

2.6.1 Teachers and students are aware of the stated programme and course outcomes of the programmes offered by the institution.



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

(SESSION 2021-2022)

2.6.1 Teachers and students are aware of the stated programme and course outcomes of the programmes offered by the institution.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME OUTCOMES

The aim of the course is to build knowledge and understanding business among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business operations and decision making. The course aims at making a conceptual orientation and equips the students with the business skills as well as prepares them for management applications. This course provides an understanding of the tasks and functions of management and acquaints the participants with the development in concept, theories and practices in the overall field of management.

Program Specific Outcomes (PSO):

- Ensure and understand professional augmentation taking place in the global as well as domestic business arena.
- To reduce the gap between industry and academia, with the right blend of theory and practice.
- To nurture their talent for becoming good leaders and assets for an organization.
- To achieve an in-depth knowledge and analytical skills which will enable them to effectively and efficiently carry out various Trade and Marketing operations of an organization in the emerging globalized environment.
- Develop Critical attitude necessary for “life-long learning” through this course.

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| SYLLABUS | | | |
|----------------------------|-----------------|--|--------------|
| COURSE | PAPER NO | PAPER NAME | MARKS |
| B.B.A. I SEMESTER | P1-MAJOR 1 | PRINCIPLES OF MANAGEMENT | 100 |
| | P2-MAJOR 1 | BUSINESS ORGANISATIONS | 100 |
| | P1-MAJOR 2 | FINANCIAL & MANAGEMENT ACCOUNTING-I | 100 |
| | P2-MAJOR 2 | BUSINESS COMMUNICATION | 100 |
| | P1"-MINOR 1 | COMPUTER & IT APPLICATIONS-I | 100 |
| | CC-1 | PERSONALITY DEVELOPMENT & GROOMING | 100 |
| B.B.A. II SEMESTER | P3-MAJOR 1 | ORGANIZATIONAL BEHAVIOUR | 100 |
| | P4-MAJOR 1 | MANAGERIAL ECONOMICS | 100 |
| | P3-MAJOR 2 | FINANCIAL & MANAGEMENT ACCOUNTING - II | 100 |
| | P4-MAJOR 2 | BUSINESS ENVIRONMENT | 100 |
| | P2"-MINOR 1 | QUANTITATIVE TECHNIQUES - I | 100 |
| | VC-1 | | 100 |
| B.B.A. III SEMESTER | BBA 301 | ADVERTISING MANAGEMENT | 100 |
| | BBA 302 | BANKING AND INSURANCE | 100 |
| | BBA 303 | BUSINESS ENVIRONMENT | 100 |
| | BBA 304 | MANAGEMENT ACCOUNTING | 100 |
| | BBA 305 | ORGANISATIONAL BEHAVIOUR | 100 |
| | BBA 306 | RESEARCH METHODOLOGY | 100 |
| | BBA 307 | FRENCH | 100 |
| B.B.A. IV SEMESTER | BBA 401 | BUSINESS LAW | 100 |
| | BBA 402 | FINANCIAL MANAGEMENT | 100 |
| | BBA 403 | HUMAN RESOURCE MGMT | 100 |
| | BBA 404 | INFORMATION MANAGEMENT | 100 |
| | BBA 405 | OPERATION MANAGEMENT | 100 |
| | BBA 406 | CONSUMER BEHAVIOUR | 100 |
| B.B.A. V SEMESTER | BBA 501 | E-COMMERCE | 100 |
| | BBA 502 | FINANCIAL SERVICES | 100 |
| | BBA 503 | INSURANCE AND RISK | 100 |

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|---------------------------|---------|---------------------------|-----|
| | | MANAGEMENT | |
| | BBA 504 | RETAIL & RURAL MARKETING | 100 |
| | BBA 505 | TAXATION LAWS | 100 |
| | BBA 506 | MANAGING PERSONAL FINANCE | 100 |
| | | | |
| B.B.A. VI SEMESTER | BBA 601 | BUSINESS POLICY | 100 |
| | BBA 602 | COMPANY LAW | 100 |
| | BBA 603 | ENTREPRENEURSHIP | 100 |
| | BBA 604 | INTERNATIONAL BUSINESS | 100 |
| | BBA 605 | MARKETING OF SERVICES | 100 |
| | BBA 606 | PROJECT MANAGEMENT | 100 |

COURSE OUTCOMES (COs)

SEMESTER I

THEORY

PRINCIPLES OF MANAGEMENT:

PAPER ONE: P1`

- The objective for this course to provide an understanding of the task and functions of management and to acquaint the participants with the developments in concept. Theories and practices in the overall field of management.

