

## **Program outcomes of Bachelor of Business**

### **Administration:-**

- **To equip students with professional skills to address business challenges.**
- **To cultivate pupils into more proficient team players.**
- **To close the knowledge gap between students' theoretical and practical skills by implementing cutting-edge teaching methodologies.**
- **To cultivate business leaders who uphold social and ethical standards.**
- **To help students improve both hard and soft abilities.**
- **To encourage students to develop their entrepreneurial talents.**

# **Learning Outcomes**

## **BBA**

### **SEMESTER – I**

#### **MANAGEMENT CONCEPTS AND PRACTICES**

- **Recognizing the needs of management in today's business**
- **Examine the ways in which organizations operate and change throughout time**
- **Identifying and assessing the variables affecting the organization**

#### **FUNDAMENTALS OF INFORMATION TECHNOLOGY**

- **Improved social, mental and emotional health**
- **To understand the concept, process and importance of communication**
- **To provide knowledge of various media of communication**
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#### **FINANCIAL ACCOUNTING**

- **Understanding the basics concepts and conventions**
- **Recording, classifying and interpreting the financial data**
- **Preparation of journal, ledgers, and trial balances systematically**

#### **ORGANISATIONAL BEHAVIOUR**

- **Examine the ways in which organizations operate and change throughout time.**
- **Identify and assess the variables affecting organizational competitiveness.**
- **Gain insight into theoretical frameworks for organizational behavior and transformation**

#### **ESSENTIAL OF BUSINESS ECONOMICS**

- **Recognize the principles of microeconomic theory and how they to business and decision -making**
- **Examine commercial matters in light of the world economy.**
- **Solve business challenges using microeconomic concepts and principles.**
- **Understanding the basic concepts of macro and micro economics**

### **PUNJABI/ HISTORY AND CULTURE OF PUNJAB**

- **Students will learn about the social, cultural and political conditions in medieval Punjab**
- **Understand and appreciate the cultural contexts in which Punjabi is used**
- **Students gain knowledge and understanding of the rich folk and cultural heritage of Punjab**

## **SEMESTER – II**

### **PUNJABI/ HISTORY AND CULTURE OF PUNJAB**

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### **ESSENTIALS OF BUSINESS ECONOMICS**

- **Recognize the principles of microeconomic theory and how they apply to business and decision -making**
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## **MANAGERIAL ACCOUNTING**

- **Define cost accounting concepts**
- **Calculate and record product costs using job order, process and activity based costing**
- **Identify and interpret accounting information to inform users and make decisions**
- **Identify major differences between financial accounting and managerial accounting**
- **Identify the features of managerial accounting and its functions**

## **BUSINESS STATISTICS**

- **To develop basic skills for quantitative applications in business situations**
- **To impart knowledge to the students about various statistical tools and techniques**
- **Analyze the relationship between variables**
- **Understanding statistical techniques can help any manager for marketing , management, accounting, sales or various business functions**

## **LEGAL ASPECTS OF BUSINESS**

- **Know various rights and duties under various acts**
- **Develop critical thinking through use of various law cases**
- **Understanding the basic laws affecting the operations of business enterprise**
- **To familiarise the students with the theories and cases of business laws that are relevant in the business context**

## **PERSONALITY DEVELOPMENT AND PROFESSIONAL SKILL**

- **Improve self- awareness for better organisational performance**
- **Think critically and collaborate with others to achieve goals**
- **Identify their strengths and areas for growth**
- **Demonstrate the skills and recognize the benefits of communication effectively**

## **ENVIRONMENT , ROAD , SAFETY AND EDUCATION**

- **Students will be able to identify types of traffic and know that it may be dangerous**
- **Identifying environmental and social issues within the local and global community and taking steps to promote changes**
- **Promotion of knowledge and understanding of traffic rules and situations.**
- **Students will acquire knowledge and understanding the basics of road traffic, transport, Environment , signals and traffic signs**

## **SEMESTER -III**

### **ENGLISH AND BUSINESS COMMUNICATION SKILL**

- **Improve reading, comprehension, Writing and grammar skills**
- **Business vocabulary development and understanding of current American business culture**
- **Improve your English language skill for use in workplace and other business settings**
- **To develop verbal and non verbal business communication skill**
- **Understand communication and learn it's importance in today's business.**

### **OPERATION RESEARCH**

- **Formulate and solve problems as network and graphs**
- **Develop linear programming models for shortest path , maximum flow , critical path and minimum cost flow**
- **Solve the problems using special solution algorithms**
- **Solve linear programming using appropriate techniques and optimization solvers**

### **MARKETING MANAGEMENT**

- **Students will gain understanding and knowledge broad marketing functions in management settings**
- **Determine marketing segments and target customers**

- **Evaluate how marketing strategies align with corporate strategies**
- **Define marketing concepts including marketing mix and their applications to organization**

