

## COURSE OUTCOME

### Bachelor of Business Administration

SEMESTER & COURSE CODE	AIMS
<p>SEMESTER 1</p> <p>BA1CRT01. Principles &amp; Methodology of Management</p> <p>BA1CRT02 Business Accounting</p>	<p>Methodological Perspective of Management as a discipline, Principles and functions of Management, Process of decision making and Modern trends in management process.</p> <p>To understand the basics of accounting. To identify the basics principles of accounting . To understand the systems and process for recording transactions. To prepare the final accounts of sole trader. To give a general awareness about depreciation accounting. To know about the concept of bill of exchange in business</p>
<p>SEMESTER 2</p> <p>BA2CRT06. Cost &amp; Management Accounting</p> <p>BA2CRT07 Business Communication</p>	<p>To understand accounting methods and techniques of cost and management accounting.</p> <p>To understand the nuances of business communication. This course should be taught by providing group discussion and seminars.</p>
<p>SEMESTER 3</p> <p>BA3CRT11 Human Resource Management</p> <p>BA3CRT12 Marketing Management</p> <p>BA3CRT13 Research Methodology</p>	<p>To understand the scope and objectives of personnel management, Recruitment, Performance appraisal, job design and drafting charge sheets.</p> <p>To have an awareness on market, market segments and consumer behavior. To know the meaning and importance of product mix. To understand pricing policies and the applicability of different pricing strategies. To know the scope of advertising and sales promotion. To identify and develop salesmanship in them</p> <p>To help the students to understand how to do research in the area of management.</p>

SEMESTER 4	
BA4CRT16 Financial management	To understand the students to know the sources of finance, working capital management, financing decision and dividend decision.
BA4CRT17 Managerial Economics	To help the students to understand Scope and uses of Managerial Economics, Phases of a business cycle, Demand Analysis, Production function and Market Structure.
BA4CRT18 Entrepreneurship	To make the students understand about entrepreneurs and different classifications, General awareness about identification of project financing new enterprises, To identify different opportunities in small business and To understand about a project report relating to a small business
SEMESTER 5	
BA5CRT21 Organisational Behaviour	Understand the implications of individual and group behaviour in organizational context. Understand the concept of organizational behaviour, social organisation and the diverse environment alongside with the management of groups and teams. Appreciate the culture of organizational culture.
BA5CRT23 Environment science & human Right	To define the scope and importance of Multidisciplinary nature of environmental studies, the natural resources, Biodiversity and its conservation and Social Issues and the Environment.
BA5CRT25 Operation Management	To help the students to understand Production function, Production planning and control, Materials management, Work improvement and Quality control.
BA5CRT26 Industrial Relation	To have a basic idea regarding industrial relations. To understand various prospect of workers and employers To understand more about the employees performance and their carrier planning. To understand various welfare facilities of education programmes provided by employers to their employees.
SEMESTER 6	

BA6CRT29  
Strategic Management

To understand the framework of  
strategic analysis, strategic formulation Environmental  
Scanning and strategic implementation

BA6CRT30  
Communication Skills &  
Personality Development

To help the students to understand Speeches &  
Presentation, Brief business messages  
Employment messages and Job interviews and Group  
Discussion