs.
- ✚ To develop IT enabled global middle level manager for solving business problems.
- ✚ To prepare students to take-up higher education to become business scientists, researchers, consultants and teachers with core competencies.
- ✚ Also, to develop the students for competitive examinations of UPSC, KPSC, BSRB, Staff Selection Commission etc.,

BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES

BBA 3RD SEMESTER

CORPORATE COMMUNICATION SKILLS

➤ PROGRAMME OUTCOMES

- ✚ Tenable the students to understand the skills required for effective communication at different levels of an organization.
- ✚ To enhance listening, note taking and presentation skills
- ✚ To build communication skills among the students required of Digital Platforms.
- ✚ To build Business Correspondence Skills among the students.

➤ PROGRAMME SEPECIFIC OUTCOMES

- ✚ To enable the students to understand the fundamentals of communication.
- ✚ To enhance the communication skills through reading skill, listening skills, note taking skills and presentation skills.
- ✚ To make students aware of communication media and platform - Physical media, Mechanical media, Push and Pull channels. Communication platforms-internal and external.
- ✚ To imbibe communication ethics - importance, ethical perspective and issues in business communication among the students.

COST ACCOUNTING

➤ PROGRAMME OUTCOMES

- ✚ To familiarize students with the various concepts and elements of cost and methods of ascertaining the costs.

➤ PROGRAMME SPECIFIC OUTCOMES

- ✚ Students will be able to understand the Definition, Basic concepts, Functions, Advantages, Limitations, Methods, Techniques, preparation of Cost Sheet and Elements of Cost.
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- ✚ Students will be able to understand and classify the Materials. Methods of Materials Control system (stores ledger- LIFO, FIFO, Simple Average and Weighted Average Methods)
- ✚ Students will be able to understand and classify the different types of Labour Cost Concepts of Labour Turnover, Time Keeping, Time booking, Overtime, Idle time, Methods of Wage Payment (Time Rate System and Piece rate System) Incentive schemes.
- ✚ Students will be able to understand the Meaning, Definition, and Classification of Overheads. Procedure, Allocation, Apportionment of Primary and Secondary Costs and Methods of distribution.
- ✚ Students will be able to understand the traditional system of absorbing overheads.
- ✚ Students will be able to understand the absorption of overheads ABC costing. Students will be able to understand steps involved in the implementation of ABC costing system.

HUMAN RESOURCE MANAGEMENT

➤ PROGRAMME OUTCOMES

- ✚ To familiarize the students with various aspects of HRM

➤ PROGRAMME SPECIFIC OUTCOMES

- ✚ To make the students understand the meaning, definition, recent features, trends, functions and process of HRM.
- ✚ To make the students understand the concept of Human Resource Planning- Job analysis, Recruitment and selection.
- ✚ To make the students understand the concept of induction, Training and Compensation.
- ✚ To make the students understand the meaning, objectives of performance appraisal by the students
- ✚ To make the students understand the meaning of promotion, transfer, employee engagement and psychological contract by

FINANCIAL MARKETS AND SERVICES

➤ **PROGRAMME OUTCOMES**

- ✚ To provide an insight into the functioning of Indian Financial System and various components of the financial system.
- ✚ To make the students to understand the inter-relationship among different components and the impact on business enterprise.

➤ **PROGRAMME SPECIFIC OUTCOMES**

- ✚ To make them aware of the financial system - institution, markets, services and instruments.
- ✚ To make them understand and aware of different financial institutions and financial services, markets and instruments.
- ✚ To develop an understanding of stock markets - Stock exchanges their functions and stock exchanges.

BUSINESS DATA ANALYSIS

➤ **PROGRAMME OUTCOMES**

- ✚ To help the students to acquire knowledge on the various statistical tools used for data analysis that can be applied in business.