### **ECONOMICS OF MONEY AND BANKING**

- **Understand several key models and concepts of monetary economics and banking theory**
- **Develop the ability to explain core economic terms, concepts and theories**
- **Explain and discuss why people hold money**
- **Explain the financial markets and financial institutions, define the financial system**

### **REGULATORY FRAMEWORK FOR COMPANIES**

- **Understand the regulatory environment in which the companies are formed**
- **The relationship and appropriate balance between the regulations of business activities and increased compliance requirements**
- **To introduce students to major legal concepts and theories that affect business**
- **To explain the historical development of the regulation of the business**
- **To investigate how business are regulated in particular field**

### **DIRECT TAX LAWS**

- **Understand concepts and importance of direct tax law**
- **Understanding the status of companies and business**
- **Classification of allowances and calculation of income from salaries**
- **Computation of annual value and deduction from income from house property**
- **Computation of income from other sources and capital gains**

- **To provide working knowledge on the different heads of income and deductions and enable them to compute the total income and tax payable by an individual.**

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### **FINANCIAL MANAGEMENT**

- **Understand the basic concepts of financial management and their applications in Investment, financing and dividend decisions**
- **Understanding the overall role and importance of finance function**
- **Demonstrate basic financial management knowledge**
- **An understanding of international financial management and risk involved in global business**
- **Identify the source of funds, describe how to manage profitability and describe cash flow management**

### **HUMAN RESOURCE MANAGEMENT**

- **Effectively manage and plan key human resources function within the organization**
- **Examine current issues , trends , practices and process in HRM**
- **Problem solve human resource challenges**

- **Contribute to employee performance management and organisational effectiveness**
- **The efficiency and productivity of employees in their roles**
- **Design effective human resource policies and systems to attain and sustain competitive advantage**

## **RESEARCH METHODOLOGY**

- **Develop advanced critical thinking skills**
- **Develop skills in qualitative and quantitative data analysis and presentation**
- **Understand the limitations of particular research method**
- **Demonstrate the ability to choose methods appropriate to research aims and objectives**
- **Provide students with knowledge , competence and analytical skills in research**
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## **GOODS AND SERVICES TAX**

- **Examine the basics of taxation and its structure**
- **List and identify what instruments are taxable under GST**
- **Examine the process of implementing GST**
- **Understand the development and Different sub- structure under GST**
- **Understand the need and importance of GST**

## **E-COMMERCE**

- 1. Identify the component parts of e-commerce**
- 2. Identify the benefits of selling online**
- 3. Know how to optimise and stay safe when selling online**
- 4. Have an outline strategy for E Commerce for your business**
- 5. Understand the risks around Cyber Security when trading and doing business online.**



- 6. Understand how to protect your online business, keeping your accounts secure and being aware of Cyber crime.**

## **SEMESTER - V**

### **PRINCIPLES OF INSURANCE AND RISK MANAGEMENT :**

- **To acquaint the concept of Insurance and Risk Management**
- **To create awareness among the students about the origin and evaluation of insurance**

### **FINANCIAL MARKETS AND FINANCIAL SERVICES:**

- **Understand the role and function of the financial system in reference to the macroeconomy.**
- **Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.**

### **BUSINESS ENVIRONMENT:**

- **Know the minor and major factors affecting the business in various streams .**
- **To know the different environments, like political, technological and economic environments, in business .**

### **ENTREPRENEURSHIP AND NEW VENTURE CREATION:**

- **Develop creative skills essential for being an entrepreneur.**
- **a feasibility analysis to identify a potentially successful new venture.**

### **CONSUMER BEHAVIOUR:**

- **Able to explain the basic concepts and models of consumer behaviour.**

- **Able to analyze the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results.**

#### **SALES AND LOGISTICS MANAGEMENT:**

- **Recognize and demonstrate the significant responsibilities of the salesperson as a key individual.**
- **Understand the basic concepts and techniques of selling and their applications to managerial decision makings in the field.**

### **SEMESTER -VI**

#### **BUSINESS POLICY AND STRATEGY:**

- **Apply diagnostic and practical skills to analyze and evaluate a range of business situations.**
- **Develop skills for generating alternative solutions to complex problem areas in various businesses.**

#### **PRODUCTION AND OPERATION MANAGEMENT:**

- **Gaining knowledge about managing production processes.**
- **Better understanding of modern production techniques.**

#### **BUSINESS ETHICS AND CORPORATE GOVERNANCE:**

- **Learn the issues entailed in maintaining ethics and how to deal with such situations .**
- **Gain knowledge of the legal and regulatory frameworks governing corporate governance practices and their relationship to ethical conduct.**

#### **ADVERTISING AND BRAND MANAGEMENT:**

- **To understand the effective design and implementation of advertising strategies.**
- **To present a general understanding of content, structure, and appeal of advertisements.**

#### **RETAIL MANAGEMENT:**

- **Understand what marketing means to business executives and academics .**
- **Understand the ways that retailers use marketing tools and techniques to interact with their customers.**