THEORY

BUSINESS ORGANIZATIONS:

PAPER TWO: P2`

- The objective of this course is to develop an understanding on several important aspects of an organization, not just from an economic point of view but also considering organizations as part of society. It also includes analysis of the source of wealth creation, with a brief description of the environment and the key internal factors of an organization. The course introduces the students with the most important concepts of the dynamic framework of an organization.

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THEORY

FINANCIAL & MANAGEMENT ACCOUNTING – I:

PAPER THREE: P1'

- The aim of the course is to build knowledge and understanding of Financial and Management accounting among the student. The basic objective of this course is to enable the students to learn, explain and integrate the fundamental concepts, principles and techniques of accounting. Along with successfully applying the techniques and methods practically in order to analyze business performance, planning, decisions making and controlling the outcomes.

THEORY

BUSINESS COMMUNICATION:

PAPER FOUR:P2'

- This course aims to develop communication skills in equip students with a broad based knowledge business communication.

THEORY

COMPUTER & IT APPLICATIONS - I: (MINOR)

PAPER FIVE:P1''

- The course aims to familiarize the students with computers & its applications in the field of business.

THEORY

PERSONALITY DEVELOPMENT AND GROOMING:

PAPER SIX:CC1

- The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Personality and teaches the basic techniques of how an organization manages and develops its people.

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SEMESTER II

THEORY

ORGANIZATIONAL BEHAVIOR:

PAPER ONE: P3

- To provide knowledge about Organizational Behavior, individual and group behavior and give an overview about change in organization and QWL.

THEORY

MANAGERIAL ECONOMICS:

PAPER TWO: P4

- To impart basic knowledge of the concepts and tools of Economic Analysis as relevant for Business Decision-Making.

THEORY

FINANCIAL & MANAGEMENT ACCOUNTING – II:

PAPER THREE: P3'

- The aim of the course is to extend and enhance the knowledge and understanding of Financial and Management accounting among the student. The basic objective of this course is to enable the students to learn and explain advanced concepts, principles and techniques of accounting. The practical application of the knowledge will help them in developing the skill of using these advanced methods in effective decision making.

THEORY

BUSINESS ENVIRONMENT:

PAPER FOUR: P4'

- The objective of this paper is to give the basic knowledge about the business environment in industry.

THEORY

QUANTITATIVE TECHNIQUES – I:

PAPER FIVE: P2''

- The Course aims at providing students insight about the mathematical terms and their appropriate usage in business problems.

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THEORY

RESUME WRITING AND CORPORATE COMMUNICATION:

PAPER SIX: P4'

- The course is designed to empower students to carry out day to day communication at work place by adequate understanding of various types of communication and use of technology to facilitate efficient interpersonal communication. The course will also equip with effective writing skills necessary for resume building and other forms of written corporate communication.

SEMESTER III

THEORY

ADVERTISING MANAGEMENT:

BBA 301

- The student will be able to understand the different types and rationale behind the advertising type and medium chosen.
- The student will understand how the process of Objective Setting and Budgeting is done for IMC.
- The student will be able to identify media alternatives for different marketing messages.

THEORY

BANKING OPERATIONS AND MANAGEMENT:

BBA 302

- To make them aware of banking rules and regulations.
- Students will learn about historical evolution of banking.
- They will get knowledge of different types of banks.
- They will become aware of operational aspects of banking.
- Will learn about negotiable instruments and basic norms.

THEORY

BUSINESS ENVIORNMENT:

BBA 303

- Familiarize with the nature of business environment and its components.

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- The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business.
- Understand the definition of ethics and the importance and role of ethical behavior in the business world today.

THEORY

MANAGEMENT ACCOUNTING:

BBA 304

- Students will learn about the basics of management accounting. Difference between management accounting and other branches of accounting i.e. financial accounting, cost accounting etc.
- Will understand about the unit costing and C.V.P.analysis.
- They will become aware about marginal costing, process costing, contract costing, make and buy decisions etc.
- Students will attain the practical knowledge of standard costing and budgetary control.

THEORY

RESEARCH METHODOLOGY:

BBA 306

- The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course you are expected to develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
- The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course you are expected to have basic knowledge on qualitative research techniques.
- The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course you are expected to have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis.