➤ **PROGRAMME SPECIFIC OUTCOMES**

- ✚ Students will be able to understand the basic concepts of Statistics - Definition, Functions, Scope, Limitations, Classification and Tabulation of Data and diagrammatic presentation of data.
- ✚ Students will be able to understand the Measures of Central Tendency- Mean, Median and Mode.
- ✚ Students are able to understand concepts and ascertainment of Standard Deviation and Coefficient of Variation. Concept of Skewness- Methods of Calculating Skewness- Karl Pearson's and Coefficient of skewness.
- ✚ Students will be able to understand the meaning, types and methods of calculating Correlation.
- ✚ Students will be able to understand the meaning, types and methods of calculation of Regression Equations and calculating the values of variables.
- ✚ Students will be able to understand and apply the basic theories of Probability.
- ✚ Students will be able to solve simple problems of business using probability.
- ✚ Students will be able to understand the factors determining the testing the hypothesis, its types.
- ✚ Students will be able to identify and apply different types of statistical tests. Z test, t test, Chi-square test and ANOVA.

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BBA 5th SEMESTER

INCOME TAX - 1

➤ PROGRAMME OUTCOMES

- ✚ To expose students to various provisions of Indian Income Tax Act relating to the computation of Income of Individual assessee.

➤ PROGRAMME SPECIFIC OUTCOMES

- ✚ To enable the students to understand the brief history, legal framework, types of taxes, cannons of taxation and some important definitions.
- ✚ To enable the students to understand the exempted incomes and residential status.
- ✚ To enable the students to calculate income from House property, salary.

BUSINESS REGULATIONS

➤ PROGRAMME OUTCOMES

- ✚ To introduce the students to the various Legislations affecting business and to familiarize them with such regulations.

➤ PROGRAMME SPECIFIC OUTCOMES

- ✚ To understand the provisions of Indian Contract Act 1872, Law of sale of Goods, Information Law, Competition and Consumer Laws and Economic and Environment Laws.

INDIRECT TAXES

➤ PROGRAMME OUTCOMES

- ✚ To impart students' knowledge on GST and Customs Duty.
- ✚ To make the students to understand the rules, regulations and procedures relating to GST and Customs Duty.

➤ PROGRAMME SPECIFIC OUTCOMES

- ✚ To enable the students to understand the basics of Taxation, GST framework and definitions
- ✚ To enable the students to understand the Time, Place, and Value of Supply.
- ✚ To enable the students to understand the GST liability, Input tax credit and GST procedures and Customs Duty.

INFORMATION TECHNOLOGY FOR BUSINESS - I

➤ **PROGRAMME OUTCOMES**

- ✚ To familiarize students with nature and purpose of database system and how they work.
- ✚ To develop skills among the students to design and implement simple computer based business information systems using MS EXCEL.
- ✚ To familiarize students in latest aspects of information technology used in business context.

➤ **PROGRAMME SPECIFIC OUTCOMES**

- ✚ To enable the students to understand the basics and concepts of IT and IS.
- ✚ To enable the students to understand the subsystems of IS, Data base Management System, Microsoft EXCEL in business and recent trends in IT.

ADVANCED CORPORATE FINANCIAL MANAGEMENT

(Finance Specialization)

➤ **PROGRAMME OUTCOMES**

- ✚ To provide on knowledge on valuation of business enterprises.
- ✚ To make students understand the various models of Value-based management
- ✚ To give insight on various forms of corporate restructuring

➤ **PROGRAMME SPECIFIC OUTCOMES**

- ✚ To develop the skills of fundamental concepts and tools of finance, time value of money, Du-Pont analysis & Beat.
- ✚ To understand the various techniques adopted valuation of firm & equity.
- ✚ To understand the various approaches towards Value based management.
- ✚ To understand the various concepts, approaches towards corporate restructuring.

SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

(Finance Specialization)

➤ **PROGRAMME OUTCOMES**

- ✚ To provide knowledge and skill in identifying various investment alternatives and selecting the suitable alternatives.
- ✚ To orient on the procedures and formalities involved in investing.