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- The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course you are expected to Have basic awareness of data analysis-and hypothesis testing procedures

SEMESTER IV

THEORY

BUSINESS LAWS:

BBA 401

- Understand the basic concept of The Indian Contract Act, 1872, Essential elements of a valid contract. Students are explained about the offer & acceptance, consideration, capacity of parties, free consent legality of object & consideration, void agreements, discharge of contract, Indemnity & Guarantee, Bailment & pledge, law of negotiable Instruments.

THEORY

FINANCIAL MANAGEMENT:

BBA 402

On completion of this course, the students will be able to

- Students should be able to show analytical skills in short term and long term decision making.
- Explain the concept of fundamental financial concepts, especially time value of money.
- Apply capital budgeting projects using traditional methods.
- Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances.
- Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting.

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THEORY

HUMAN RESOURCE MANAGEMENT:

BBA 403

- Through this course student will be able to explore various dimensions of Human Resource Management and will find new career opportunities in the same.
- It will provide hands on experience to work on industry assignments and gain practical knowledge.
- Case Study discussions will provide simulations to think as an HR strategist and design an appropriate solution.

THEORY

INFORMATION MANAGEMENT:

BBA 404

- Students will be made aware about the concept of information system, decision support system, knowledge base system, expert system.
- They will be made aware of data base management system.
- This subject will help them to apply technological concept in their daily lives which will enhance their entrepreneurial skills.
- It will also help them to learn about functional and cross functional information.

THEORY

OPRATION MANAGEMENT:

BBA 405

- At the end of the course the students can apply the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service related decisions.
- At the end of the course the student will be able to plan production schedules and plan resources (material and machine) required for production.
- At the end of the course the students can design maintenance schedules in manufacturing units, identify and propose material handling equipment's and implement industrial safety rules.

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- At the end of the course the students will be able to apply the concepts of purchase, stores and inventory management and analyze and evaluate material requirement decisions.
- At the end of the course the students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.

THEORY

CONSUMER BEHAVIOUR:

BBA 406

- The purpose of this course is to introduce students to consumers, consumer behavior in the market place and their impact on marketing strategy. Discussing the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
- The course content will also address the importance of subculture and global consumer culture as marketing opportunities
- Be able to identify the dynamics of human behavior and the basic factors that influence the consumer's decision process.
- Be able to demonstrate how concepts may be applied to marketing strategy

SEMESTER V

THEORY

E- COMMERCE:

BBA 502

- Students learn the basics of e-commerce in IT and business.
- Learnt about business to business and business to consumer relationship.
- To learn about different networking concepts and type of networks.
- Students learn about TCP/IP protocol and basic components of internet.
- Students learn about marketing strategies, marketing segments.
- Students learn to advertise on web and evaluate e-commerce technologies.
- Introduction to EDI, supply chain management.
- Students learn the advantages and disadvantages of online payments.

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- Basic features of internet security policies, type of threat, computer security are covered.
- Learn to communicate effectively using electronics.

THEORY

FINANCIAL SERVICES:

BBA 502

- To understand the concept of financial services, its types, its utility in a business and its significance. Also understand the concept of NBFCs.
- To understand the details of leasing with theoretical form and its accounting treatment as per AS-19. Concept of hire purchases its uses in business forms. Difference in leasing and hire purchase with instalment system.
- To understand the concept of factoring and their working, bill discounting concepts and applications. Credit cards its meaning, types and significance for business.
- To understand concept of merchant banking specially in the context of India, different advisory services available to business in India. Initial public offers how they work and how companies collect funds through IPOs.

THEORY

INSURANCE AND RISK MANAGEMENT:

BBA 503

- To Understand the Introduction of Insurance in General and History of Insurance in India. Basic Nature and Definition of Insurance. Comparison of Life Insurance with Other Forms of Insurance.
- To Understand the Principles of Contract and its Applicability to the valid Insurance Contract.
- To Understand the Principle of Life Insurance and its impact on Insurability. Use of Mortality Table and its Constructions with its kinds. Basic Elements in Computation of Premium.
- To Understand the Scope of Coverage of Fire Insurance, Marine Insurance and Motor Insurance.
- To Understand the Provision under Insurance Act 1938 and IRDA Act 1999.

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- To Understand the Basic Concept of Risk, Classification of Risk, Process of Risk Management. Identification and Evaluation of Risk- Risk Analysis. Risk Control- Loss Prevention and its Importance. Risk Financing and Transfer of Risk.