➤ PROGRAMME SPECIFIC OUTCOMES

- ✚ To help the students understand the basic concepts of investment and investment alternatives.
- ✚ To understand the concept stock selection and portfolio construction.
- ✚ To understand the concepts of Bond and Mutual funds.

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DEPARTMENT OF MANAGEMENT STUDIES (BBA)

COURSE OUTCOMES

(Aims & Objectives)

(THE SYLLABUS FRAMED ACCORDING TO THE NATIONAL EDUCATION POLICY - 2020)

- ✚ To provide knowledge regarding the basic concepts, principles and functions of management.
- ✚ To develop business and entrepreneurial skills among the students.
- ✚ To provide knowledge and requisite skills in different areas of management like human resources, finance, operations and marketing to give a holistic understanding of a business system.
- ✚ To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- ✚ To provide practical industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of business/industry.
- ✚ To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.

DEPARTMENT OF MANAGEMENT STUDIES

(BBA 1st semester)

Management Principles & Practice

(On the successful completion of the course, the students will demonstrate)

➤ PROGRAMME OUTCOMES

- ✚ The ability to understand concepts of business management, principles and functions of management.
- ✚ The ability to explain the process of planning and decision making
- ✚ The ability to create organization structures based on authority, task and responsibility.
- ✚ The ability to explain the principles of direction, importance of communication barriers of communication, motivation theories and leadership styles.
- ✚ The ability to understand the requirement of good control system and control technique.

➤ PROGRAMME SPECIFIC OUTCOMES

- ✚ The students will be able to understand the evolution of Management thoughts, Characteristics, functions and scope
- ✚ They will be able to perceive management from art, science and profession perspective. They also understand the Principles of Management.
- ✚ They will be able to understand Planning, process objectives, types MBO and MBE
- ✚ They will be able to understand Organization, principles, delegation of authority, types, committees, centralization and decentralization of authority and responsibility, Span of control – nature and importance
- ✚ They will be able to understand Direction, principles. Communication - importance, process, barriers. Motivation – Theories Maslow's, Herzberg's, two factor, Mc Gregor's X and Y theory. Leadership meaning types
- ✚ They will be able to understand coordination, meaning, and importance.
- ✚ They will be able to understand controlling, steps in the controlling system, Techniques of control.
- ✚ The ability to understand business social responsibility and ethics.

Fundamentals of Accounting

(On the successful completion of the course, the students will demonstrate)

➤ PROGRAMME OUTCOMES

- ✚ To understand the frame work of accounting and accounting standards
- ✚ The ability to pass journal entries and prepare ledger accounts.
- ✚ The ability to Prepare Subsidiary books
- ✚ The ability to prepare trail balance and final accounts of a proprietary concern
- ✚ Construction of final accounts through the application of tally.

➤ PROGRAMME SPECIFIC OUTCOMES

- ✚ Ability to understand the meaning, definition, process of accounting
- ✚ Ability to understand the types of accounts and basic rules to record transaction.
- ✚ Ability to understand the concepts and conventions of accounting.
- ✚ Ability to understand the accounting process, subsidiary books
- ✚ Ability to prepare final accounts of proprietary concern
- ✚ Ability to understand the software's available in accounting and its working.

Marketing Management

(On the successful completion of the course, the students will demonstrate)

➤ PROGRAMME OUTCOMES

- ✚ Understand the concepts and functions of marketing.
- ✚ Analyse marketing environment impacting the business.
- ✚ Segment the market and understand the consumer behaviour.
- ✚ Describe the 4 p's of marketing and also strategize marketing mix.
- ✚ Describe the 7p's of service marketing mix.

➤ PROGRAMME SPECIFIC OUTCOMES

- ✚ The students will be able to understand the meaning, definition, concepts, approaches, functions and recent trends of Marketing.
- ✚ They will be able to understand Marketing environment.
- ✚ They will be able to understand Market segmentation,, Marketing mix, services marketing and consumer behaviour.