THEORY

RURAL AND RETAIL MARKETING:

BBA 504

- Explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area.
- Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies.
- To acquaint the students with the appropriate concepts and techniques in the area of rural marketing.
- Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
- Understand the concept and methodology for conducting the research in rural market.

THEORY

TAXATION LAWS:

BBA 505

- Students learn about the fundamentals of income tax and the scope of IT calculations and important terminologies. Students are taught about the different heads of income with its components. Student learns about computing total taxable salary, annual value of house property and computation under different circumstances.
- Topics related to allowable and non-allowable expenses and provisions relating to income from business / profession are dealt with. Students gain knowledge on assessment of income of individuals, company etc., and filing of income tax return and about revised return procedures.

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THEORY

MANAGING PERSONAL FINANCE:

BBA 506

- To understand basics of personal finance
- To understand the methods to manage the personal finances
- To know the fundamentals to invest the financial resources
- To understand the methods to insure the resources and control one's financial future

SEMESTER VI

THEORY

BUSINESS POLICY:

BBA 601

- The main objective of this course is to let students have an experience of managing a company in the role of a key manager, such as general manager, vice-president, president or CEO, through the versatility of micromatic Simulation computer simulation.
- Micromatic Simulation is a powerful and user-friendly simulation that allows the instructor and his assistant (game administrator) to engage in active intervention to create an industry that can be formulated to become very close to real-life for your training.
- This particular simulation requires a lot of commitment of time and effort on part of the instructor in administering your managing of the company. However, it is worth his time, and you should make it worth yours.
- The aim of this course is to let students integrate and apply what they have learned in previous classes during their stay in the program. There is no emphasis on elaborate lecturing or formal teaching of new material, except where it becomes imperative to cover some concepts that students did not comprehend in their previous classes. Nevertheless, students may ask the professor for a review of any previously learned concept at which they do not feel comfortable.

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THEORY

COMPANY LAW:

BBA 602

- Students will understand of the concepts Company Law.
- They will come to know the Process of formation and registration of company.
- They will understand the importance and of memorandum of association and Article of association.
- They will understand legal rules related to issue of Prospectus and shares.
- They will come to know the Process of winding up of company.

THEORY

ENTREPRENEURSHIP:

BBA 603

- Demonstrate a comprehension of the principles of banking law and its relationship to banks and customers.
- Demonstrate an awareness of law and practice in a banking context.
- Engage in critical analysis of the practice of banking law from a range of perspectives.
- Organize information as it relates to the regulation of banking products and services.

THEORY

INTERNATIONAL BUSINESS:

BBA 604

- Identify the basic difference between inter-regional and international trade, understand how international trade has helped countries to acquire goods at cheaper cost and explain it through the various international trade theories.
- Show the benefits of international trade in a way how nations with strong international trade have become prosperous and have the power to control world economy and how global trade can be one of the major contributors of reducing poverty.
- Explain how restrictions to international trade would limit a nation in the services and goods produced within its territories and at the same time

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explain that a rise in international trade is essential for the growth of globalization.

- Show the importance of maintaining equilibrium in the balance of payments and suggests suitable measures to correct disequilibrium as well. Be aware of the changes in the composition as well as direction of foreign trade after international trade and know the causes and effects of deficits in the balance of payments, measures adopted to correct the deficits and identify the need for having trade reforms.

THEORY

MARKETING OF SERVICE:

BBA 605

- The course will help the students take a holistic view of the consumer; it will help equip them with knowledge of various models and frameworks to help understand consumer behavior and align the knowledge with formulation of appropriate marketing strategies.
- To develop an understanding of the theoretical and conceptual concepts of consumer behavior and apply them to real life marketing situations and practices.
- To explain the differences between goods and services and the resulting challenges and opportunities for service businesses.
- To introduce the expanded marketing mix for Services and the philosophy of customer focus for services.

THEORY

PROJECT MANAGEMENT:

BBA 606

- Generation & screening of project idea. Preliminary screening, project rating Index. Market & demand analysis. Collection of primary & secondary information.
- Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location & site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project Time Lines.

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- Cost of projects, means of financing, Estimates of Sales & Production, Cost of Production, Working Capital Requirement & Financing, Projected income statement, Balance sheet and cash flow with multiyear projections, Consideration of alternative sources of finance.
- Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report.